



# First Impressions

For Dental Sales Professionals • August, 2011

## Into the Chair

**It's one thing for your customers to get patients into the chair. But how do they keep them coming back? And how can sales reps help?**

**Fragrance Free.  
Alcohol Free.**

**Free is  
for me.**



Introducing  
**SANI-CLOTH® AF**  
**GERMICIDAL DISPOSABLE WIPE**

**THE FIRST AND ONLY ALCOHOL FREE, QUAT BASED  
DISINFECTANT WIPE WITH A 3 MINUTE KILL TIME.**



EPA Reg. No. 9480-5

- **SANI-CLOTH STRONG** - Effective against 25 micro-organisms, including HBV, HCV, CA-MRSA (USA 300, USA 400), HIV, and Influenza, in 3 minutes or less<sup>1</sup>
- **FRAGRANCE FREE** - Ideal around patients and Dental Healthcare Professionals with respiratory conditions or sensitivities
- **ALCOHOL FREE** - Perfect for equipment sensitive to alcohol and other high touch, non-porous environmental surfaces such as instrument tables, examination chairs and tables

**SANI-CLOTH® AF**, the Newest  
Addition to the **SANI-CLOTH®** Brand...  
The #1 Disinfectant Wipe in Healthcare<sup>2</sup>

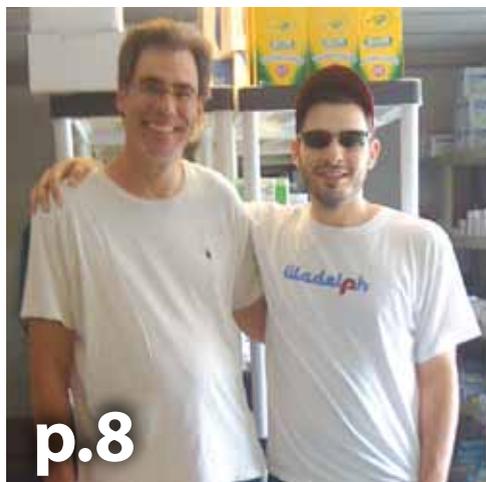
To receive a **FREE** sample, go to:  
[www.pdipdi.com/saniclothAF](http://www.pdipdi.com/saniclothAF)



**OUR PASSION IS PREVENTION™**

<sup>1</sup>See Technical Data Bulletin for complete list. <sup>2</sup>GHX Intelligence Data 2010. May contain trace amounts of alcohol (less than 0.016%).  
Copyright © 2011 Professional Disposables International, Inc. Sani-Cloth® is a registered trademark of Professional Disposables International, Inc.  
20304

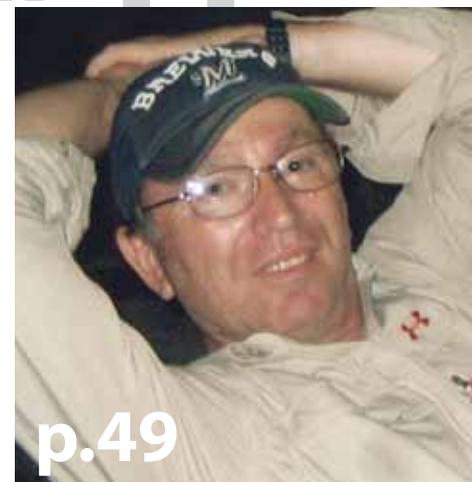
# August » 11



**p.8**



**p.12**



**p.49**

*First Impressions* is published bi-monthly by mdsi  
 1735 N. Brown Rd. Ste. 140  
 Lawrenceville, GA 30043-8153  
 Phone: 770/263-5257  
 FAX: 770/236-8023  
 www.firstimpressionsmag.com

**Editorial Staff**  
 Editor  
 Mark Thill  
 mthill@mdsi.org

Senior Editor  
 Laura Thill  
 lthill@mdsi.org

Managing Editor  
 Graham Garrison  
 ggarrison@mdsi.org

Art Director  
 Brent Cashman  
 bcashman@mdsi.org

Publisher  
 Brian Taylor  
 btaylor@mdsi.org

Sales  
 Bill Neumann  
 wneumann@mdsi.org

*First Impressions* (ISSN 1548-4165) is published bi-monthly by Medical Distribution Solutions Inc., 1735 N. Brown Rd. Ste. 140, Lawrenceville, GA 30043-8153. Copyright 2011 by Medical Distribution Solutions Inc. All rights reserved. Subscriptions: \$48 per year. If you would like to subscribe or notify us of address changes, please contact us at the above numbers or address. POSTMASTER: Send address changes to Medical Distribution Solutions Inc., 1735 N. Brown Rd. Ste. 140, Lawrenceville, GA 30043-8153. Please note: The acceptance of advertising or products mentioned by contributing authors does not constitute endorsement by the publisher. Publisher cannot accept responsibility for the correctness of an opinion expressed by contributing authors.

