

DENTAL TECHNOLOGY

Today

FALL 2019

THE OFFICIAL PUBLICATION
OF THE DENTAL TECHNICIANS
ASSOCIATION OF BRITISH
COLUMBIA AND THE
ASSOCIATION OF DENTAL
TECHNOLOGISTS OF ONTARIO



Search Engine Optimization Advice to Help Your Lab

INSIDE

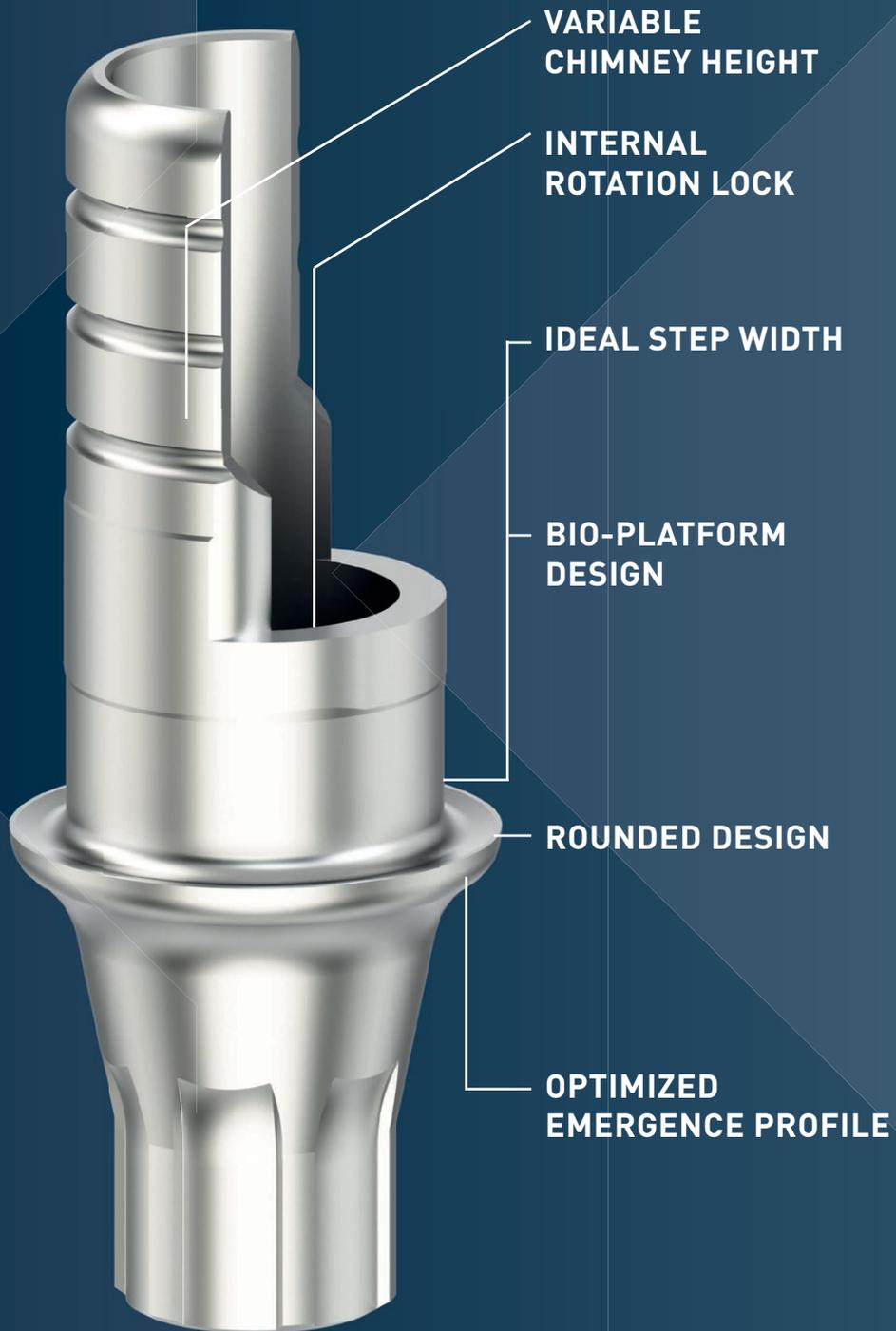
- Freedom in Centric and the Importance of Understanding the Patient's Perspective
- The Zirkonzahn School: sound technical teaching combined with a school of life and culture

DENTISTRY DEPENDS ON TECHNOLOGY

»» The new Gold Standard in flexibility ««

TITANIUM BASE FOR ANGLED SCREW CHANNEL

- Improved strength and flexibility
- Optimized emergence profile and bonding interface
- Four possible chimney heights



Abutment Direct Inc.
102-7351 Victoria Park Avenue,
Markham, ON Canada L3R 3A5
Phone: (905) 604-0465
Fax: (905) 604-0900
Toll Free: 1-855-604-0465
info@abutmentdirect.com
www.abutmentdirect.com

ABUTMENT DIRECT
powered by
 **MEDENTIKA**[®]
A Straumann Group Brand

WORLD CLASS 3D PRINTING SOLUTIONS TO SUIT ALL NEEDS

Nextdent 5100 Printing System

Validated end-to-end Workflow

- ✓ Makes the printing process fast and easy
- ✓ Powerful and intuitive software
- ✓ Unmatched combination of ease of use and predictable print outcomes
- ✓ Great value.

Starting from
\$13,850⁰⁰



Miicraft 125 ULTRA

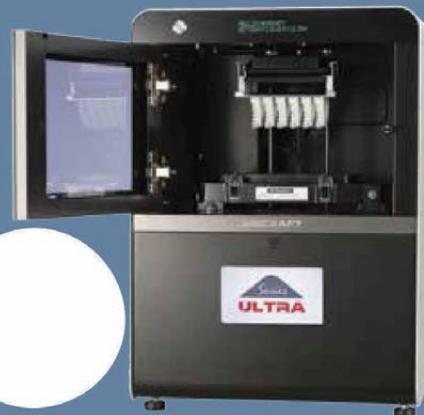
Access to widest range of print resins

- ✓ The **Miicraft 125** is a fully open and adjustable printer that will work with any printer resin on the market.

- ✓ Complete control over print parameters and strategies in order to optimize the printer performance to match resin properties.

- ✓ Great value

Starting from
\$12,499⁰⁰





Medit T500 & **exocad**

“The T500 is the most precise laboratory scanner tested so far...
4µm (micron) in precision tests...” - Panthera Dental



emerald

DENTAL WORKS

exocad



www.emerallddental.com - info@emerallddental.com

Toll Free: 1-888-251-7171

THE OFFICIAL PUBLICATION OF THE DENTAL TECHNICIANS ASSOCIATION OF BRITISH COLUMBIA AND THE ASSOCIATION OF DENTAL TECHNOLOGISTS OF ONTARIO



7181 Woodbine Ave., Suite 235
Markham, Ontario L3R 1A3
Toll Free: 1-877-788-ADTO (2386)
(within Ontario)
Telephone: 416-742-ADTO (2386)
Fax: 416-798-2613
www.adto.ca



Box 397, 101-1001 West Broadway
Vancouver, BC V6H 4E4
Ashley Opitz, Administrative Assistant
Toll Free: 1-888-495-4566
Telephone: 604-278-6279
www.dentaltechniciansofbc.com

©2019 Craig Kelman & Associates Ltd.
All rights reserved. The contents of this publication may not be reproduced by any means, in whole or in part, without prior written consent from the publisher.

Published by:



3rd Floor, 2020 Portage Avenue
Winnipeg, MB R3J 0K4
Tel: (204) 985-9780
Fax: (204) 985-9795
E-mail: cheryl@kelman.ca
www.kelman.ca

Managing Editor: Craig Kelman
Design/Layout: Kristy Unrau
Marketing Manager: Chad Morrison
Advertising Coordinator: Jenna Matthes

Return undeliverable Canadian addresses to:
E-mail: lauren@kelman.ca
Publication Mail Agreement #40065075



FEATURES

Freedom in Centric and the Importance of Understanding the Patient's Perspective18

Freedom in centric – the ability to hold natural teeth together with freedom of movement (while in centric) – is a vital concept that is often overlooked in today's mainstream denture fabrication. It is important to understand that this phenomenon exists, that it is not present or designed into most denture teeth on the market, and that it is imperative to learn to think like a denture patient.

Search Engine Optimization Advice to Help Your Lab...24

Like other businesses, denture labs need good search engine optimization (SEO) to succeed. SEO broadcasts your services and pulls in clients for your lab. Use these tips to strengthen your online presence.

The Zirkozahn School: Sound technical teaching combined with a school of life and culture28

What started as a one-person business is now a workplace for almost 300 employees in various branch offices and training centres worldwide. The company's goal is to provide dental technicians and dentists with a valuable support in their professional collaboration within the treatment team, resulting in better patient satisfaction.



8



18

DEPARTMENTS

- DTABC President's Message..... 6
- ADTO President's Message..... 8
- HR Insider 9
- Management Tips..... 11
- DTABC Member Profile.....12
- Communication Among Colleagues 16
- Industry News.....30
- Classifieds 32
- Reach our Advertisers..... 34

Box 397, 101-1001 West Broadway
Vancouver, BC V6H 4E4
Ashley Opitz, Administrative Assistant
Toll Free: 1-888-495-4566
Telephone: 604-278-6279
office@dentaltechniciansofbc.com
www.dentaltechniciansofbc.com

DTABC BOARD OF DIRECTORS

PRESIDENT
Chris Opitz, RDT

VICE PRESIDENT
Olaf Lutz, RDT

John Eggeling, RDT
Nadja Jakobi, RDT
Stuart Thomson
Dragan Lipovac, RDT
Sachiyo Lei, RDT
Calvin Moon, RDT

MANAGEMENT STAFF
Malcolm Ashford
Executive Director

**DIRECTOR OF
COMMUNICATIONS AND
MEMBER SERVICES**
Renata Cecconi
604-789-4077
renata@dentaltechniciansofbc.com

DTABC PRESIDENT'S MESSAGE

Chris Opitz, RDT, President
Dental Technicians Association of BC



Please Get Involved

Fall is always the start of our busy season with your association ramping up for another active period of events and member offerings. We will soon be calling for nominations for Board elections. This year there is one elected vacancy on the Board that needs to be filled. Election ballots will be mailed out in October 2019. Board members usually get together three to four times a year. We hope that you will get involved and help continue to make DTABC strong.

We are busy planning our annual Lab Expo Conference in partnership with the Pacific Dental Conference. This year, **the Lab Expo will be on Saturday, March 7, 2020 at the Vancouver Convention Centre – West Building.** Once again, DTABC members can choose to attend the full three days of programming and social events at the PDC March 5-7 or the one-day of DTABC programming and exhibition on Saturday, March 7. **Online early bird registration for both the PDC and DTABC opens October 15, 2019.** Please visit www.pdconf.com for upcoming program information.

