

**SPECIAL
POINTS
OF INTER-
EST:**

- Empower management to people with talent.
- CEREC®, orthodontics, implants and general dentistry make up the business mix.
- Reduced post-operative problems.

THE CEREC® TALES

The Business Women's Tale

"What a difference a day makes" goes the old Dinah Washington song. Without a doubt this sentiment rings true for the village of Binfield in Berkshire where Teresa Day spends most of her practicing life at the Appledore Clinic. Qualifying from Guy's in 1980 Teresa always knew that she wasn't just entering a profession. She also understood that she was embarking on a business career and on meeting her it is not hard to understand why she's successful in both roles.



The businesswoman

The businesswoman's touch is obvious. Not only has she ensured that she has a great team that look after the day to day running of the practice but she has also appointed her sister as finance and marketing director. "She's good at what she does and I trust her", says Teresa, "having someone fulfil this role ensures that I can concentrate on what I'm good at whilst knowing that key areas of the business are in capable hands.

This ability to delegate and empower others is a key strategy that all successful business owners adhere to. Teresa knows that her unique abilities are in wet-fingered dentistry and that there is little point in her trying to fulfil all the other roles that bog down so many other would be entrepreneurs especially when someone else is better at it than she is.

The marketing influences are clearly visible. The reception and lounge areas are distinctly hotel-like and the latest copy of the thrice-yearly newsletter is readily available. The simple and yet striking recall postcards are part of a system that ensures the client base is contacted at least five times per year. The referral cards give clients the opportunity to introduce new patients and leaves them in no doubt that they are part of a successful business.

CEREC® the practice builder



The impressive frontage created from a 1930's bungalow

Not so obvious is the website that generates between five and ten genuine enquiries per week. 50% of the responses are for implants and orthodontics with the other 50% split equally between CEREC® restorations and general dentistry. As Teresa com-

ments, “This response profile is indicative of the people that use the web...the majority of our enquiries come from the ‘silver surfers’ and young professionals”.

Knowing how to coordinate all of the different facets of a business is one thing but the ability to identify new sales opportunities and exploit them is most certainly an ability that is peculiar to all successful business leaders. Teresa is no exception and her early adoption of implant dentistry means that she now places and restores almost 300 Straumann implants per year.

A similar thing has happened with CEREC®, the chairside ceramic restoration system. Teresa first saw the product on ‘Tomorrow’s World’ at a time as she says, “When they used to make television programmes!” and she knew that even then when it was in a fairly primitive state as CEREC® 1 that it would ultimately come into its own.

As CEREC® developed so did Teresa’s interest and she almost took the plunge when CEREC® 2 came on the scene. As she comments, “Inlays have always been a problem at the lab so I looked at CEREC® 2 with my technician specifically to do inlays”. Two days training at Gareth Jenkins’ practice some 6 years ago further whetted the appetite but with the finances stretched and the news of CEREC® 3 round the corner Teresa waited.

CEREC® 3D worth the wait

It was worth the wait. CEREC® 3 was rapidly followed by the introduction of 3D software, an astonishing development made possible by the advent of Pentium 3 processors and so on two consecutive dates in August 2002, Teresa took delivery of two CEREC® machines! “There was no point having one just at Binfield”, said Teresa, “we have another practice in Milton Keynes and it needed to be available there too”. And it’s not just Teresa that uses it. “My associate is trained to use CEREC® and I’m just about to teach a new associate how to get the best from it”.

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Is it a hotel or a dental practice?

Clinical Excellence



The implant certificate wall-paper

To a businesswoman like Teresa the clinical and business case for CEREC® stacked up but it was the clinical aspects that were the most compelling. “Inlays in particular are difficult to temporise well” she says, “they can be hard to get out and therefore the potential is to

traumatise the tooth twice”. She continues, “With CEREC® everything is completed in one visit and because there is no temporisation there is less pulpal damage so I find that all post-operative problems are virtually eliminated.

It’s not just inlays that Teresa is doing with CEREC®. Interestingly enough her expertise in implant dentistry is now enhanced by the system. For most single tooth posterior implant restorations Teresa is using CEREC® although as she said, “I will be doing more anterior CEREC® restorations now that the new TRILUXE blocks have been introduced”. She continued, “I have been cautious of using CEREC® at the front of the mouth but the new blocks look as if they could open up yet another vista and I’ve just purchased the R1800 upgrade from Ceramic Systems that will enable me to really get into veneers”.

So what next for the businesswoman who by her own admission has achieved all of the goals that she has set herself? Some serious travelling beckons and there is a desire to become a CEREC® trainer. It sounds as if life could continue to be full but there have always been enough hours in the Day!

ANYONE WANTING TO TALK TO TERESA CAN CONTACT HER THROUGH CERAMIC SYSTEMS ON 01932 577076.

CERAMIC SYSTEMS



Ceramic Systems Limited

Flaxman House

Gogmore Lane

Chertsey

Surry

KT16 9JS

Phone: 0845 0700137

Fax: 01932 577043

E-mail: sales@ceramicsystems.co.uk

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.

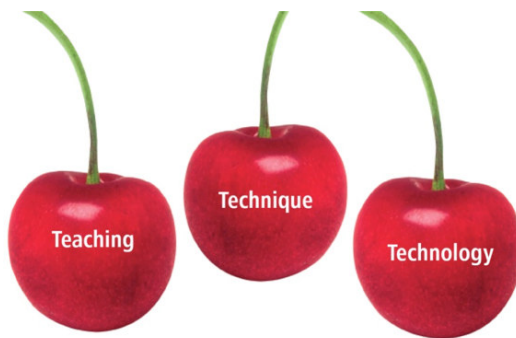
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The CEREC® Specialists

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