## Publisher's Letter

Back to Business..... **p.4**

## New Industry Concerns for Sterilizing Reusable Dental Devices..... **p.6**

## Goodwill Ambassador

One couple pulls off a smooth transition from medical products sales to dental products sales, north to south..... **p.8**

## Patterson celebrates year past, year ahead..... **p.10**

## The Kindness of Strangers

Springtime tornadoes in Alabama and Missouri bring out the best in people, including sales reps..... **p.12**

## Bridging the Gap

For some dental customers, patient care extends beyond caring for teeth..... **p.24**

## Value Added Earning

Why doing more should make your wallet fatter..... **p.25**

## Keying In

Measuring team performance and progress..... **p.26**

## Quick Bytes..... **p.28**

## Into the Chair

It's one thing for your customers to get patients into the chair. But how do they keep them coming back? And how can sales reps help?..... **p.30**

## Pain at the Pump

Gas prices fuel creative responses..... **p.36**

## Dirty Little Secrets

Infection control expert Nancy Andrews answers your questions..... **p.38**

## Tech Talk:

## Sterilization and Instrument Processing..... **p.42**

## Through the Years

From typewriters to computers, one rep has seen it all..... **p.44**

## The Big Picture

For one rep, it's not about navigating the Big Apple, but rather the world at large... **p.47**

## A Road Less Traveled

If you could learn how to tie a monkey's fist knot, you were probably OK with Tom Liddle..... **p.49**

## News

Dental industry news..... **p.52**

## Straight to the Source..... **p.58**

# Back to Business



**Brian Taylor**

As we begin to wind down from summer and start thinking about cooler weather and getting kids ready for school, it's a good time to take a personal inventory and perhaps rededicate ourselves to our goals.

It's a great time to review the objectives you set at the beginning of the year and assess how well you have done in achieving them. Perhaps you are doing well in certain areas and maybe not so well in others. Better to assess things now than to be "surprised" at the end of the year.

For a variety of reasons, summer tends to be a slower time for business as offices juggle their vacation schedules. Trying to get big things done with your customers can be a bit more difficult. It provides a great opportunity to gain an edge on the competition by formulating a back-to-business program. Begin with your review of where your sales are

versus where you had projected/hoped they would be at the start of the year. Then analyze the mix of what you are selling. Is it the same old product mix or have you expanded your product offering? We all get pretty set in our ways and often fall back on the tried-and-true products that we are comfortable talking about with our customers. But without expanding and stretching yourself, it will be hard to grow your sales and more importantly your value to the customer.

Now is a good time to either refocus on a goal you had set in January or set a new one. Pick a product category where you have not had a lot of experience or success. Challenge yourself to learn as much about the product or category as you can. There is a wealth of information available, whether it be on the Internet, somewhere in your old files, or better yet from a supplier rep who would love to assist you in becoming more fluent with his/her products. Maybe you have shied away from technical products or avoided equipment opportunities in the past. Certainly the more diverse your knowledge, the more value you bring to your customer.

Maybe it's technology and tools you can use to expand your sphere of influence. Embrace some of the new communication tools that can improve your efficiency in reaching out to and responding to your customers' needs. Explore some of the social media tools as well. Many are finding success in creating customer networks and getting an edge in supplying them useful information without a face-to-face meeting. The more interaction you have, the greater the chance to strengthen the relationship.

As we roll into September and the final third of the year, there is no better time to grab hold of your own agenda and ensure that you are back on track with your original objectives. It's a good formula for making sure there are no disappointing surprises when the final sales numbers are tallied.

Great selling!



## **First Impressions editorial advisory board**

Michael Bocian, Darby Dental Supply

Rick Cacciatore, Iowa Dental Supply

Steve Desautel, Dental Health Products Inc.

Paul Jackson, Benco Dental

Suzanne Kump, Patterson Dental

Dawn Metcalf, Midway Dental Supply

Lori Paulson, NDC

Tim Sullivan, Henry Schein Dental

## **Clinical board**

Brent Agran, DDS, Northbrook, Ill.

Clayton Davis, DMD, Duluth, Ga.

Sheri Doniger, DDS, Lincolnwood, Ill.

Nicholas Hein, DDS, Billings, Mo.

Roshan Parikh, DDS, Olympia Fields, Ill.



## It's easy to see why your customers make GP dispensers the go-to solution.

When you think dental office housekeeping solutions, think Georgia-Pacific Professional. Our products are a leader in innovation, cost-in-use and hygiene just to name a few. And best of all, by selling our dispenser products you're laying the groundwork for continued sales far into the future.

**SofPull® Automated Towel Dispenser**



**enMotion® Automated Soap/Sanitizer Dispenser**



**Compact® Double Roll Tissue Dispenser**



For more solutions from Georgia-Pacific Professional, contact your representative at 1-866-HELLO GP (435-5647) or visit [www.gppro.com](http://www.gppro.com)

enMotion® dispensers are offered via a lease agreement through an authorized distributor.  
SofPull® dispensers will not function properly without the use of correct SofPull® towels.

©2011 Georgia-Pacific Consumer Products LP. All rights reserved. All logos and trademarks are owned by or licensed to Georgia-Pacific Consumer Products LP.

 **Georgia-Pacific**  
Professional

*Experience better.™*

# New Industry Concerns for Sterilizing Reusable Dental Devices



**D**TA recently attended a FDA-sponsored workshop on reprocessed (reusable) medical devices including dental devices. The workshop brought together a number of stakeholders from several government agencies, trade groups, consumer advocates, health care providers and industry reps.

Several critical points were raised that will impact dental device manufacturers and distributors. These points include: the impact of FDA's new sterile review guidance; issues associated with inadequate validation (substantiating acceptable standards) of current reprocessing procedures, imprecise or missing instructions on cleaning and sterilization processing steps for end users (dental offices or clinics); and the difference in how the United States and the European Union (EU) look at sterilization methods for practitioners.