We are launching our second annual market survey regarding the current fee structure that exists among our membership. We truly hope that this time we attract more participants in the survey. Most of

you were very happy to receive the results of the first survey, so we hope that you can participate in this second one. It is much more comprehensive and follows the format of the ADTO's [Association of Dental Technologists of Ontario] official fee guide. For more information on the market survey, please contact Renata Cecconi at 604-789-4077 or by e-mail at renata@dentaltechniciansofbc.com.

We will also be sending members a list of possible training sessions to gauge interest before we book and finalize. This is a follow-up to our last survey on continuing education training. As a reminder, based on member feedback, we are looking at three areas of continuing education: CAD/CAM, digital workflow and infection control.

We thank you for the opportunity to serve you and we encourage you to participate in your association that offers a source of ideas, ongoing support and resources that benefit you and your career.

Please contact me, any of the directors, or the DTABC Team with your ideas and feedback. ●

Chris Opitz
President, DTABC



DENTISTRY DEPENDS ON TECHNOLOGY

VITA YZ® SOLUTIONS – Zirconia. The Shade Must Be Right. Always.

For highly individualized restorations with shade reproduction accuracy.

LEARN MORE AT
vitanorthamerica.com/zirconia



VITA YZ® SOLUTIONS

- Includes a complete range of materials with four translucency levels as white, pre-colored and multicolor variety.
- Efficient and simple processing, including milling parameters perfectly matched to CAD/CAM system partners.
- Achieve shade reproduction accuracy, matching all 16 shades of the VITA classical A1 – D4 shade guide, which sets the shade standard.



7181 Woodbine Ave., Suite 235
 Markham, Ontario L3R 1A3
 Toll Free: 1-877-788-ADTO (2386)
 (within Ontario)
 Telephone: 416-742-ADTO (2386)
 Fax: 416-798-2613
www.adto.ca

ADTO PRESIDENT'S MESSAGE

Franklin Parada, DD, RDT, President, ADTO



Open Water Education Night

EXECUTIVE BOARD OF DIRECTORS 2019-2020

PRESIDENT

Franklin Parada, RDT, DD

VICE PRESIDENT

Karim Sahil, RDT

SECRETARY

Chris Ji, RDT

TREASURER

Shabana Mirza, RDT

MEMBER BENEFITS

Aura Szigiato, RDT

PAST PRESIDENTS

- 2010-2016 - Jason Robson
- 2007-2010 - Gabriel Ghazal
- 2004-2007 - Stephen DeLuca
- 2003 - Michael Hrabowsky
- 2001-2002 - Al McOrmond
- 2000 - David Kochberg
- 1999 - Thomas Kitsos
- 1998 - Feliks Dawidowicz
- 1997 - Wilhard Barth
- 1996 - Bob Huybrechts
- 1994-1995 - Andre Theberge
- 1992-1993 - Michael Hrabowsky
- 1990-1991 - Jamie Matera
- 1989 - Joe Nagy



Summer has flown past us again and we are back into the run of the mill busy season. I hope that each of you took the time to enjoy the summer weather – the little bit of it that we had anyways. This year the ADTO 1st annual OWEN (Open Water Education Night) was held on Friday, July 26, 2019. Labeled as an 'All White' event, over 200 attendees enjoyed themselves and the ADTO was proud to see many embracing the All White dress code. Kudos for efforts on the All White outfits go to all who participated, but honorable mentions go to Al McOrmond, RDT as well as Sean Aucoin, RDT.

As they arrived, attendees were greeted by the ADTO Board and the tunes of PanPlayer steelpan band. The cruise gave many of our RDT members a chance to check out the Toronto islands from the water, gain some continuing education credits, and enjoy a dinner followed by a wonderful dance party complete with Samba dancers. It was refreshing to hear feedback from many members about how this approach in timing and change of pace for the summer made this an enjoyable evening. The Board was happy to see many new faces as well as some of our regular attendees. We definitely look forward to planning your next ADTO event and, as always, ask for feedback regarding your thoughts and ideas.

As September rolled in, we met to discuss the Board and its directions. We are always looking at ways to improve and provide our members the support they want and need. We are looking at ways we can provide you with additional continuing education credits, planning our AGM, and reviewing our event participation in the fall tradeshows.

I want to remind each of you that the ADTO Board of Directors could use your support. Whether it is positive or negative, we want to hear your feedback so that we know what you want and need from us. Additionally, you have heard me say this many times, but, if you have an interest in joining the Board and have a genuine desire to support the profession, one that we have a passion for, please reach out to info@adto.ca for meeting dates and times. It is important for Board succession planning that we have member participation and a regular flow of new thoughts and ideas. Participation as a Board member does require a significant time commitment, however, the benefits to the ADTO, to the profession, and to you personally are well worth the effort. ●

Franklin Parada, DD, RDT
 President, ADTO

DENTISTRY DEPENDS ON TECHNOLOGY

Giving Employees Time Off for Dentist Appointments

By Kristina Vassilieva, HR Writer

It is important to know your duties as an employer when it comes to giving your employees time off for dentist appointments. Since appointments are often difficult to schedule and frequently fall within regular working hours, it is common for employees to ask for time off during the work day. Employers should address these requests in a consistent and legally compliant manner. Here's what you should know about your employer obligations.

Are employers obligated to give time off for dentist appointments?

Employers are not legally obligated to give time off for dentist appointments. It is reasonable for employers to expect employees to schedule their appointments outside of work hours. If this is not possible, employers may give time off based on their workplace policies.

How can employers give time off without compromising productivity?

An employer can offer alternate options to employees who need to attend an appointment during working hours. For example, employers can offer flexible working arrangements, where an employee's start and end times vary to accommodate the appointment but their total working hours per day do not change. An employer is also free to provide additional time off for dentist appointments, over and above the minimum statutory amounts.

How should employers convey their expectations surrounding absence?

Employers should document employees' hours of work and time-off policies in employment contracts or employee handbooks. These policies should encourage employees to schedule dentist appointments outside of work hours

and should set out information for when employees do need to miss work, including notice requirements and whether time off is paid.

Time off for emergencies

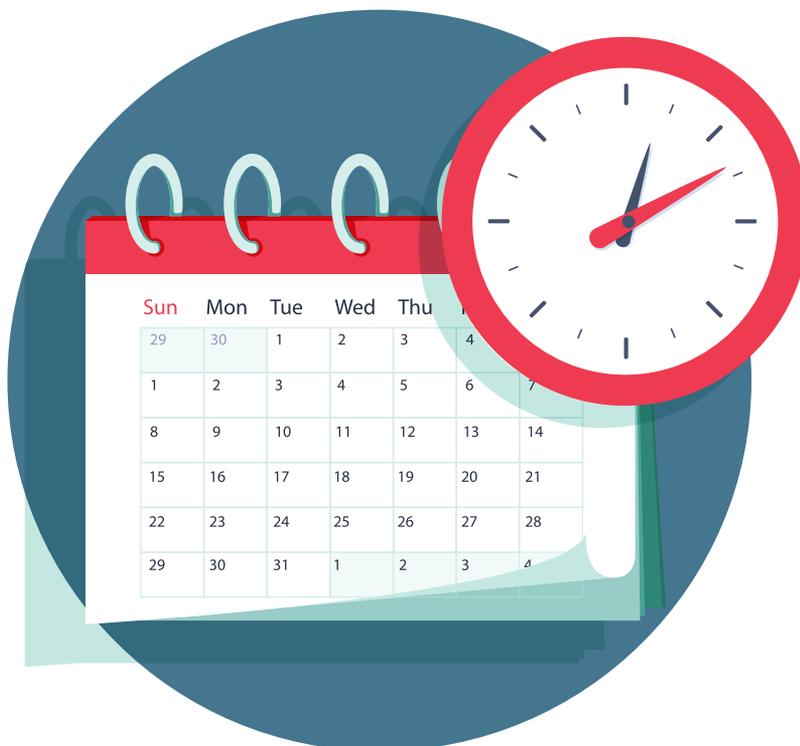
If the dentist appointment is needed due to a medical emergency, the employee becomes eligible for sick leave under the *Employment Standards Act*. In this case, their leave is job-protected and employers must comply with the law by allowing this absence.

What should employers do when an employee lies about an appointment?

Occasionally, employers may face a situation where an employee uses a dentist appointment as a cover for other activities that would not be approved for time off.

The employer should have a conversation with their employee to address this concern in a timely and open manner. Such behaviour may also warrant disciplinary action. Employers should have a clearly written disciplinary policy to deal with these scenarios. ●

Peninsula is a trusted HR and Health & Safety advisory, serving over 75,000 small businesses worldwide. Acting as an in-house Human Resources department, Peninsula supports dental clinics with 24/7 employer advice, legal insurance, HR software, and tailored workplace documentation. Receive a complimentary consultation with Alex Mustafa by calling 647-988-0476 or emailing alex.mustafa@peninsula-ca.com. Quote "DEN01" to receive a 5% discount as a member of ADTO and DTABC.



Digital Occlusal Splints

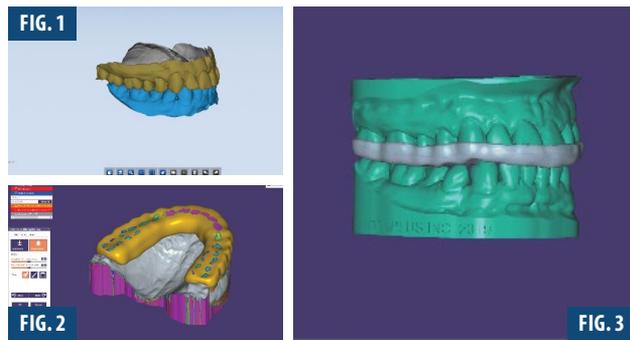
A bird's-eye view at the process from start to finish

By André Gaul, D.T.

Ever since DenPlus Inc. started carrying digital equipment, we have been getting a lot of inquiries from labs and ortho clinics which manufacture occlusal splints. They want to know if the end product is comparable to a traditionally made splint. With **Keystone Industries KeySplint Soft** biocompatible 3D resin now licensed in Canada, we decided to see for ourselves.

The process began by taking my upper and lower impressions and bite registration using **DenPlus ImpreScan** scannable impression silicone. I then scanned the impressions and bite record using our **Shining 3D DS-EX** scanner.

The scanning workflow for two impressions and a bite record is straightforward with the **DS-EX and EX Pro's** Clinic Mode (Fig. 1).



To design the splint, I used **Exocad's Splint** and **Virtual Articulator** modules. The latter allows you to mount the case on a virtual articulator of your choice and perform the jaw movements to insure proper guidance (Fig. 2).

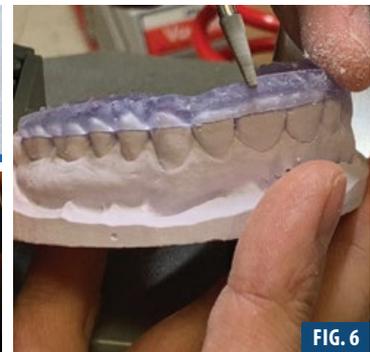
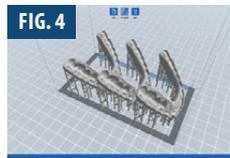
Since I had not managed to fully capture my 3rd molars in the impressions, I ended the splint at the distal of the 2nd. Once the splint design was finished, I went straight to **Model Creator** (Fig. 3).

