

**SPECIAL
POINTS
OF INTER-
EST:**

- "It is my duty to learn about new technology."
- Amazing wear characteristics of the milled ceramic.
- The computer compensates better than a technician.
- Payback in less than one year.
- Easier to use than the practice management system.

THE CEREC® TALES

The Principal's Tale

There comes a time in life when we start referring to what appear to be our bizarre thought processes and irrational decisions as "senior moments". One would be forgiven for considering Bruce Clark of Lincoln as having succumbed to one, although it can be confirmed that even in his late 50's he is still in full control of all his faculties.

But what on earth would cause an established, sane and professional practice principal with half an eye on hanging up his turbine to fork out in excess of £50,000.00 on the chairside CEREC® CAD/CAM ceramic restoration system? To put things in perspective, he's not on his own.

There are over 200 seemingly "rash with their cash" users of various vintages in the UK and of those nearly half made their purchase since January 2003. On a world-wide basis the total number of users is in excess of 10,000 showing that CEREC® is now a mainstream restorative tool. The number of users is huge and growing but this is the tale of just one of them.

It's some three years now since Bruce acquired his CEREC® 3 and it has been upgraded with the 3D software that was launched just over a year ago. By his own admission, Bruce is no techno-freak and he doesn't buy things on a whim. As he says, "I look at a lot of new technology in dentistry and ask myself a simple question...does it appear to work and if I were a patient would I want this? If the answer is yes then it's my duty to learn about it and with CEREC® it was a resounding yes!"



The West Parade team

Patients tell their friends



The West Parade practice in leafy Lincoln

So with the Clark test in mind, what was so compelling? A key factor was the wear characteristics of milled ceramics over bonded porcelain. “I’ve seen so many situations of uneven wear on opposing teeth from bonded restorations” says Bruce, “There’s no doubt that metal free ceramics is what I would want and the fit is excellent. I perhaps shouldn’t say this but the computer compensates for operators in a way that is impossible for even the best technicians.”

A most important aspect is the one visit treatment for all single tooth restorations. “Just about every patient I have treated hates temporaries and many detest having impressions taken. The beauty of CEREC® is that I can do everything from start to finish in about an hour and a half, without conventional impressions or the need for temporisation. Patients are thrilled and they tell their friends”. It’s the immediacy that Bruce finds the biggest plus. “The delight that patients express is quite something, especially when I can respond quickly just before they go off on holiday or attend a wedding”.

Prior to purchasing the product in 2001 Bruce was incompatible with computers and readily confesses that CEREC® was the most difficult thing he has ever had to learn. “At the time the learning curve was steep but quite short and I now find CEREC® easier to use than the patient management system!” I did not have the luxury of the excellent training programme that Ceramic Systems now has in place and that in conjunction with the 3D software makes everything very straightforward for new users”.

Payback in one year

As Bruce has explained, patient acceptance is excellent and what seems to be a boon to patients in terms of a single visit translates into benefit for the practice. “I transact business immediately “ says Bruce, “There are no stage payments and I find I can charge exactly what I did before (and more!). And there are no laboratory charges”.

There’s no doubt that CEREC® has been a good investment. “It paid for itself in just over a year and I was a slower starter than most! There are many of my CEREC® colleagues in the CEREC® user group who have found that they have paid the machine off less than a year and of course utilising a leasing scheme helps spread the payments anyway”.

“There are many of my CEREC® colleagues in the CEREC® user group who have found that they have paid the machine off in less than a year ...”



in

The reception area at the end of the hall

Option for Change



Bruce takes a CEREC® optical impression

The tax breaks are good too: the chancellor currently allows 50% of the purchase cost including VAT as capital allowances against personal taxation. Says Bruce, "The reduction in income tax was significant but any investment decision must ultimately be weighed against the return on that investment over a given period. I did my sums very carefully and expectations have been exceeded!"

The difference that CEREC® has made to the Clark practice is remarkable. "It's like trying to compare a penny farthing with a mountain bike", explains Bruce. "The kind of dentistry I can now practice is in a different league but it's sad that I've had to move away from the NHS to be able to provide the level of investment to support it". It would appear that Options for Change came early in Lincoln.

In the space of three years Bruce has transformed his restorative dentistry and rejuvenated his practice profitability. He's also gone from computer "numpty" to CEREC® trainer in that period and is now in a position to help new users get to grips with this remarkable technology.

ANYBODY WANTING TO TALK TO BRUCE ABOUT THE SENIOR MOMENT THAT REVOLUTIONISED HIS WORLD CAN CONTACT HIM THROUGH CERAMIC SYSTEMS ON 01932 577076.



CERAMIC SYSTEMS



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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.

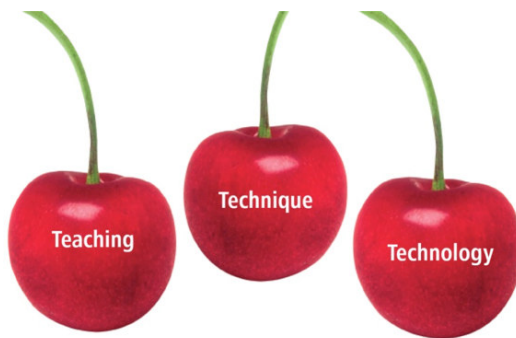
If you would like to evaluate if joining the Ceramic Systems "CEREC® Club" is a great move for your dental business and clinical career call David Holland on 0845 070017

The CEREC® Specialists

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