Workshop presenters mentioned that stakeholders should be considering liability issues for processing errors and the failure to provide proper reprocessing instructions.

The only dental-specific problems that were cited as examples were those associated with Veteran's Administration staff incorrectly processing (or properly sterilizing) more multi-part devices such as hand-pieces. The Center for Disease Control (CDC) subsequently alerted the DTA to issues surrounding multiple uses of syringes for applying dental materials. The CDC advised that cleaning (following recommended guidelines) between uses should be provided in the instructions for these devices.

## Takeaways for our industry

When dental manufacturers are submitting new 510ks, IDEs or PMAs, companies' compliance experts need to be prepared to answer questions on validation. This should be a given, even before final guidelines are published.

A general statement of dental industry concerns was made during the meeting. DTA Member companies' that have expertise in reprocessing should consider contributing information for a formal response to

FDA. DTA asks that companies/manufacturers willing to help prepare a response contact Fred Freedman at [fredfreedman@dentaltradealliance.org](mailto:fredfreedman@dentaltradealliance.org).

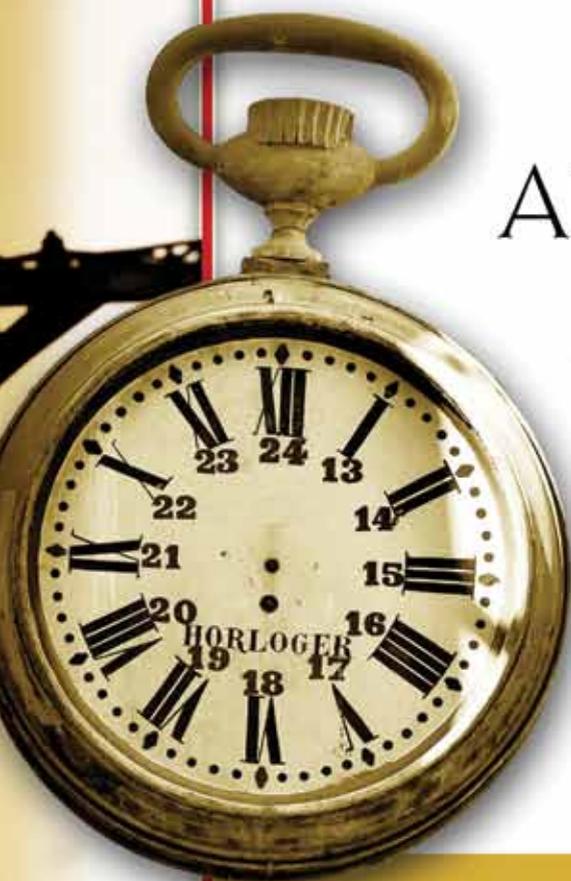
It is important to understand that U.S. and EU sterilization methodologies differ: the United States supports gravity, while EU is committed to the vacuum process. To sell overseas and in the United States, companies may have to validate sterilization methods for both geographies.



The specific notes on validation of reprocessing instruction /procedure problems cited include:

- Validation after multiple uses are not considered or being properly addressed.
- Device degradation over time is not regularly considered or covered in instructional manuals.
- Drying time after sterilization is not specified.
- Instructions are often missing, inadequate, or not sufficiently specific to multiple usages.
- The complexity of dealing with multiple, conflicting instructions from different instrument manufacturers, sterilizer manufacturers, washer manufacturers, and accessory manufacturers is seldom taken into account.
- The failure of staff to follow instructions or to anticipate these problems is now a concern of FDA and in turn, raising the expectations of manufacturers to communicate these concerns to end users.
- Endotoxins are not considered or properly addressed.
- Manufacturers are going to be required to tackle the special challenges of sets or kits.

Once FDA posts the presentations, DTA will provide a link to the FDA website for more information. More notes around sterilization of reprocessed instruments can be found on the DTA website [www.dentaltradealliance.org](http://www.dentaltradealliance.org). It is recommended that manufacturers and distributors look at their current sterilization instructions for reusable devices to ensure proper safety and reduce liability as this issue gains more attention in the practice of oral healthcare. **[FI]**



“STOPPING  
ADVERTISING TO  
SAVE MONEY IS  
LIKE STOPPING  
YOUR WATCH  
TO SAVE TIME”

– Author Unknown

Telling your story through ads in  
First Impressions to over 4,500 in distribution,  
keeps you top of mind in any economy.

Who is telling your story?

**First**  
**Impressions**



FOR MORE INFORMATION  
CALL BILL NEUMANN  
215-816-2866  
OR E-MAIL: [WNEUMANN@MDSI.ORG](mailto:WNEUMANN@MDSI.ORG)



Scan here to find  
out how we can  
help you tell  
your story

# Goodwill Ambassador

One couple pulls off a smooth transition from medical products sales to dental products sales, north to south.

**A**s far as Marc Stave was concerned, 1993 was absolutely the worst winter ever in Philadelphia, according to his wife and longtime business partner, Shelly Stave. At least, it was bad enough to convince him to convince Shelly that they should move south. “We were born and raised in Philadelphia,” Shelly Stave explains. But today, their business and home are in Florida.