To test the difference in the fit of the splint, not only did I print the models, but I also poured them in dental stone.

Next, I imported the splint file into the **Flashforge Hunter 3D Printer's** slicing software, FlashDLPrint, a simple yet powerful tool, included with the Hunter printer. Because I wanted to test the printer's accuracy across its entire printing surface, I laid out three splints (Fig. 4).

Our successful prints still attached to the plate (Fig. 5). At 100um layer thickness, this layout took roughly an hour and 20 minutes in Fast mode.

Next up was getting them off the plate, cleaning them in alcohol and post-curing them. Post-curing is particularly critical for medical devices to ensure that any residual monomer is eliminated.



With the splints fully cured, it was time to burr away any support column leftovers. As you can see from the images below, I used the stone model that I had poured up as a support base and the fit was excellent (Fig. 6).

I then proceeded to check my contact points, using the printed models this time, and the fit was equally good. I reduced some of the stronger contact points (Fig. 7) and the splint was pretty much ready for polishing.

Since the print surface was smooth to begin with, I expected the polishing to be easy, and it was. **KeySplint Soft** is polished the same way as acrylic resin (Fig. 8) and despite it being called 'Soft,' it is quite hard.

After cleaning, I let them sit for four days to see if any dimensional changes would occur. Indeed, the fit in my mouth felt a bit tight, but, after softening them up in hot water for a minute and putting them back in, the fit was nice and snug. The feel is like **Impak™ resin**.

My final verdict: The digital approach to occlusal splints works well and can yield a product that is comparable to a traditionally made splint.



This is an abridged version of the original publication. Find the full version on the DenPlus Inc. Facebook page or on our website. All products mentioned in this article are available at DenPlus.com, 1-888-344-4424.



Too much pressure

By Janice Wheeler, President and co-owner, The Art Of Management, Inc.

Do you ever feel like you are in a pressure cooker with too much going on and that everything seems to require your (and only your) attention or help? This may even be a combination of things at work as well as at home, adding up to one BIG headache.

How do you let the steam out and de-stress?

10 PRESSURE POINTS:

Let's have a look at some possible sources of the pressurized feeling:

- You have someone on your team who is not doing their job to the level needed.*
 - There is someone in your lab whose job it is to do certain functions, but they never fully do what is required, if they even do it at all. Consequently, you are always having to check over their work to find out what they shirked on or what mistakes they have made. Three possible answers are to (1) train them properly, (2) put a bonus system in place that rewards fully done jobs with no mistakes, or (3) fire them.
- No time set aside for wearing your exec 'hat.'*
 - Look in your schedule and find a two-hour weekly window of time (ideally in the morning before you start), block it out and keep it sacrosanct for dealing with your executive issues (finances, legal matters, answering emails, dealing with personnel issues, etc.).
- No systems in place to make everyday issues run smoothly.*
 - Efficiency is a big must for preventing too much pressure. Having checklists of things that the staff must do and report to you once a week can also help with accountability and keep you from micromanaging.
- Hate your job (for real, not momentarily or one specific part of the job).*
 - If it has become that bad, you ought to be seeking help on how to either put the fun and games back into it, or else, build up the lab with some outside consulting (we are good at this) and then sell it for max profit so as to help you find your REAL game.
- Nobody around you taking responsibility for things except you.*
 - This usually comes down to you not taking bits of time as needed in order to train and apprentice your team so they know and perform their duties to your standards. Or, replace them with people who WILL.
- No mentor or consultant to talk to about problems that need solving.*
 - This one is quite interesting because everyone needs someone knowledgeable to talk to, and your spouse mostly is not that person unless they works in the lab or are in the same profession. They usually have their own job and also do not have the hands-on reality about your lab. Having a friend who is highly successful in your profession and willing to meet every few weeks or take occasional calls is often helpful. Having a management expert in your back pocket (such as our consultants who work day in and day out solving business problems) is the best resource for help.
- Need to figure out how to do something, but there is no help available.*
 - Sometimes you do not know how to do something, such as how to do payroll and submit source deductions, and neither does anyone on your staff. Call a friend who is in business, or hire an expert (in this case, a bookkeeper), or even consult Mr. Google (you may be surprised at what you can find out on the internet).
- Taking on tasks that should have been delegated.*
 - You really must break yourself of this habit. You need to practice giving positive orders or directions to your team so that they carry out your wishes. Sometimes it is a matter of better training of them so they do things to your high standards. Micromanaging is an easy trap to fall into and increases your feeling of pressure.
- Your production hours are too long and you get tired.*
 - If your hours are too long you may find that you are less productive towards the end of the day and it is wasting your time being there anyway. Look for more efficient ways of getting your work done in less time and shorter hours or add a staff member to help you.
- Life/work balance long gone.*
 - You need to work out what hours would be best for you and your family or leisure time, and try working those hours. Because you will feel happier, you may find yourself going faster and being more efficient and getting all your work done within these new hours. Happy life!

ZING!!!

Put the ZING back in your life by fixing the above pressure points. Love your job, love your life! ●

JANICE WHEELER is the president and co-owner of The Art of Management Inc., a practice management company dedicated to helping healthcare professionals reach their full potential.

For more information, call 416-466-6217 or 1-800-563-3994, email info@amican.com, www.amican.com.

Gordon Robertshaw, RDT

Owner of Robertshaw Dental Laboratory, Nanaimo, BC

On Dental Technology's Challenges and Opportunities

In this issue, we sit down with DTABC member Gordon Robertshaw, RDT, owner of Robertshaw Dental Laboratory, Nanaimo, BC, whose extensive experience in dental technology provides us with an insightful view on the profession's challenges and opportunities. Gordon was also a past executive of the association and has helped shape the profession and contributed to its success.

What made you choose dental technology as a career?

I became aware of the profession through a family friend who ran a dental laboratory in Kelowna, BC (Peter Ray RDT). Peter was kind enough to explain the tasks of a technician in a dental lab. He also explained that, if I wanted to become a registered dental technician, I would have to find employment with a dental lab that was willing to enter into an apprenticeship agreement. I've always enjoyed working with my hands. I had just successfully completed my first year at Okanagan College in Kelowna, but I didn't enjoy my time there and subsequently started looking for a different career path. My conversations with Peter led me to consider dental technology.

How long have you been an RDT and how did you become involved?

I received my RDT certification in February 1975 and started working in a dental lab in Penticton. Prior to my certification, I entered into an apprenticeship agreement with Hack Dental Laboratory. Owner Marvin Hack, RDT, was looking for an employee and apprentice and, subsequently, I worked for him [bless his heart] for 10 years.

When did you start your own lab?

I started my lab in 1979 in Penticton. After a short period of time, it became apparent that I was one Lab too many for the size of Penticton. During one of our regular visits to my sister in Nanaimo, we realized that there was no crown and bridge lab in the area. It seemed like a golden opportunity, so we moved to Nanaimo and opened our current lab there in the summer of 1980.

What do you feel are some of the challenges facing this profession?

The biggest problem I see is the diminishing number of RDTs. The main reason that I can identify is the level of remuneration we receive as RDTs relative to the amount of education and investment required to

achieve the RDT status. There is a wealth of readily available information to anyone trying to decide on a career. When a person is considering a career, a very important piece of the puzzle is the level of remuneration expected upon receiving certification. Unfortunately, for the most part, the current remuneration for technicians is not at the level it should be.

What can we do to address some of these challenges?

You address these challenges by increasing the value and types of services an RDT can provide and that can only be accomplished by increasing our scope of practice to allow us to provide the services that many in the profession already know how to do. This can be accomplished by providing the educational programs that will assure an increased level of skill and knowledge.

When I first entered dental technology, we were governed by the Dental Technicians and Denturists Board. That Board was subsequently divided into two Boards – the Technicians and Denturists. While I was on the executive of the Association (at that time called the Commercial Dental Laboratory Association of BC), the Ministry

“The biggest problem I see is the diminishing number of RDTs.”

“Unfortunately, for the most part, the current remuneration for technicians is not at the level it should be.”

of Health opened the *Health Professions Act* to all health professions to a) become self-governing, and b) allow each profession the opportunity to apply for an increased scope of practice. I regret that, at the time, we didn't take advantage of this opportunity. Through the advice of our administrators, we were convinced that the changes that we were looking for wouldn't meet the requirements of being in the best interest of the public and the best thing for us to do was to do the government's bidding, which was to focus on the completion of the new *Act*. As stated earlier, we should have increased our scope at that time. In the last 15 years, the ratio of RDTs to assistants has changed significantly with the number of assistants outpacing the number of RDTs. I feel that this is a huge sign of a profession in trouble.



Family time has always been important to Gordon (in blue shirt).

ICDE



International Center for Dental Education | Ivoclar Vivadent Canada | Mississauga, Ontario

2019 Continued Education

For upcoming education courses and full course information, please visit www.ivoclarvivadent.com/education or contact Lee-Anne Van der Merwe at 1-800-263-8182 ext 6535



“You address these challenges by increasing the value and types of services an RDT can provide and that can only be accomplished by increasing our scope of practice to allow us to provide the services that many in the profession already know how to do.”

What role do you feel the Dental Technicians Association of BC [DTABC] needs to play?

The association has a huge role to play to help sustain this profession. It is the only vehicle available for RDTs to invoke change. It is up to the Ministry of Health to provide the *Act*, and it is up to our College to administer it. If no one takes the responsibility of lobbying the Health Authority to point out our perceived shortcomings in the *Act* with regards to dental technology and the value to the public if we provided additional services, why would the government bother to change the *Act*? Our College's hands are tied in this regard and can do little to invoke change, even though I'm sure the College can see the writing on the wall. It is only the association that can try to lobby, influence and petition the Ministry of Health for the future of our profession.

What key areas do you feel DTABC needs to focus on?

I feel that the association is best positioned to lobby the government to increase the scope of practice of dental technology. I feel this will ultimately increase the value of a dental technician and result in higher remuneration for the profession, as well as increase the number of RDTs. The association needs to anticipate this increase of scope and provide the continuing education to help us provide these additional services. Denturists work side by side with oral surgeons and general dentists in order to provide fixed and removable prothesis; this used to be the sole purview of the RDT. Why haven't we educated ourselves to be able to provide the same level of service? The Denturists Association provided educational programs in anticipation of an increased scope of practice and we should too.

What key trends do you see that are exciting for the profession?

We are in the middle of the digital revolution, not because it's new, but because we have finally reached the tipping point where enough of the entire profession of dentistry has integrated digital technology into their practices to entice the providers of software and CAD devices to develop better, faster and more accurate products, at an attractive price point. In turn, we can apply this technology to both traditional and new types of restorations much faster and at a better price point.

Who has influenced you the most in your profession?

