

**SPECIAL
POINTS
OF INTER-
EST:**

- CEREC® introduced at Liverpool Dental Hospital.
- CEREC® and implants a strong business combination.
- The practice grow 3-fold in three years.
- Turnover up, lab fees down.

THE CEREC® TALES

The Lady's Tale

There was no warning of Hurricane Monica. The National Geographic was riveting, all about the rejuvenation of the reefs off Fiji and then it happened. The door of the patient lounge flung wide open and there she was. It was difficult not to be impressed with the energy and vitality that hit the room as she introduced herself. However, this was one hurricane that was not on a course of carnage and disruption. This one was fast moving but its energy was full of creativity and focused purpose.



Monica seems pleased with her CEREC® onlay design

Monica qualified from Liverpool in 1991 and spent her time as a VDP in Felixstowe. There is always a lull before a storm and it was whilst working in this east coast haven of tranquillity, living in a flat overlooking the sea that the hurricane brewed. Being a Liver Bird by training, Monica had exposure to CEREC® in its infancy under the tutelage of Dr Nic Jedynekiewicz and she promised herself that one day she'd have one.

The first stage of the plan was to complete a six-month stint as a senior house officer in the OMFS department of the North Middlesex Hospital and then go to the Loma Linda University in California to undertake a Masters course in implant dentistry. "To me knowledge is the key," says Monica, and she has certainly lived true to this. Not many would commit the time and finances to further education of this type so early in their career. With time pressing and with a clear vision she left California in 1996 after three years of wonderful education with a Certificate in Implant Dentistry. Excited at the prospect of applying all she had learnt she returned to London.

Picked up CEREC® with one hours training



Preparing the ceramic block for milling

She soon found herself working in two practices in the London Bridge area and astonishingly enough one of them had a CEREC® 2 in it! Knowing about CEREC® and knowing how to fly one are two very different things but her luck was in as she

was introduced to Dr Peter Martin from Kings College Dental Hospital, another CEREC® enthusiast. Here was an opportunity to move a little faster toward the end game.

It was not long before Monica was producing inlays and crowns much to the incredulity of Dr Martin who had only given her one hour of training. As Monica says "The fact that I was able to do it proves that anyone can and with the latest CEREC® 3D things are infinitely easier than they were then...and I did have a good teacher!"

On the back of CEREC® and with the freethinking that characterises an entrepreneurial spirit, Monica developed a relationship with the Greater London Authority. A fully private corporate scheme saw the practice taking on new patients every day and over three years the practice grew three-fold. Monica comments, "I continued to teach myself CEREC® day and night, and did much of my restorative work with it. What I noticed was that my turnover increased and my laboratory fees went down!"

"The fact that I was able to do it proves that anyone can and with the latest CEREC® 3D things are infinitely easier than they were then...and I did have a good teacher!"



CEREC® the practice builder



Even after hours there's time to put a patient's mind at rest

An attempt to buy the practice was scuppered and so with the mindset of “If I could do it with the GLA then I could do it anywhere”, Monica was on the move again to the premises she now practices at in Weymouth Street, London W1.

The big problem however was a lot of outlay and investing in CEREC® was not viable but in July 2004, six months after the move, Monica became the proud owner of CEREC® 3D.

As Monica comments, “I was always going to have CEREC® and once you've got used it you can't go back to conventional dentistry”. She continues, “It is an astonishing practice builder and nowhere near as hard to use as some might make it out to be”

Before you could say “storm warning” the meeting was over. Slipping into her coat and heading for the door, Monica enthused about the importance of networking. It had worked at the GLA and now she was heading just down the road for the women's club where she has gym membership, to give a presentation to a roomful of businesswomen about aesthetic dentistry and CEREC® in particular.

Her parting shot was that she wanted to become part of the CEREC® trainer network and there is no doubt she'll do it. There would seem to be little chance of Hurricane Monica blowing itself out just yet.



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Ceramic Systems are passionate about **CEREC®**. We have been helping dentists 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 every quarter. Plus a National Conference every year.

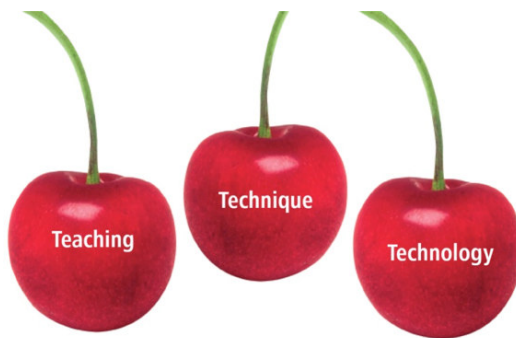
If you would like to evaluate if joining the Ceramic Systems "CEREC® Club" is a great move for your dental business and clinical career call David Holland on 0845 070017

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