The couple met in high school when they were 15 years old. He became an accountant and she an elementary education teacher. In the early 1980s, “Marc worked with a physician supply company,” says Stave. He wondered if he could do a better job on his own and set out to learn the medical products end. “We had a young child at the time, and I was pregnant,” Stave adds. But, that didn’t stop them from starting Disposa-Med, a medical products supplier, in 1984.

“We sold mostly medical products,” Stave continues. “My dad was a dentist, so we added some dental supplies as well.” For 10 years, the business ran smoothly. By the early 1990s, though, more and more hospitals were buying out physician practices, which presented a challenge for Disposa-Med. “We didn’t supply hospitals,” notes Stave. They did, however, belong to a physician buying group, IMCO, and after returning from the group’s annual meeting in Florida in 1993, Marc Stave knew his days up north were numbered. “We sold our business to another medical supply company and moved to Florida,” says Stave.



Marc Stave and Joe Stave

## Now what?

The weather in Florida was sunny and warm, but that aside, life was a bit up in the air for the Staves. “We weren’t sure what we wanted to do, and my parents said, ‘Do what you know,’” says Stave. “We were nervous about where the medical industry was headed, and then my dad suggested we look into the dental supply business.” In December 1994, they started their dental products distributorship, Healthcare Supply Service, Inc.

“In the beginning, we sold only disposables,” she says. Stave’s dad edu-

cated the couple on cements and prophylaxis angles and other product lines, and eventually her parents joined them in Florida. For the most part, the company included only Shelly and Marc. “So we grew the company through tele-sales and mailers,” she says. And, it worked. Today, the company has an established territory that stretches from Miami to Orlando, and includes not only dental practices but also the Palm Beach State College Dental Hygiene and Dental Assisting schools and their students. “Every

year, our sales have increased – even through the tough economy,” says Stave.

If there’s a trick to the Staves’ good fortune, it’s likely this: “We have it all right here,” says Stave. “We are a local company with a retail store,” she explains. “Not a day goes by that dentists or their assistants don’t stop by to do their shopping. They like to see what we have on the shelves, and they’re surprised to see that we have it all right here. We have also grown by word-of-mouth. In some cases, hygienists or dental assistants have moved to a new practice and taken us with them. It’s all about relationships. I know my customers by the sound of their voice. I don’t need to check the caller ID.”

Indeed, strong customer relationships, accessibility and speedy service are what it takes to build a distributorship today, she points out. For one, “people’s buying patterns have changed over the years. Dentists no longer order backup supplies. They don’t want to tie up their money in supplies.” In addition, the fact that national distributors tend to have warehouses present challenges for smaller companies, such as Healthcare Supply Service. “But, we have a local presence, we don’t charge for shipping and we provide a personal touch,” she says. “When my customers call, we converse. I don’t have to identify them by a number.”

True, it is difficult for smaller distributors to procure their product lines. However, the Staves have taken advantage of their membership in NDC. “Our customers have asked us how we can keep our prices so low,” she says. “It’s because we belong to NDC. We do purchase some of our products directly from the manufacturer, but most we get through NDC. We have to educate our dental customers about this.”

Although the majority of work is completed from the corporate office, each week Stave takes to the road, “visiting with customers and even making cold calls. I’ll continue to

do this until my customers tell me to stop,” she notes. “So far, they aren’t asking me to stop.”

### Goodwill ambassador

Life is good for the folks at Healthcare Supply Service. “I am happy with the way things have gone and wouldn’t change anything,” says Stave. “My husband handles the monetary aspect of the business, and our son, Joe, joined us six years ago and takes care of our marketing and IT. I manage the customer service and the orders, although I don’t consider myself a salesperson. I am more of a goodwill ambassador for our company. I like to visit our customers and tell them how much we value their business. I like to meet new dentists as well. In fact, I try to stop by every office I drive by. I choose a new area each week and make it a point to meet the dentists there.”

It takes a thick skin to pursue this line of work, she cautions. It’s no secret that reps and sales managers are not always well received, she notes. That said, “[Businesses] have to keep growing and adding new customers,” she points out. “So, you do need to be your own ambassador.” And a personal touch doesn’t hurt, she adds. “I often bring my customers cookies and candy!”

Economically speaking, it’s a tough time for anyone to start – or run – a successful business, Stave continues. “I’m good to my customers,” she says. “I treat them well and develop a personal relationship with each of them.” They are family, she adds, noting that “they know that my one son got married a year ago and my other son just got engaged.

“We developed a Facebook site six months ago, which helps keep our name out there,” she says. “And, we are looking to develop our website as well.” And, proud she should be. “When my son, Joe, joined us [recently], I didn’t even have a computer on my desk! He brought us into this century!” **[FI]**



Shelly Stave



Wayne Griffis

# Patterson celebrates year past, year ahead

**T**he recent Patterson Dental Leadership Summit in Minneapolis provided a forum for 75 Patterson branch managers, 10 region managers and the corporate management team to celebrate successes in fiscal 2011 (which ended in April) and to hone in on key initiatives planned for the coming months, according to the company.

The annual four-day event in June included internal breakout sessions on objectives and strategies for reaching goals, as well as a day dedicated to Patterson's manufacturer partners.

Patterson and its business partners made a combined donation of about \$300,000 to Dental Lifeline Network (formerly National Foundation of Dentistry for the Handicapped) in support of its mission to make oral healthcare accessible to

needy disabled, elderly or medically compromised individuals. Additionally Patterson Dental branches supported the company's Grins for a Good Cause initiative, spurring donations of just under \$300,000 to help raise breast cancer awareness in communities around the country in fiscal 2011.