This is a question that is impossible for me to answer. There have been so many individuals who have taken the time to educate me in dental technology, business and life skills that I would be remiss in the names I would leave out. My career in dental technology has spanned from learning how to handle an impression done in Snow White impression plaster to receiving a digital impression, designing the product to be milled, and either not producing a model or producing a CAD model in resin. The fact that I reached a certain level of skill both in dental technology and business was only accomplished because of the influence and education provided to me by so many of my peers. I should add that this process is still ongoing.

How are you feeling about the future and why?

I am obviously optimistic for the future of the dental laboratory industry in that two of our children are involved in the continuation of our laboratory. While this

has been a wonderful ride for me, I am not quite as optimistic for the future of the RDT based on my earlier comments. However, dental laboratories are finding ways to improve and increase the value of their operations through new techniques, methods and products, regardless of the regulatory processes that are in place. As businesses, labs will do whatever is required to survive and prosper. If the regulatory bodies continue to stick their heads in the sand and refuse to address the problems that exist, the industry will find a way to address these problems on its own. If history has taught us anything, it is that, if a process is no longer viable and someone's livelihood depends on that process, business will find a way to survive or fold; the latter to the detriment of both the business and the people who are employed in it. When a business is forward thinking and adjusts to prepare for the changes ahead, it will survive and prosper.

What has contributed to your success as a dental technician and as a lab owner?

There are several things that have contributed to our success. **Study clubs** have been beneficial and have provided the opportunity to interact with our clients and obtain feedback in a more relaxed atmosphere. Through these study clubs, we have also identified and been involved in new technologies. **Annual conferences** that we attend have been key in keeping up with techniques and products and provide the opportunity to interact with our peers and exchange information on the latest products and techniques and on what is and what is not working in our profession.

Continuing education is another key contributor and a very important part of growing in your profession; not only do you learn new technologies and techniques, but also you interact with your peers who may already be further along on the learning curve and are more than willing to share their knowledge.

Are there any achievements of which you are particularly proud and what are some of the things that you like to do outside of dental technology?

Of course, I am proud of my family. My life is transparent. I have always enjoyed the opportunity to interact with my peers both in a learning environment, and especially a social one. I find that the social aspect of our gatherings has diminished, which saddens me. As far as what I like to do besides dental technology, woodworking has always been a hobby of mine. I have built the bench work for three Labs, a house in Naramata, and a 1,000 sq. ft. addition to our existing home

in Nanaimo, which we are once again in the process of renovating. I still like to golf and ski. I took a hiatus from skiing, but the grandkids have brought me back. My newest passion is woodturning and finding inventive ways to hide the cost of all the tools that I think I need from my wife Holly.

Do you have any last words?

If you are going to do something, try to be passionate about it. If you are unhappy with your situation, try to change it up; it doesn't always work, but you will feel better for trying. And, finally, enjoy the ride – none of us are getting out of here alive. ●

If you would like to suggest a member or an industry partner for future profile features, we would love to hear from you. Please send your ideas and suggestions to Renata Cecconi at renata@dentaltechniciansofbc.com

“I feel that the association is best positioned to lobby the government to increase the scope of practice of dental technology. This will ultimately increase the value of a dental technician and result in higher remuneration for the profession, as well as increase the number of RDTS.”

 **AURIDENT**

GET THE MAX FOR YOUR SCRAP

AURIDENT REFINING SERVICES

- TRUSTED ACCURACY
- FAST & SECURE
- FLEXIBLE PAYMENT



Call for **FREE Pickup**
800-422-7373
or Email sales@aurident.com

Se habla Español 한국어로 문의해 주세요

 **AURIDENT**
aurident.com

Working With a New Lab



In an era where dental practices continue to pop up on seemingly every corner, opportunity for professional relationships abound. However, in reality, this is not always as easy as it appears. Rapid changes in technology, price-cutting, large conglomerates, and being heard above the noise are all potential obstacles to attracting and retaining new business. With all of these factors to consider, it is important to maintain focus on the fundamentals in order to develop mutually respectful and sustainable relationships with dentists.

The following questions have been asked of Dr. Jonathan Mahn regarding the dentist perspective on working with a new lab.



As a new lab, how can I attain your business as a client?

Meet Community Dentists

Similar to attracting new patients, many labs have new opportunities initially created by word of mouth. Dentists are always sharing with each other their best practices, tips and tricks, successes and failures. When asked, especially within a small community or organized dental group, dentists are often eager to recommend a lab or technician they trust. Consider seeking opportunities that allow you an introduction to others from a trusted dentist client.

Sponsoring courses, joining study clubs (implant or otherwise), speaking at a local dental component society meeting, and mentorship of clinicians are all paths that create mutual opportunities for creating new client relationships. Getting introduced to other dentists in the community is always an excellent way to put a name to a face for future needs, especially if I know your area of passion and expertise. Be patient and be prepared as you never know when you will be asked to work on a case.

Become a Dentist Mentor

As you may be aware, many dentists have vastly different clinical experiences in both dental school and thereafter. These experiences may be based on the program, the training, or the ability to attain the ideal patients for treatment while in school. Despite possibly having learned the appropriate material, the inability to practice some of these skills may leave a new dentist struggling to find his or her way. The lab may be the first party to recognize these challenges and may note an influx of

regular calls or questions from the dentist. These dentists crave input and will develop rapidly with regular constructive feedback. Naturally, this may be personality dependent, but healthy dialogue is always the first step in achieving this. Consider this an opportunity to act as a mentor in the dentist's professional life as they may be surprisingly open to a regular call or email to focus on a certain area and grow their abilities. Some of the best advice in my career as well as many colleagues' careers came from a lab technician. Acting as a mentor is one of the best ways to grow our awareness, skills, and experience in a given area that positively impact our patients.

Provide the Personal Touch

Providing the personal touch for new clients is a necessity for strengthening the lab relationship and ensuring you have your 'finger on the pulse' of your client. This means asking your dentist's preferred method of communication and the desired frequency of this communication. E-mail, text, phone, or video chat are used regularly but many have preference on timing and frequency. A lab should ask and know this preference for every client and it should be followed consistently.

Custom shades and in-office shades or staining are an excellent way of creating value for your clients. This can be a significant challenge for many dentists and labs, creating frustration when subtle nuances are not achieved. A lab may offer this as a free service, a custom service for a fee, or a value service when a certain amount of work is performed for a given dentist/practice.

“It is important to maintain focus on the fundamentals in order to develop mutually respectful and sustainable relationships with dentists.”

Provide a Fee Schedule

Providing a transparent fee schedule is one of the most helpful contributions a lab can make when first working with a dentist. Often, dentists are preparing estimates for different procedures and are uncertain on lab fees. Knowing the appropriate lab estimate to include in treatment planning is helpful, as an under-estimate may cause distress with many patients, while an over-estimate may occasionally prompt a patient to reject the recommended procedure.

Further benefits of a fee schedule are the ability to demonstrate value to the dentist for your services. Simple procedures such as pouring models, providing reduction copings, or miscellaneous services, which are not itemized on the lab invoice are often taken for granted. It is an excellent demonstration of value to both dentist and patient if fees are itemized, even if it was listed on the invoice as a loyalty discount. This allows one to bill for a service that would otherwise come as a surprise to the dentist and could be a source of friction when suddenly applied.

What qualities do you look for in a lab?

Three of the most important qualities a lab can possess are communication, dependability, and consistency.

Communication

The ideal partner lab ensures communication is always a priority. Following up on difficult cases, asking questions where ambiguity may be present, and discussing mutual challenges are just the beginning of this communication. Reliability in communication extends to informing your clients of holidays well in advance to ensure they are not re-scheduling patients. It also means calling well in advance if a case will not arrive on time. There is nothing more frustrating than getting a call minutes or hours before an insert to find your case is not ready (worse yet is having to call when an expected case has not yet arrived). This is very costly to the dentist and patient as a chair may be left un-booked, while staff is paid and a new appointment must be made. The patient must make alternate arrangements at work and re-scheduling can be very difficult in some cases. This creates a situation where patients hold the dentist accountable for the change and can be difficult to manage. Consider sending a message to the patient to take some of the pressure off the dentist. Depending on the severity of the issue, a symbolic and inexpensive token of apology to the patient can do wonders to diffuse the situation.

A second necessity of communication is the ability to solicit feedback regularly. If you do not know your client's needs, challenges or what they are thinking, it may already be too late. Determine the best mode for this whether it be a feedback card inserted in the case, an email, or another path. Most importantly, ensure it is timely, regular, and honest. Qualifying the areas of evaluation (e.g., margins, morphology, experience, etc.) should be clear and unambiguous, using words that indicate room for improvement or relative satisfaction (i.e., 'Excellent,' 'Acceptable,' 'Challenge' along with room to leave details).



Dependability

Similar to dentists running behind due to patient obligations (especially the unexpected), labs also have similar challenges. Dependability is an essential component for any lab. Consistent failure to meet an obligation can be the first step towards the rapid decline of a relationship between dentist and lab. If you commit to returning a case or picking it up, keep the dentist updated on any deviations from the plan as soon as you are aware. Focus on improving internal systems and protocols if this becomes a habit.

Consistency

Consistency is a key quality that dentists value in a partner lab. Much like learning a dance, as each side continues to communicate, the steps become easier. This is greatly attributed to the reproducible and predictable nature of the results provided by the technician. Should there be too many changes to protocol, materials, components, software, hardware, or technique, the effects can create difficult appointments and may reflect

negatively if compounded. Once again, communication of these changes is critical and immediate follow-up is recommended. Consistency of communication, deliveries, pick-ups, fees, and overall service will always be the foundation to a successful long-term relationship with a dentist. ●

DR. JONATHAN M. MAHN, BSC, DDS, FPFA

Dr. Mahn attained his BSc from McMaster University in 2003 and DDS from Western University (Schulich) in 2007. His focus is limited to implant dentistry and CT-guided surgery with recent cases featured in White & Pharaoh's 8th edition textbook of Oral Radiology. He has a passion for mentorship and currently acts as Adjunct Clinical Professor in the Department of Oral Surgery at Schulich School of Medicine and Dentistry. He also currently serves as Chair of the Ontario Dental Association's Membership Services and Programs Advisory Committee and past Chair of the ODA's Student Services Committee. He has been inducted as a Fellow into the Pierre Fauchard Academy for his contributions to the profession.



