

**SPECIAL
POINTS
OF INTER-
EST:**

- CEREC® helps deliver practice objectives.
- Training was excellent.
- CEREC® hourly rate higher than conventional dentistry.
- Support is readily available.

THE CEREC® TALES

The Beginner's Tale

Mention Stafford to most of the population and they would associate it with traffic cones on the M6 and a detour, although things may change with the new toll motorway. It's one of those classic places that many have heard of but few have visited. This is especially true for those making the detour because they are routed (anagram of detour!) away from the real Stafford that oozes English heritage and charm, the Stafford that is now home to yet another CEREC® 3D.



Great location but the sign suggests a tame Christmas party!

The Smile Style Dental Care Centre is situated in a delightful alley that links the bustling market square and high street with the law courts and civic buildings. A steady flow of "people traffic" passes the door of the thriving practice run by Richard Howarth and his team. No problems in getting patients here.

With the acquisition of CEREC® 3D from product specialists Ceramic Systems, the practice lives up to the claims made in the practice brochure. It says, "We will continue to constantly invest in updating our knowledge and re-equipping the practice with the most effective technology to help us deliver our objectives".

So what of the investment and in particular the updating of knowledge where CEREC® is concerned? As a beginner, just how difficult is it to get going and how effective has the technology been in achieving the practice objectives?

Richard was so keen to get things right that he did the basic training day twice. "The course is excellent giving you the confidence to tackle cases immediately and providing really good advice on how to integrate CEREC® into the practice" he remarks "but I was uncomfortable because I could not seem to reproduce in practice what I had seen it do on the course".

Profitability



Caption describing picture or graphic.

The main difficulty was in terms of getting the right occlusion, a matter that was particularly important to Richard as one of Roy Higson's BSOS group and as it happens an important and not infrequently asked question from potential purchasers. As Richard comments, "a

bit of lateral thinking solved the problem; I have taken the CEREC® principles and developed a method that suits my own clinical situation".

Richard has had his CEREC® for six months although with holidays he has actually been using it for five. In that time he has completed 60 restorations and is now pre-booking four CEREC®s per week in specially designated slots of two hours each. "I allow two hours for each restoration although in reality the average is one and a half," states Richard. "At a CEREC® hourly rate of £230.00 (compared to the routine £180.00), I can offer the same fee as a mid-option crown and save the lab bill".

With the restorations completed in one visit without the need for conventional impressions and temporaries, the beginner seems to have got the hang of things pretty quickly although as he admits he has restricted himself for the moment to inlays, onlays, full posterior crowns and endocrowns. As he says "There is a lot to learn and it makes more sense to modularise my development. I like to move from proficiency to mastery before tackling new situations so the next step for me will be veneers and anterior crowns".

Like so many others, Richard has dipped into CEREC® at various exhibitions but has always found reasons to dismiss it. It looked as if things would change at the World Aesthetic Congress in 2003 but there were more pressing priorities in terms of refurbishment and development in the practice. It was Stoke dentist Nigel Hammond reporting that he was generally very pleased with his CEREC® that got Richard to look again.

Demonstration WOWED entire practice

Arrangements were made for Mike Bosworth of Ceramic Systems to demonstrate the product at the practice. In keeping with all good leaders Richard ensured that his entire team were present and were able to contribute in the decision making process. "In short we were WOWED!" he said, "We looked at the figures again and realised that we didn't have to be doing many restorations to break even and that CEREC® would enable us to be far more conservative".



Assessing suitability for another CEREC® restoration... the rubber dam is routine.

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Training and Support



The restoration design and the designer

Some cynics could say that once a purchase of this financial magnitude has been made there is a need to use it but as Richard makes quite clear "It is just another option and the choice is still with the patient". He added "I still offer resin restorations but make it clear that a CEREC® has the same wear characteristics as natural teeth so that patients can assess price against longevity".

So what is the advice to other beginners? In the first instance it is important to be properly trained and contrary to popular opinion it appears that the learning curve is not as steep as might first be thought especially if a modular approach to the system is taken. Secondly, as Richard has discovered, it is useful to "plug in" to the CEREC® user group and other support that is provided by the Ceramic Systems trainer network.

What is for certain is that even whilst sporting his green "L" plates Richard is giving his patients more treatment options, enjoying a transformation in his restorative dentistry and a benefiting from a rejuvenation of his practice profitability. It looks like everyone's a winner.

ANYONE WANTING TO TALK TO RICHARD CAN CONTACT HIM THROUGH CERAMIC SYSTEMS ON 01932 577076.

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Ceramic Systems are passionate about **CEREC®**. We have been helping dentist to revolutionise their dental practice with **CEREC®** for over 7 years. We have a team of specialists that support over 200 users with sales, installation, and training. We organise user group meetings regionally ever quarter. Plus a National Conference every year.

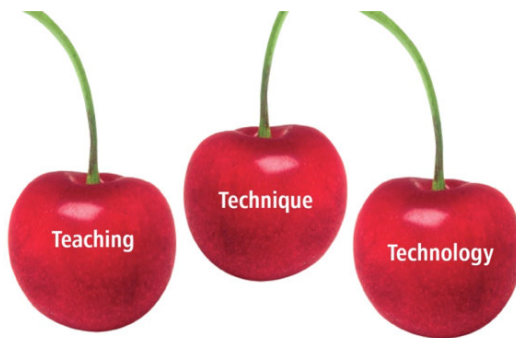
If you would like to evaluate if joining the Ceramic Systems "CEREC® Club" is a great move for you dental business and clinical career call David Holland on 0845 070017

The CEREC® Specialists

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