Patterson Dental President Paul Guggenheim reported that Patterson ended fiscal 2011 with a strong performance in April by the sales branches, and thanked manufacturers for their work with the branches. "We appreciate your help in developing the skills and training of our sales talent as we sell your products and technology and lead with innovation," he said.

"Our relationships with vendors are a big part of our culture," said Dave Misiak, vice president of sales, speaking with First Impressions after the meeting. "We believe they help us drive the business through innovation."

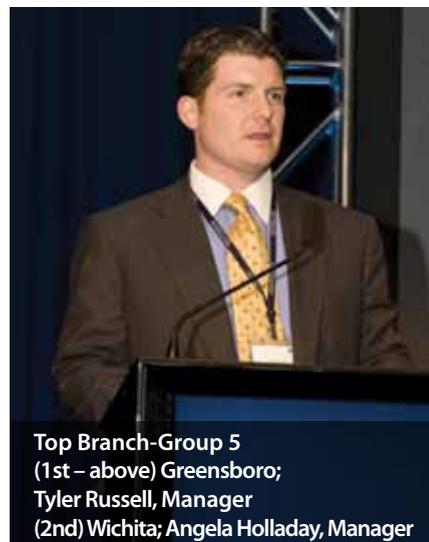
Initiatives for the coming year include:

- The upgraded, approximately 100,000-square-foot Patterson Technology Center – a new complex with expanded technology development, service and customer-support capacities, expected to open in late September. The Center "is a significant differentiator for us," said Misiak. Last year, roughly half of all dentists



used the Center for phone- and computer-assisted technology support to maximize their investment in technology solutions, he added.

- Improved PattersonDental.com. “In terms of the customer of today and tomorrow, they expect a dynamic website with incredible search and easy upsell and cross-sell opportunities,” said Misiak. The new site will deliver all those things.



- CAESY Cloud, which will change the way Patterson delivers and supports CAESY patient education. “We have modernized a great product,” said Misiak. CAESY is designed to help dentists motivate patients to accept best treatment, he said. With its availability on the cloud, customers can immediately access patient education videos and other tools online, without the need to load disks or to await delivery of new disks.



- Implementation of a new internal branch system, Next Gen Systems. The system will improve efficiencies and provide greater connectivity among sales reps, service techs and others in the company.

As part of the 2011 Patterson Dental Leadership Summit, top-performing branches from across the country were recognized for their efforts and results during fiscal 2011. **[FI]**



# The Kindness of Strangers

Springtime tornadoes in Alabama and Missouri bring out the best in people, including sales reps

**W**ord of advice: When the air turns a pretty teal color and the clouds look like they're swirling; when you hear the sound of a train approaching, only without the metal clack-clack; and when you feel that you're getting pushed, only you can't feel any fingers on you ... take cover. Quickly.



Photo Credit: Christy Beebe

This spring's tornadoes in Alabama and Missouri, which claimed hundreds of lives and thousands of homes and businesses, tested local dental communities as well as others. *First Impressions* spoke with a number of reps about the day of the storms (Wednesday, April 27, in Alabama; and Sunday, May 22, in Missouri) and the immediate aftermath.

Reps report that dentists whose practices were most severely affected faced a couple of choices. Some sought a temporary place to practice – often, another dentist's office – until their own office could be rebuilt; and others simply decided to stop seeing patients until their new office could be built. The path they chose was usually dictated by their financial situation and how confident they were in retaining a solid patient base even after months of not practicing.

The reps with whom *First Impressions* spoke made a few other things clear as well:

- Many dentists are underinsured. Their equipment has aged, yet they have failed to buy enough insurance to cover it should disaster strike.
- Many doctors have failed to value their businesses recently. This can lead to headaches when negotiating with insurance companies following a disaster.
- Following a devastating storm or event, many business owners (in this case, dentists) have an impulse to salvage whatever they can, including equipment. But it's probably best to let that impulse pass. The equipment might have sustained damage that won't exhibit itself until somewhere down the line.
- For sales reps, the most difficult part of the post-disaster process is fighting the impulse to "fix" things for the doctor whose practice has been damaged or destroyed, and instead, simply wait for him or her to tell you what he or she needs. Yet that is probably the most valuable thing a

rep can do during the process.

- With few exceptions, disasters such as these bring out the best in people, most of whom are eager to help out any way they can – helping remove rubble, retrieving personal belongings, or boarding victims or rescue workers.

### **Tornado crossing I-65**

The power went out in Andy Priola's house in Hartselle, Ala. – approximately 125 miles northwest of Tuscaloosa – at 4:30 or 5 on the morning of Wed., April 27. Priola's trip south on I-65 from his home to Birmingham was delayed, as crews cleared debris from the road. Priola covers Birmingham and points north for Atlanta Dental Supply.

But the day went well after that. The sun even came out for a while. Still, many dental offices were closed, as

**“The people whose homes weren't affected were doing anything they could to help – donating water, food or whatever it may be; or working for a day or two to help clean things up.”**

**– Andy Priola, Atlanta Dental Supply**

they had lost power due to the storms. So Priola's day ended a little earlier than usual.