Freedom in Centric

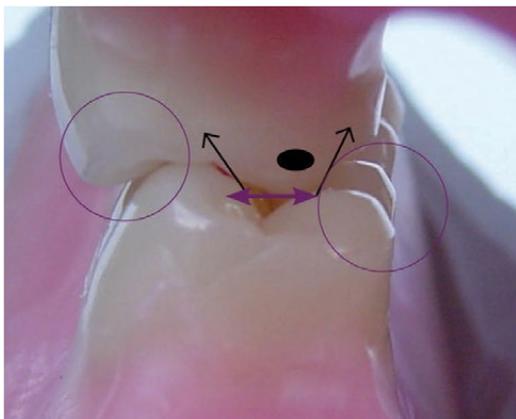
and the Importance of Understanding the Patient's Perspective

By Marc Wagenseil, CDT, DD, VITA Global Trainer; Owner, Heritage Dental Lab/Heritage Denture Centre, Edmonton, AB

INTRODUCTION

Freedom in centric – the ability to hold natural teeth together with freedom of movement (while in centric) – is a vital concept that is often overlooked in today's mainstream denture fabrication (Fig. 1). Freedom in centric allows for compensation in the mouth, which leads to a better fitting denture, increased patient satisfaction, and greater profitability with decreased set-up time, resets, and adjustments. Without freedom in centric, a denture patient may have trouble chewing, experience irritated tissues and sore spots, have breakage of denture teeth, or have implant components wear out too soon.

FIGURE 1: Freedom in centric concept.



FREEDOM IN CENTRIC NATURALLY FOUND IN TEETH

Freedom in centric is naturally found in teeth and is defined as a flat area in the central fossae upon which opposing cusps contact, which permits a degree of freedom (0.5-1 mm) in eccentric movements, uninfluenced by tooth inclines (Schuyler, 1969). When holding teeth together in centric, there is an ability to wiggle them around. The movement is small – about one millimetre in full occlusion – but the opposing teeth can be touched together in centric and wiggled. If the opposing teeth touch together harder in centric, the ability to wiggle them is still present, but a little less so. This means the tooth is compressed down into the periodontal ligament, showing that real freedom in centric is built into the anatomical enamel, which means the teeth aren't locked together. This phenomenon exists naturally in teeth.

FREEDOM OF CENTRIC NOT BUILT INTO MOST DENTURE TEETH

The challenge with most denture teeth is that the freedom in centric element is not designed into them. The denture teeth work in balance but do not have the freedom in centric capability. Reproducing the centric bite accurately every time is impossible, but

“Expecting a patient to be able to touch into centric perfectly 100% of the time is not realistic, particularly when that phenomenon can’t even be done naturally.”

particularly with denture teeth that are locked together and have no freedom in centric. Expecting a patient to be able to touch into centric perfectly 100% of the time is not realistic, particularly when that phenomenon can’t even be done naturally. Without freedom in centric built in, the cusps of the denture teeth hit on the guiding planes of the opposing teeth, sliding into centric, which rocks the denture base and causes the denture to move, trapping food underneath it and creating friction against the teeth (Fig. 2). This experience is consistently misdiagnosed and patients are often told they have to learn to live with it. But there is a better way to address this issue. To start, it’s important to understand that this phenomenon exists and that it is not present or designed into most denture teeth on the market. And it’s imperative to learn to think like a denture patient.

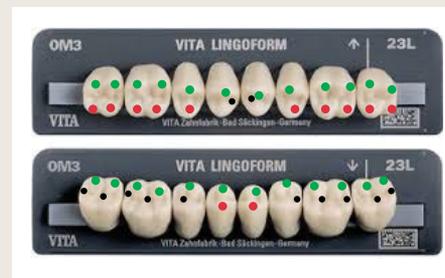


FIGURE 2: The red dots represent the chewing cusps (the pestle), the green dots represent the freedom cusps (which should have no contact during chewing), and the black dots represent the fossa in which the chewing cusp (pestle) contacts.

DENTURE TEETH DO NOT HAVE NERVES

Natural teeth have a nerve, which is “plugged” into the central nervous system so that the brain can feel each and every one of the natural teeth – the pressure, the orientation, the centric bite.







Aesthetic results in only one firing!

Try the new ceramic pastes!



- ✓ No limits on thickness 
- ✓ For red aesthetics 

The quick FINISH for all-ceramic restorations.

ceraMotion® One Touch are specially developed 2D and 3D pastes for the quick and aesthetic finish of all-ceramic restorations made of lithium disilicate and zirconium oxide.

- Easy.**
Ready to use.
- Quick.**
All in only one firing.
- Aesthetic.**
Natural in-depth effect without complicated layering.



→ More information



Dentaurum Canada Inc. | #600-525 boul. Ford | Châteauguay, QC, Canada | J6J4Z2 | Phone/Tél. +1-800-363-9973 | Fax +1-888-771-3640 | www.dentaurum.com | info@dentaurum.ca

A denture patient does not have those nerves. Instead, they learn to feel in three alternative ways: through the cheeks and tongue, where the denture fits inside their mouth; through the main closing muscles of the mouth, where the masseter muscle and the secondary temporalis muscle learn through repetition and become muscle memory; and by the compression the denture induces on the ridge. A denture sits on a ridge, and a ridge is like a sponge. When a sponge is squeezed, a certain amount of pressure is internally induced on the ridge, and the brain becomes accustomed to that pressure. In addition, most denture patients are senior citizens, and many are on some kind of medication. Those medications can have severe side effects, including those that suppress the central nervous system, making it difficult to provide accurate and detailed bite information. As we age, muscles and nerves also lose tone, so there needs to be a margin of error. That margin is freedom in centric.

BITE CYCLE IMPACTED

With natural teeth, the chew cycle follows a teardrop motion versus an up-and-down hinge-like motion (Fig. 3). For denture patients, because the teeth close at an angle, cusps will hit and cause a deflective contact and can dislodge the denture. And since the denture patient can't feel this movement, they may not even notice, except when the denture becomes loose. This is something a denture professional often misdiagnoses.

Over time, the over-closed denture can force a modified change in the patient's bite cycle. As professionals, we are taught to then correct the bite cycle and open the vertical, which changes the teardrop motion from horizontal to more vertical. When we change the bite cycle to more vertical, we open the vertical, which changes the height of the masseter muscle. This makes the masseter muscle stronger and induces more pressure onto the ridge, creating a different hydraulic

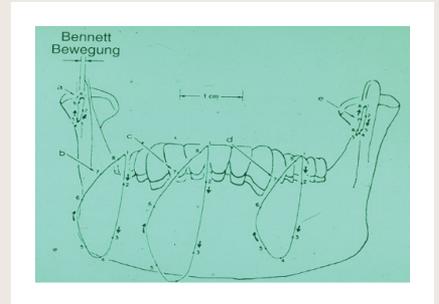


FIGURE 3: The chewing cycle as determined by Lundeen and Gibbs (1982).

pressure the patient has to get used to. All that affects the central nervous system.

The central nervous system works on repetition: repeat, repeat, repeat. This is how we learn to walk, to chew. Our brain has a pattern. The denture pushing on the ridge has a pattern, which the brain recognizes. With a new denture, we change every one of those patterns. When a patient who has

“Starting with the correct denture teeth is imperative to successful outcomes. Most denture teeth on the market do not have the freedom in centric concept built into them.”

been masticating their food with an over-closed denture changes to an opened vertical, it changes their bite cycle, but their brain wants to do what it remembers; it remembers to move horizontally and that's when the guiding planes of the denture teeth have interference or premature contact, knocking the denture and causing sores, wear, and poor fit.

THE COST OF RESETS AND ADJUSTMENTS

The cost of ill-fitting denture teeth can also have an impact on the office's bottom line. One common cause of both resets and adjustments can be traced back to errors that occur during the denture tooth set-up process. During set-up, a laboratory technician must spend considerable time identifying and setting the relationship between teeth and their opposing antagonists, ensuring there is centric contact without interference. Denture teeth without occlusal/centric landmarks to guide this relationship have a higher probability of error during set-up. If this relationship is not correct, the issue is exacerbated in the dentist's chair, resulting in the need to reset with additional patient appointments and further denture adjustments post-insertion. The average adjustment appointment takes approximately 30 minutes and costs roughly \$200 (based on an hourly rate of \$400 per hour for a dentist or denturist). The typical



FIGURE 4: VITAPAN EXCELL® premium denture tooth.

“The benefits of freedom in centric are significant, including faster, easier set-up with less chance of errors, fewer resets and adjustments, and less denture/implant component damage.”

denture patient returns two to five times for adjustments on a complete upper and lower denture, costing a minimum of \$400 per patient and impacting the overall profitability of the practice. Adjustments are expensive and costly to a practitioner's bottom line.

FREEDOM IN CENTRIC DENTURE TEETH

Starting with the correct denture teeth is imperative to successful outcomes. Most denture teeth on the market do not have the freedom in centric concept built into them. VITA premium denture teeth, such as VITAPAN EXCELL® and VITAPAN LINGOFORM® (VITA Zahnfabrik, Bad Säckingen, Germany), feature unique pre-abraded facets in the teeth, which self-occlude (Fig. 4). These interconnecting geometries and interproximal characteristics enable the teeth to glide into place for easy set-up with less chance of error. In addition, the maxillary lingual cusp tip doesn't lock into the opposing fossa, which is the basis for the freedom in centric concept. The maxillary buccal cusps are out of contact, creating freedom, and only the lingual cusp of the upper tooth is in centric contact with the central fossa of the lower. VITA posterior denture teeth have approximately 1 mm of freedom in centric built into them from the factory. If needed, that freedom in centric can be increased by using an articulator and modifying the guide planes of the lower posterior teeth, allowing for more wiggle room or compensation. Combined with lingualized occlusion, these features result in a better fitting denture with less chance of interference and greater stability during mastication.

CONCLUSION

The benefits of freedom in centric are significant, including faster, easier set-up with less chance of errors, fewer resets and adjustments, and less denture/implant component damage, resulting in reduced chair time and higher profitability. The improved function and comfort mean more satisfied patients and greater opportunity for referrals.

REFERENCES

- Lundeen, H. C., & Gibbs, C.H. (1982). *Advances in occlusion* (vol. 14). Gainesville, FL: John Wright Publishing.
- Schuyler, C. H. (1969). Freedom in centric. *Dental Clinics of North America*, 13(3), 681-686.



Marc Wagenseil is a licensed denturist and dental technician with 31 years of direct patient care. He is a specialist in the field of oral biology, including the prosthetics that function within.

A key opinion leader and subject matter expert, Mr. Wagenseil has lectured extensively on oral biology, anatomy, biological chewing function, biomechanics, and prosthetic (implant supported) design and fabrication, providing hands-on, in-depth education internationally. As the owner of Heritage Denture Centre and Heritage Dental Lab in Edmonton, AB, he has spent his career focusing on how dentures integrate in the mouth and body and inspires a unique awareness of occlusion and professional growth. Mr. Wagenseil also provides professional consulting services on dental prosthetics and treatment services related to improving technical, marketing, and education activities. ●

Our concern for the environment is more than just talk



This publication
is printed on Forest
Stewardship Council®
(FSC®) certified paper with
vegetable oil-based inks.
Please do your part for
the environment by
reusing and recycling.

By **JOHN VUONG**, Founder and
President, Local SEO Search, Inc.

Search Engine Optimization Advice to Help Your Lab



LIKE OTHER BUSINESSES, DENTURE LABS NEED GOOD SEARCH ENGINE OPTIMIZATION (SEO) TO SUCCEED. SEO BROADCASTS YOUR SERVICES AND PULLS IN CLIENTS FOR YOUR LAB. USE THESE TIPS TO STRENGTHEN YOUR ONLINE PRESENCE.



When most people need a new technician, they turn to a search engine. SEO is the tool you need to get a slice of that pie. Most businesses have their own websites, including labs and related businesses. Without proper SEO, it's easy for your site to get lost in search results, meaning lost business for you.

While you can use the Internet to generate more business, there are ways to do it more effectively. Having a website isn't enough to pull in clients for your lab. Good SEO helps strengthen your online presence. Use this advice to improve your brand and make yourself more visible online.



Tour your site and update your content.

Credit: Pixabay.

Audit your site

The first step to optimizing is improving your site's content. Bad content and outdated links can reduce your lab's search rankings. Sift through your pages to find unoriginal content and delete it. Look for broken links to other clinics and services.

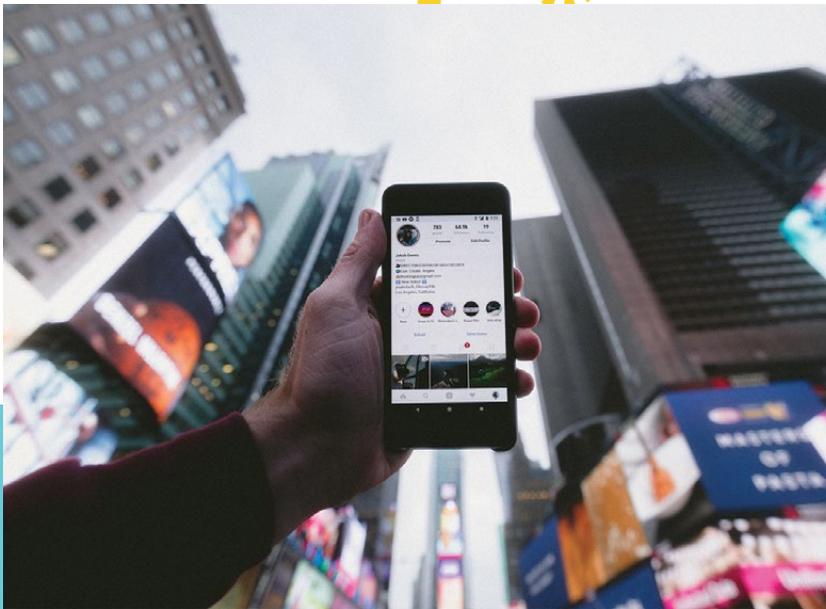
Google frowns upon broken links and penalizes businesses that use them. For more detailed work, consider hiring an SEO professional. Professionals can examine the site from an SEO perspective for increased effectiveness. Local SEO Search, Inc. provides SEO services for dental technicians to help you find what needs fixing (visit <https://www.localseosearch.ca/field-of-expertise/dentist-online-advertising>).

Find quality links

Building links is vital for a dental lab site, particularly quality links. Backlinks let you include links from other sites and connect them to yours. Google has an algorithm that assesses the quality of your external links. Ensure these links are relevant to your site to avoid being penalized. For example, include links from other clinics or labs. These links make your site more authoritative, like citing sources. Place these links organically in your own content to make it seem more natural.

Build internal links

Pay attention to your internal links. These links connect different pages on your site together. This also decreases your website's bounce rate. Bounce rate is the percentage of visitors who leave after viewing only one page. Google also takes note of your internal linking to determine your credibility. Internal linking helps distribute your site's authority across your pages. Use this to make search



Optimize your site for mobile devices to reach more users. Credit: Jakob Owens.

engines take greater notice of your site as a whole. Avoid going overboard with internal links. Use them naturally and logically to keep your search rankings high. As a rule of thumb, – one to three links per page is optimal.

Build a local presence

Building a strong local presence improves your online presence. Create profiles on local search listings like Bing Places or Google My Business. Your profile will appear on search results when people look for local businesses. Optimize your profile with all your information (e.g., address and contact details). This makes it easy for clients to contact you and locate your lab, making them more likely to seek out your services. Ensure your information is up-to-date to avoid losing business. Do update your information whenever anything about your business changes.

Target local keywords

After setting up your online profiles, optimize local keywords to maximize visibility. Your main targets are clients in the same area. Denturists and dentists looking for technicians are usually searching in local areas. Use very specific keywords like “dental implants in Fort York.” Generic keywords are too broad to attract attention or ranking.

Include particular neighbourhoods to narrow search results to places relevant to your lab. Rank for any relevant terms that apply to your business, including services. Using those specific keywords allows clients to find you. This is particularly effective when they need particular services in a given area.

Optimize your site

Faster websites are a good way to improve your bounce rate. Taking too long to load can cost you customers, especially in cases of emergency. Analyze your site’s speed to optimize load times and make visits more convenient for clients. Consider using tools like Google’s PageSpeed (<https://developers.google.com/speed>). Enter your site’s URL to find out how fast it loads. PageSpeed will also tell you what areas need improvement to speed up load times. It’s vital your site loads quickly on all devices, including mobile devices.

Be mobile-friendly

More and more users conduct their searches with mobile devices every day. Optimize your site for mobile devices to attract those clients. In case of emergencies, clients may use smartphones to search for nearby technicians. Use a responsive design for your site that can adjust to different-sized screens.

This helps you accommodate visitors using different devices like smartphones and tablets. This convenience gives visitors a more positive experience. Good experiences encourage customers to return, giving you repeat business. Google also tends to focus on mobile-friendly sites. Optimizing now can give you better search rankings in the future.

Solicit reviews

Reviews work on several levels. First, they assure visitors that your lab provides quality care and service. Second, good reviews boost your online presence. This is especially true if you have a Google My Business listing, which includes Google reviews with your business listing. This allows visitors to see your performance and make their own judgments.

Encourage your clients to leave reviews after they have received your products. With medical professionals, reviewers tend to stress courtesy and prompt service. Pay particular attention to those elements of your clinic to get better reviews.

Positive reviews are ideal, but you can still use negative reviews. Use those reviews to assess your practice and identify areas of improvement. And don’t forget to respond to all reviews. This shows future clients that you care.

Start a blog

Your website can feature more information than that related to your business. Starting a blog gives you plenty of content for a search engine to find. As a lab owner, blogging also gives you a platform to help your clients. For example, you can provide advice for cleaning and maintenance or on what foods to eat. Use your blog to engage with clients.



Use social media to boost your online presence. Credit: Tracy Le Blanc.

Creating quality content can also generate more traffic for the site. Use this to help attract more clients for your lab. There is a wealth of potential topics for a dental site. Research potential keywords and write posts about them. Your blog can also include other useful posts clients can use (e.g., videos).

Integrate social media

Social media is a reliable tool for online marketing. Use social media to build more intimate relationships with clients. This is especially effective when combined with your blog posts. Posting on social media sites also builds healthy links that can boost your rankings. YouTube can be an effective platform for videos. For example, post "how-to" videos to give clients hands-on guides. No matter what site you use, update regularly with new content. This keeps your content fresh and assures Google that your site is still relevant.

Brand your practice

There are plenty of labs out there. To stand out from the crowd, create a unique brand for your lab. Having a distinctive brand allows clients to recognize you on sight. Regularly release and update with relevant content. This gives your brand a reputation for reliability. Ensure that all your staff understand your lab's mission and vision. This makes it easier to express yourself properly when posting any content.



Proper SEO is vital to online traffic.

Credit: Tumisu.

Conclusion

Many labs use websites to help promote their businesses and attract clients. But having a website is just the start. Your competitors have their own sites, just like you. Standing out from the crowd requires something more. Proper SEO is key to getting good search results. There are techniques to help bring in clients and ensure they see your content. Keep them in mind to help draw in more business for your lab.



JOHN VUONG is a seasoned sales professional and Internet marketer with an exceptional track record helping companies grow their clientele and profits. Through 15 years of experience working with CEOs, business owners, and marketing leaders at some of Canada's most successful corporations, John developed a deep understanding of local marketing dynamics and consumer behaviour. John's entrepreneurial spirit and experience

working with more than 5,000 local business owners inspired him to start his own company, Local SEO Search, in 2013. A graduate of the University of Western Ontario, John earned his Bachelor of Administrative and Commercial Studies in 2003.

His parents were among the last of the "boat people" refugees who immigrated from South Vietnam in 1980, and John was born a few months later. Like many newcomers, his family persevered through difficult times, and relied upon help from various community organizations (including the Salvation Army and Canada Employment Centre).

John's team is transparent and honest, offering outstanding customer service and the peace of mind that client websites are continuously monitored and improved. As a full-service digital agency, Local SEO Search is a one-stop shop for small and medium-sized businesses. The company provides analytics, design, regular audits, keyword research, and social media marketing. Local SEO Search has been recognized as a top SEO agency in Canada by a leading B2B market research firm. Its website posts many testimonials and case studies attesting to an ability to get businesses more clicks, calls, and customers. ●



Dental lab, like new. Complete Kavo equipment and more. For sale or lease (turnkey). Must sell. Location available for lease as well. Must see. Taking best offer. Located at 421 Bloor St East, Toronto.

Call George at **416-558-0847** or email: george@preferreddental.org

Pictures available at: www.instagram.com/preferreddentalonbloor/

In the premises of Zirkonzahn's Mountain Monastery, Zirkonzahn organises periodically international events. In the mystical atmosphere of this place, one can back away from today's world of abundance, consumption and desires to be then ready to return to their lives elevated to a new dimension, with inner peace and a strengthened power of imagination.

Enrico Steger, MDT, with Julian Steger, MDT, two generations running Zirkonzahn together



"At the root of everything I have achieved is my homeland, South Tyrol. My homeland gives me strength, and makes me who I am. It inspires my values of trust, responsibility, discipline and perseverance, upon which I founded my company, Zirkonzahn. When I was a boy, I was sent away for insubordination in school to keep the cows company at pasture. To make the best use of my time, I took up woodcutting. That is where I discovered my talent and honed my craftsmanship, and ultimately I found the right calling: I became a dental technician with all my heart and soul."

– Enrico Steger, MDT



The Zirkonzahn School

Sound technical teaching combined with a school of life and culture

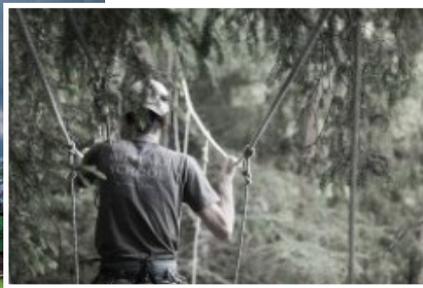
Zirkonzahn was founded in 2003 by Enrico Steger, MDT, who made his name in professional circles by inventing the Zirkograph, the manual zirconia milling machine as well as the translucent Prettau® zirconia. The company has its headquarters in the heart of the South Tyrolean mountains (Italy) and is run by Enrico Steger together with his son, MDT Julian Steger, who is starting the company's second generation.