On his way back north on I-65, Priola chatted on his cell phone with a dental customer. “We were talking away, but as I kept going, the sky got darker and darker and darker and darker.” As he approached Cullman, Ala., about 15 or 20 miles south of Hartselle, he picked up the text messages that had come his way while he had been talking on the phone. “I had 10 texts. I looked at the last one, from my wife. It said, ‘Big tornado on ground in Cullman; don't go there.’ And I was close.” So Priola pulled off the Interstate and turned on his radio. “The weather guy said the

tornado was just crossing I-65 and approaching downtown Cullman,” he recalls. Since the tornado had already crossed the highway on which he was traveling, he figured it was safe to proceed. Two or three miles up the road, he came across debris.

In Hartselle, the power was out, as it was across much of northern Alabama. “Everybody was listening to itty bitty radios powered by batteries,” he says. “It was like going back 50 years.” For the next several hours, tornadoes broke out everywhere around the state. (Alabama experienced close to 200 tornadoes that day, killing more than 200 people.) The power was to remain out for the next four to five days. “We grilled out a lot,” he says. “And you went to bed at 8 at night, because there weren’t any lights or anything like that.”

Not much good can be said about the tornadoes. “But I was really, really, really amazed at just how much people helped each other,” Priola says. The weekend following the tornadoes saw thousands of people engaged in disaster relief efforts. “The people whose homes weren’t affected were doing anything they could to help – donating water, food or whatever it may be; or working for a day or two to help clean things up.”

## Car in the basement

Atlanta Dental rep Bob Bradley covers Birmingham, Tuscaloosa, Montgomery and some points east of Birmingham, such as Anniston. An 11-year veteran of the company, he lives in Birmingham.

On April 27, early morning storms knocked out much

of the power in Birmingham, where the 11-year veteran of Atlanta Dental lives. Undaunted, Bradley got up and made calls. “It was a pretty normal day,” he says. He got home at around 5, and began hearing reports of bad weather moving in. So bad that Bradley and his family moved to the basement. “The first thing I tell anybody is, make sure you have an emergency radio,” he says. “And when you start hearing the warnings, you need to take them seriously.” That might be hard to do in an area prone to tornadoes. “This is kind of a Tornado Alley for the South,” he says.

By 11 p.m., the power in Bradley’s house came back on, and he had heard



Photo Credit: Matthew Thomas

The day after the storms, communication was spotty, and many people still didn’t grasp the impact of the previous day’s events. On Friday, Priola was still pretty much confined to Hartselle. But on Saturday, he went with a church group to the East Limestone/Harvest area, in extreme northern Alabama. The storm had all but wiped out the towns of Phil Campbell and Hackleburg.

By Monday, power had been restored to parts of the state, and Priola got in his car to make calls. One of his customers lost a patient, while another lost his house. “None of my customers’ practices were affected,” he says. But the storm had wiped out two practices in Cullman.

reports of what had happened in Tuscaloosa, which was particularly hard hit, approximately 60 miles southwest of Birmingham. The next day, he tried calling some customers there, but couldn’t get through. He sent out e-mails, but it wasn’t until Sunday that he began to get replies.

Eventually he learned that his customers’ practices were untouched. That said, one dentist had lost his house, and one of his staffers had lost hers. “She was in a basement with 14 people,” says Bradley. “The house collapsed on them, and her car was picked up off the street and landed in the basement with them. They were able to crawl out this little hole.”

# NEODIAMOND®...

# ...always IN stock!



America's # 1 **SELLING** Diamond  
is at your fingertips.



800.235.1863



**MICROCOPY**  
INNOVATIONS FOR DENTISTRY

As he does every week, Bradley made the trip to Tuscaloosa the following Tuesday. “You go through the areas where the tornadoes came through, and you’ve never seen that much destruction before,” he says. “Then, a few blocks away, everything is normal.” He called on the dentist who had lost his house, and learned he was working with his church group in a kitchen, feeding storm victims.

At press time, the roads in Tuscaloosa had been cleared, but cleanup of the debris was still a long way from completion. A reported 7,300 buildings were completely destroyed, and 15,000 heavily damaged. “You see progress every time you go, but it’s slow,” says Bradley.

Cullman, the southernmost part of his territory. The weather was calm that afternoon. Then, around 3:30 or 4, sirens started going off, and the TV reported a tornado in downtown Cullman – about four blocks from where Thomas was. “I opened the front door, heard the train going,” he says. “So we ran downstairs. My ears popped. And you can feel something – as if someone were to push you without touching you.”

Six minutes or so passed. Then Thomas came upstairs and ventured out into the back yard. There were at least 15 trees down. In front, things were worse. As many as 200 or 250 trees were down.

**“I opened the front door, heard the train going. So we ran downstairs. My ears popped. And you can feel something – as if someone were to push you without touching you.”**

– Matthew Thomas, Benco Dental

### **An eye-opener**

It’s human nature to take weather warnings with a grain of salt, says Benco Dental rep Matthew Thomas. That could explain why, even after his grandmother warned of severe weather in northern Alabama, Thomas drove up to Athens to call on a dental lab on the morning of April 27. As his grandmother had warned, severe weather hit Athens late that morning. “I have videos on my iPhone that are just plain scary,” says Thomas, who lives in Decatur, Ala., on the Tennessee River, roughly halfway between Athens and Hartselle.

“I went outside. The sky was a blue/green hue, almost like a teal,” he says. “You could tell the clouds were swirling.” Funnel clouds touched down north and south of Athens, but the winds were strong enough to cause plenty of mayhem in Athens.

Thomas waited it out, and 45 minutes later, got in his car to drive down I-65 to his girlfriend’s house in

Thomas says he and his girlfriend had been just on the fringe of the tornado. “It hit where we were, but it wasn’t the main funnel.” In fact, two dental offices just a couple of blocks away were destroyed. “I sat on the porch and I was like ‘Whoa,’” he recalls. “It’s an eye-opener.”

The next day, he met one of his customers whose office had been destroyed. “I met him at the office to help him salvage anything he could,” he says. Together they pulled out a desk, some chairs and personal items, then hauled them to a storage building on the other side of town. In addition, Thomas and friends helped cut down trees and haul them to the road.

The power stayed out eight or nine days. After two days, Thomas drove to Birmingham to book a room in a hotel. But finding a room wasn’t easy, because storm victims had come from all over Alabama seeking a roof over their heads. “I called 35 hotels, and they were booked solid.” Ultimately, he did find a room.



Benco launched a “Benco 4 Bama” relief program. The company requested donations of supplies from local manufacturers as well as its manufacturer partners, stored them in its facility and distributed them as needed.

During the week following the tornado, business was slow, says Thomas. Many people were thinking of other things besides visiting the dentist. But he got involved in the relief effort. For example, he gathered toothbrushes and toothpaste that had been donated, and handed them off to a dental customer, who in turn distributed them to people in a Birmingham community who needed them.

Several dentists in Cullman lost their practice, he says. Two have rented a building and intend to get up and running soon. “I’ve told them I will do whatever they need me to do,” he says.

“Eye-opening” is the term Thomas uses to describe the tornado and its aftermath. “I enjoy my job. But something like this shows you what’s important.”

### **Boat in a tree**

On May 22, less than a month after the Alabama storms, tornadoes plowed through Missouri. Located in the southwestern corner of the state, Joplin was hit hardest. More than 140 people were killed in that city, and thousands of buildings were destroyed. Of 58 dentists at approximately 40 locations in Joplin, 23 experienced the total destruction of their offices, according to the Missouri Dental Association. What’s more, several doctors’ homes were completely destroyed or suffered varying degrees of damage.

Gary Lewis, vice president of equipment for Goetze Dental, didn’t realize the extent of the destruction in Joplin – about 150 miles south of Kansas City, where the distributor is located – until the following day, Monday, May 23. Goetze’s owner convened the executive team and made it clear, “Whatever anybody needs, you get it for them; no questions,” says Lewis.

“Everybody’s situation with the tornado is different,” says Lewis. Some dentists have loss-of-income, or business-interruption, coverage. He predicted that some doctors would take the insurance money, rebuild their practices, and arrange for other dentists to take their patients in the interim period. Others wouldn’t – or couldn’t – afford to wait that long, and would opt instead to work in a temporary location while their offices were getting rebuilt, he predicted. It was for that latter group that Lewis had an idea.



Photo Credit: Matthew Thomas

Some time ago, the Goetze team talked about outfitting an extra-wide mobile trailer with operatories and providing it on an emergency basis to dentists whose offices had been damaged by, say, a flood. Indeed, Goetze has a design team that is capable of outfitting such a trailer. Those plans never materialized, “but the first thing that occurred to me [following the tornado] was, ‘Maybe we could do this,’” says Lewis.

So, at press time, the company was about the task of equipping a quadruple-wide trailer with eight operatories and staging it in Joplin for a customer. The trailer – really, a modular building – would take four to five days to assemble at the site.

Following the tornado, the city of Joplin opposed bringing in trailers to serve as temporary housing, for fear they would become semi-permanent and would actually impede rebuilding efforts. But the city appeared open to Goetze’s idea, and Lewis was hopeful the company would receive a permit to move ahead. “We’re hoping they’ll have less than six weeks downtime,” he says of the practice. The company was also making plans to outfit five double-wide trailers with operatories, to be shipped to Joplin.

“There are so many things that have to be done,” says Lewis. “The devastation is total; you don’t even know where to look.” Along Range Line Rd. (a major north/south thoroughfare), for example, “you see tree stumps 10 feet tall; most of the buildings are missing something; and cars are smashed up.” Next to one doctor’s office is a boat – in a tree. Lewis says that some of the affected areas look bizarre due to the presence of insulation from torn-up buildings. “It looks like it’s been sprayed on everything,” he says.

The first few days after the storm were eerily quiet, he recalls. Heavy thunderstorms hampered recovery efforts. “What you saw were people just standing around. They were looking around, as if they couldn’t come to terms with what they were seeing.” Soon afterward, though, people showed up at their houses or businesses to salvage whatever they could.

“After a couple of weeks, you could see the doctors getting back together,” says Lewis. “They’ve talked to their insurance companies and kind of know they’ll be able to rebuild.” Of course, some lost their homes too, which makes the challenge that much greater.

He tells the story of one dentist who had moved to Joplin from New York, and who had hosted an open house just two days before the tornado. She hadn’t seen one patient yet, and the office was leveled. To make matters worse, she had faxed papers to the insurance company the Friday before the storm, but the insurance company said

BRINGING INNOVATIVE TECHNOLOGY TO THE DEALER COMMUNITY...

**PIEZOTOME**  
Piezo.Ultrasonic.Surgery.Unit

3x's THE POWER!



100,000 Lux!