What started as a one-person business is now a workplace for almost 300 employees all over the world, in various branch offices and training centers worldwide. The company's goal is to provide dental technicians and dentists with a valuable support in their professional collaboration within the treatment team, resulting in better patient satisfaction. To ensure high quality

standards, the company places a high value on in-house production and conception of CAD/CAM systems, as well as processable materials such as zirconia, resins and metals, implant prosthetics components and working tools to cover the laboratory's workflow from A to Z. The experience and the knowledge gained through continuous research and testing is then put at the clients' disposal through a well-structured educational program: 'Die Zirkonzahn Schule' – The Zirkonzahn School.

Traditional working methods with a vision to the future

"When I was young, I was a talented dental technician and craftsman, but I learned that personal skills were not enough to become a good laboratory owner," says the creator of the Ranger School Enrico Steger, thinking back to his needs as a young dental technician.



The Zirkonzahn School's trainings focus both on craftsmanship techniques and on digital technology and aim at turning dental technicians into true masters of their crafts by perfecting their abilities and mastering their hardware and software to the fullest.

All educational programs of the Zirkonzahn School unite a sound dental technical teaching with a school of life and culture. Strict discipline and tight CAD/CAM and aesthetics learning sessions are combined with adventurous activities, which give the participants the opportunity to enjoy the beauty of the Alps, immerse in the culture of its inhabitants and challenge themselves.

homeland, South Tyrol, embraced by the magnificent mountains of the Alps, and all classes are conducted by expert dental technicians

"I also experienced that it is nothing but simple to receive a valuable support on this. Now that I have life and work experience, I would like to provide the new generations of dental technicians with what I was not able to get in the past. This is how I came up with the idea of The Zirkonzahn School."

The Zirkonzahn School is an educational program conceived and developed by Enrico Steger himself according to his motto "learning means repeating": excellent results only arise from an ongoing and self-motivated pursuit of improvements and constant exercise. The more knowledge and skills a person has, the more virtuous he will become. However, virtue requires more than the mere adherence to a working method: it requires the willingness to cope with one's personality and achievements, to train one's perception, to develop a cultural understanding and to internalise work ethics and traditions proven over generations. The Zirkonzahn School's trainings focus both on craftsmanship techniques and on digital technology and aim at turning dental technicians into true masters of their crafts by perfecting their abilities and mastering their hardware and software to the fullest.

Zirkonzahn's schools in South Tyrol

The Zirkonzahn School's facilities are located in the picturesque meadows of Zirkonzahn's

trained in-house. The five schools included in the program are a combination of school of life and culture and have been conceived considering the specific and differentiated target's needs. They last from five days to several months and, in some cases, are run in an international ambiance. The Military School, the Safari School, the Heldencampus, the Ranger School and the brand new Forest School are the school programs conceived by Enrico Steger.

Zirkonzahn's courses worldwide and in the US

Alongside the school trainings, Zirkonzahn offers a wide range of practical courses for every taste and level of expertise. Such courses are held not only in South Tyrol, but also in Zirkonzahn's Education Centers worldwide, e.g., in Zirkonzahn New York (New York City), Zirkonzahn USA (Atlanta), Zirkonzahn California (Irvine). Dental technicians interested in improving their skills in the use of the milling machines and the company's software can subscribe to the *CAD/CAM Milling* courses, where they will also learn useful tips about workflow organisation and maintenance of the devices. For those who aim at improving their design abilities in the software and learning more about material diversity and different digital approaches, *CAD & Applications* courses are

instead the perfect solution. Dental technicians who are mostly interested in aesthetics, ceramics and composites layering as well as complementary techniques can finally find an answer to all their questions at the *Applications* courses. The courses are constantly updated and expanded according to the innovations found by the research team of Zirkonzahn's internal dental laboratory. Every new solution is implemented into the training programs through intensive sessions, in which experts and participant can exchange ideas and learn together in a collegiate atmosphere. In addition to these courses, Zirkonzahn has also developed the *Individual Training*, a special course conceived to assist the treatment teams in creating their own cases. This is the perfect opportunity to get trained while working: supported by a qualified Zirkonzahn's dental technician, the team will analyse and find the best solution for the patient with an efficient planning and a well-structured workflow, finding the best solution in terms of both restorations and materials.

How can you discover the world of Zirkonzahn from Canada?

Take part in introductory courses in one of Zirkonzahn's Education Centers in the USA: Zirkonzahn New York (New York City), Zirkonzahn USA (Atlanta), Zirkonzahn California (Irvine). If you want to experience Zirkonzahn first-hand in the mystical atmosphere of its homeland, Zirkonzahn's doors are always open. To know more about international events at the company's headquarters, visit www.zirkonzahn.com (Canadian section available), or contact Mrs. Elena Chudakova: +39 0474 06 6649 (Italian time zone). ●

Unique Dental Supply: Digital Dentistry

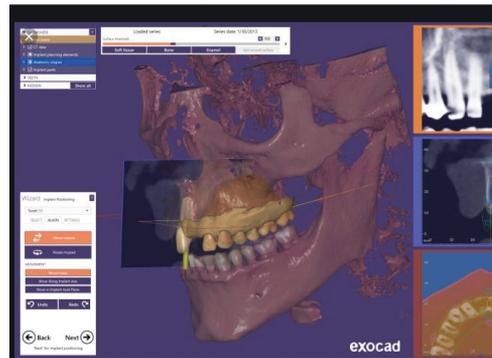
In digital dentistry, there are many options with which to work. Unique Dental Supply regularly tests new systems in order to provide our customers with the best possible solutions in the market.

Improvement of intraoral scanners in the last few years is certainly remarkable and becoming a necessity in every dental office. As a crucial part of the digital workflow, the DOF scanner is a state of the art optical scanner that can create digital models with staggering speed and astonishing accuracy in crown and bridge, dentures, and ext.

Exocad is a reliable designing software that is gaining popularity amongst all other competitors due to its convenient workflow and a wide range of products. It can be easily integrated with other digital equipment. Exocad's most recent product – Exoplan – is powerful implant planning and surgical guide

design software. It provides dental labs, dentists, denturists and implant specialists with maximum flexibility in the production of implant-based restorations. It also guarantees a seamless digital workflow and the highest usability and performance.

As part of the digital production line in dentistry, 3D printers are gaining popularity, but not all of them are equal due to their precision and speed. The NexDent 5100 Printer facilitates high-speed and precise production of Dental Models, Night Guards, Surgical Guides, Try In Dentures, Temporary Restorations and Custom Trays. This revolutionary solution features an industry-defining value proposition that combines best-in-class speed and performance at a price point that is accessible to virtually all labs and clinics.



Unique Dental Supply Inc. prides itself on being able to provide consistently outstanding customer service and professional technical support that our customers need to succeed in the digital world. We invite you to visit our online store at www.udscanada.com to see our complete line of products. ●

Digital Solution for any Lab



FREEDOM HD
3D DENTAL SCANNER

- Very fast and Accurate
- No fixture needed, completely unique system
- Save 50% of working time



NextDent
by 3D SYSTEMS

3D DIGITAL PRINTER

- Best-in-Class: Speed & Performance
- High Accuracy, Very Affordable
- High Speed (Denture Base in 30 Min.)
- 12 Materials to choose from



exocad
Robust CAD/CAM software

- Implant Module
- Full Denture Module
- PartialCAD
- Model Creator
- Bite Splint Module



For more details on this amazing system please contact us at:

UDS Unique Dental Supply Inc.
Quality • Service • Innovation

1-888-532-0554
orders@udscanada.com
www.udscanada.com

Roland DGA: Time Reduction Kits

Roland DGA has announced the launch of new DGSHAPE Time Reduction Kits (TRK) that produce molded gypsum or acrylic-based material discs for accurately milling partial or full-denture bases, as well as models, with the company's DWX dry dental mills.

Available for Roland's DGSHAPE DWX-52D, DWX-52DC and DWX-52DCi milling machines, the new patent-pending TRK kits allow for in-house digital denture production that is simpler and more consistent than analog processes.

The new Removable Denture Kit (CA-DK1) reduces in-house finishing time for full-denture and partial-denture applications, combining affordable materials with precision milling for a more cost-effective and accurate solution. It streamlines the digital workflow, saving DWX users a significant

amount of time and money when compared to traditional and 3D printing methods. The Removable Denture Kit includes a specially designed DGSHAPE tool that mills with efficiency, precision and ease, plus pre-shaped molds that minimize material waste. This kit also makes post-production adjustments a breeze. Acrylic materials allow for quicker relines and rebase processes, enabling labs to meet patient needs faster. With the Removable Denture Kit, DWX users can expect stronger, longer-lasting output as well. Unlike other digital denture base production methods that offer short-term results, the Removable Denture Kit combines materials to produce strong, long-term acrylic products.

In addition to the new Removable Denture Kit, Roland offers a new Model Kit



(CA-MK1), specially designed to simplify the denture model production process and deliver incredibly consistent results. Both kits perfectly complement the capabilities and increase the versatility of our cutting-edge DWX dry milling technology."

The DGSHAPE Removable Denture Kit includes six full-arch silicone molds, three TRK fixtures, a flat-end carbide tool, 50 sets of fixture tips, three silicone plates, and a spatula. The Model Kit includes three full-arch silicone molds, three quadrant silicone molds, three TRK fixtures, a flat-end carbide tool, and a spatula. ●



Bring Your Business into a New Era of Dentistry



DWX-42W
Wet Dental Mill



DWX-52D
5-Axis Dental Milling Machine



DWX-52DCi
Dental Milling Machine with Automatic Disc Changer

See the latest DGSHAPE by Roland milling solutions at www.rolanddga.com/dwx



ONTARIO

Career Opportunities

Crown and Bridge Dental Technician

We are located in Toronto (East York) near the subway and have been in business for over 30 years. If you are looking for full-time, long-term employment with room to grow, then we want you to join our team. We are looking for a highly motivated, energetic, ambitious dental technician for various departments, including: Crown and Bridge Department (ceramist); CAD CAM Dental Technician (familiar with 3 shape scan + design); Crown and Bridge Model Department. Please apply online at innovative@on.aibn.com and include your resumé and phone number.

Dental Technician-Ceramist

ADL Aesthetic Dental Laboratory located in Niagara Falls is looking for an experienced ceramist. The duties include cast and finish metal alloys, build up and finish high-end porcelain constructions and metal-free restorations. May train and supervise other technicians. Must be able to work under pressure with tight deadlines in fast paced environment. Manual dexterity, attention to details and ability to distinguish between colours is a must. Should have a minimum of five years experience as dental technician, fluent in English (written and spoken). This is a full-time position (40 hours/week) with \$27.50/hour salary plus 4% vacation payable biweekly. Please submit your resumé by email or fax to 289-296-3907.

Senior Dental Ceramist

Great lab in Whitby is looking for a senior ceramist with 5-7 years experience. Competitive wages, high-end lab, great hours, friendly staff, compensation to match experience. Call or text www.dentechdirect.com, info@dentechdirect.com, 416-904-DENT (3368).

Denture Technician

Well-established lab in Sarnia is looking for a full-time technician to run a two person denture department. Minimum 8 years experience. Duties include, but are not limited to, setup, process and finish, partial and full dentures (no fabrication of frameworks). Experience in orthodontics, crown and bridge an asset, but not a requirement. Pay will be based on experience and ability. This is a great opportunity in a progressive, quality laboratory. Reply to beyond@bell.net.

C&B Technician

Our lab is looking for experienced crown and bridge technician. Please forward resumé and cover letter to our e-mail. Only qualified candidates will be contacted. Contact Jacek H. Wiczorek at 905-869-3884 or adlaestheticdentallab@gmail.com.

Dental Technician Framework Department

Dental lab is looking to hire a technician to trim and fit frameworks and copings. Attention to detail is a must. All work is done under a microscope. We are a high-tech laboratory located 20 minutes east of the Don Valley Parkway and 401. Clean, friendly working environment. Full-time: 8-hour days/40 hour week. Hours can be flexible between 7-9 am start. We are willing to train the right candidate that has some dental experience and knowledge. Please e-mail your resume to pam@5axisdental.com.

For sale

Porcelain kit

GC Lustre Paste Set, Initial IQ, price negotiable, contact for more information. Crown Dental Laboratory, Belleville laura@crowndentallab.ca.

Dental Studio

This C&B lab is a great opportunity to purchase an established (15 yrs.) small lab with loyal clients. We are very well equipped and modern. Beautiful, open-concept studio space (leased), 3 Shape Scanner. Current owner/RDT is willing to help with transition and client retention, as well as help out on a part-time basis if desired. This would be a great fit for 1 or 2 skilled technicians looking to start their lab-ownership journey on the right foot and earn a great income right from the start. We are looking for succession for personal reasons, but want to leave our clients in good hands. Price is reasonable and negotiable, depending on your vision for transition. All inquiries will be treated confidentially, so contact us for more info. Contact Andrea Stokes at 519-742-2393 or kdentalstudio@bellnet.ca.

Lab

Full service dental laboratory in Toronto East is offering an opportunity for an individual to buy the business. Current owner to stay involved for a smooth transition. All correspondence is private and confidential. Please e-mail your information and contact number to amy59dental@gmail.com.

For rent

Lab Space

Well-established dental practice in Guelph, ON looking for a RDT and/or Denturist to rent space. Work will also be referred from second satellite office in Guelph. Interested individuals may email drdiodati@rogers.com or call 647-204-5292 to discuss this great opportunity.

Commercial Dental Lab Premises

Commercial dental lab premises available for rent in Mississauga adjoining large, well-established dental office on ground floor of prestige office complex on Queensway West opposite Trillium Mississauga Hospital. Private entrance off lobby, high ceilings and floor-to-ceiling windows on two sides creates a spacious and airy feeling. Approximately 1,200 square feet. Landlord's two large dental practices are dedicated clients. Long lease available if desired. Please email response to drsajner@bellnet.ca.

BRITISH COLUMBIA

For sale

Okanagan Dental Lab

Excellent opportunity in BC's sunny Okanagan. Busy dental lab for sale, with sales growing every year. Specializing in removables, partials, dentures, Valplast, orthodontics, neuromuscular, sleep apnea and brux guard appliances. All materials. Five-person lab, turnkey operation with the Okanagan lifestyle. E-mails only to dougortho57@gmail.com.

Porcelain System

Vita VM9: Basic [ex.2M1] // Classical [A1] //Bleach. Three kits together: \$500. Please call Nicola at 604-725-6800.

Career Opportunities

Dental Technician – Crown & Bridge

Pro-Esthetics Dental Laboratory Ltd. in North Vancouver near Seabus is looking for a dental technician; area of focus includes Crown and Bridge, Ceramics, CAD/CAM. Please e-mail resumé to info@pro-esthetics.ca.

Dental Technician Assistant

Moon Dental Technology in Victoria looking for a dental technician assistant to do model works, nightguards, denture set-up to finish; repairs, relines, etc. Experience an asset, but student also welcome. Training available. Please e-mail resumé to Info@mdts.ca.

Dental Technician

Schack Dental in Kelowna is a fast-paced environment. Our ideal candidate is a self-starter, self-motivated and a fast learner. Once you've completed training, you are able to work independently. Education/ Experience: Completion of a college program in dental technology is required or four or more years of on-the-job training under the supervision of a registered dental technologist or technician and must possess CAD/CAM skills. Registered Dental Technician (RDT) considered an asset. Contact Till at schackdental@gmail.com or apply via our website: <https://schackdental.com/careers/>.

Experienced Dental Technician Assistant

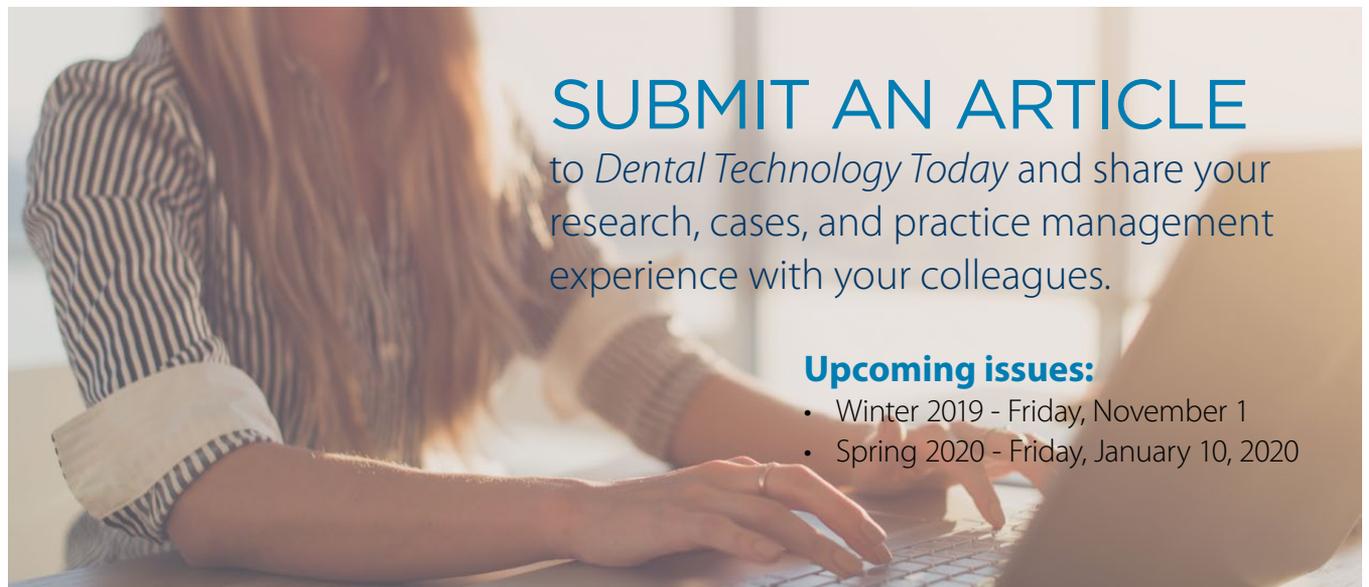
Pro-Esthetics Dental Laboratory Ltd. in North Vancouver near Seabus is looking for a dental technician assistant to work in model production for traditional stone models and printed models. Please e-mail resumé to info@pro-esthetics.ca.

Dental Laboratory Assistant [Models]

Schack Dental Ceramic in Kelowna is seeking a dental laboratory assistant responsible for mixing, pouring, and trimming plaster used to make dental models. We work in a fast-paced environment. Our ideal candidate is a self-starter, self-motivated and a fast learner. Once you have completed training, you are able to work independently. Contact Till at schackdental@gmail.com or apply via our website: <https://schackdental.com/careers/>.

Dental Technician/Assistant for Metal Work

Premium Dental Lab in Burnaby near Gilmore Sky Train Station is looking for a dental technician/assistant for the metal work department for piecework. Needs to be energetic, thrive in a fast-paced environment, and be fluent in English. Needs to work well with minimal supervision and must be able to produce exact fitting crowns. This is a part- to full-time position. Extended health and dental available after six months for full-time employees. Please e-mail resumé to landofrank@yahoo.ca and write in e-mail subject: Dental Technician/Assistant. ●



SUBMIT AN ARTICLE
to *Dental Technology Today* and share your research, cases, and practice management experience with your colleagues.

Upcoming issues:

- Winter 2019 - Friday, November 1
- Spring 2020 - Friday, January 10, 2020

To submit an article for consideration, please contact Craig Kelman, Managing Editor, at craig@kelman.ca.

REACH OUR ADVERTISERS

Dental Technology Today would not be possible without the advertising support of these companies and organizations. Please think of them when you require a product or service. We have tried to make it easier for you to contact these suppliers by including their telephone numbers and websites. You can also go the electronic version at www.adto.ca or www.dentaltechniciansofbc.com and access direct links to any of these companies.

COMPANY	PAGE	PHONE	WEBSITE
Abutment Direct Inc.	2	855-604-0465	www.abutmentdirect.com
Aurident, Inc.	15	800-422-7373	www.aurident.com
Bego Canada	35	418-683-6567	www.begocanada.com
Central Dental Ltd.	3	416-694-1118	www.centraldentalltd.com
DenPlus Inc.	10	888-344-4424	www.denplus.com
DENTAURUM Canada Inc.	20	800-363-9973	www.dentaurum.com
Emerald Dental Works	4	888-251-7171	www.emeralddental.com
Ivoclar Vivadent, Inc.	13, 36	800-263-8182	www.ivoclarvivadent.com
Roland DGA	31	800-542-2307	www.rolanddga.com
Unique Dental Supply	30	888-532-0554	www.udscanada.com
VITA North America	7	800-263-4778	www.vitanorthamerica.com

LOOKING TO REACH DENTAL TECHNICIANS AND TECHNOLOGISTS ACROSS CANADA?

To reach dental technicians and technologists across Canada through *Dental Technology Today* and its targeted readership, contact Chad at your earliest convenience to discuss your company's promotional plans.

CHAD MORRISON, Marketing Manager

- Toll Free: 866-985-9788
- Toll Free Fax: 866-985-9799
- Email: chad@kelman.ca



From Printing to Casting with BEGO!

BEGO Varseo S and Fornax® T



1.800.463.2680

BEGO Canada Inc.
700 boul. du Parc Technologique
Québec (QC) G1P 4S3, Canada
Tel. 418 683-6567 • Fax 418 683-7354
Email info@begocanada.com • www.begocanada.com



COMING SOON

IPS e.max®

THE **NEXT**
GENERATION
OF ALL-CERAMICS

ZirCAD®
Prime

All ceramic,
all you need.

ivoclarvivadent.com

For more information, call us at 1-800-533-6825 in the U.S., 1-800-263-8182 in Canada.
© 2019 Ivoclar Vivadent, Inc. Ivoclar Vivadent, IPS e.max and ZirCAD are registered trademarks of Ivoclar Vivadent, Inc.


ivoclar
vivadent®
passion vision innovation