- Cuts bone while preserving soft tissue
- High power for faster, safer procedures
- Autoclavable LED Hand Pieces (100,000 LUX!)
- Precise digital irrigation control - (ml/min)
- User-friendly 5.7" color touch-control screen
- Programmable Foot Control



Autoclavable LED's



Progressive Pedal



Controlled Power



Powered by  
3 "AA" Batteries!

**Mini LED**  
BLACK

- Emits a Wide Light Spectrum (420-480nm)
- Cures virtually all composites
- 1,250 mWcm<sup>2</sup> Power Output
- 10 Second Mode

**P5**  
NEUTRON  
LED

Power, Precision, Style and Comfort!

- 1st EVER Autoclavable LED Ultrasonic Handpiece
- Applications include; Scaling, Perio, Endo and Restorative (80+ Tips)
- Easy to fill 300 ml Irrigation Tank
- Ergonomically designed with a small footprint



**SOPRULIFE**

Light Induced Fluorescence Evaluator

Daylight Mode



Diagnosis Mode



It's an Intra-Oral Camera!  
It's a Caries Detection Device!  
It's Two Devices in One!!



NEW!

**Ace**  
technology

**sopix<sup>2</sup>**

SOPIX2 digital sensors possess the patented **ACE Technology** (Automatic Controlled Exposure) which eliminates the possibility of overexposure of your intra oral x-ray images...

High-definition images with striking contrast every time!

- SOPIX2 allows you to test the efficiency of your x-ray generator and the USB port of the computer to ensure proper voltage is supplied
- SOPIX2 is Fiber-optic based CMOS technology and direct USB

See what was once invisible...

ACTEON North America • 124 Gaither Drive, Suite 140 • Mount Laurel, NJ 08054  
(800) 289 6367 • Fax - (856) 222 4726  
www.us.acteongroup.com • E-mail: info@us.acteongroup.com

**ACTEON**  
NORTH AMERICA

# distribution

it hadn't received the documents as of Sunday. At press time, that situation had yet to be resolved. "We've offered to lend her some equipment, and doctors have reached out to her and offered space for her to use on a temporary basis," says Lewis.

Doctors want to salvage what they can, but "we're advising people to be careful about what they keep," says Lewis. "We've had some doctors say, 'Bulldoze it.'" In many cases, that's the wise decision, because who's to say an insurer will reimburse the dentist for a piece of equipment should it fail a couple of months down the line, he says.

That said, at the request of customers, Goetze picked up and stored salvaged equipment in its Springfield, Mo., warehouse. In addition, the company dispatched three service techs, two sales reps and a couple of equipment managers to visit the dentists in Joplin and respond to their needs.

Despite the extent of the destruction, Lewis says he wasn't aware of any practice that had lost its patient records. "A lot of [the records] were in protected spots, such as basements."

In the days and weeks following the tornado, Joplin was a study of contrasts, says Lewis. "You get out of the areas that were damaged, and you see people eating lunch,

kids in Starbucks with iPods or laptops, drinking coffee. So a lot of people lost houses and even family members, but a lot didn't."

Similarly, the storm affected each dental practice differently. "But one thing we found was that probably everybody was underinsured," says Lewis. Equipment had aged, and the dentist failed to update his or her insurance accordingly.

"Then you have all the stuff that's unaccounted for," he adds. To help, Goetze at press time was preparing purchasing-history reports going as far back as 25 years, so customers would have a list of their equipment purchases to present to their insurance companies.

Disasters truly do bring out the kindness of strangers, according to Lewis. "We've gotten calls from dental offices who had spare equipment they wanted to give away." And a clinic in Springfield – about 75 miles east of Joplin – offered a mobile treatment center. "It's amazing how much people reach out to help each other," he says.

## Constant thunder

Henry Schein Dental rep Christy Beebe was raised in Joplin and knows the city as well as anyone. Until about a



Photo Credit: Christy Beebe

month before the May 22 tornado, she worked for Goetze Dental. Then, in April, she joined Henry Schein. Two months later, shortly after the storm, she followed her husband, Eric, to Bemidji, Minn., where he took up a new job. Her parents, brothers, aunts, uncles and grandparents still live in Joplin.

As a rep in Missouri, Beebe covered Joplin to Nevada, Mo.; down to Fayetteville, Ark.; then west to Springfield, Mo. In the late afternoon of Sunday, May 22, she and Eric were hanging out with their three kids, getting ready for one of several good-bye dinners the couple had scheduled with friends. “We noticed some alerts on the Weather Channel, but when you live in Joplin, you’re used to it,” she says. “We’re right in Tornado Alley. It’s like living in LA and having the earthquakes.”

But the tornado watch turned to tornado warning, and the sirens went off. The Weather Channel alerts kept coming. “We decided, maybe we should go to the basement.” They did. But when the sirens ended, they assumed all was safe, and came back upstairs. Then the electricity started flickering, and the siren alarms started going on and off. “And then we heard this sound. We looked at each other like, ‘What was that?’

“They say a tornado sounds like a train – and it does, without the metal sound. It’s more like constant thunder. I’d never heard anything like that in my life. So we decided we’d better go to the basement. The winds were terrible, it was pouring rain. Then all of a sudden, it was calm. The air looked a funky green color. We knew this was bad. And you could hear that sound – it went on and on forever, like huge freight cars.”

The noise finally subsided, and things calmed down outside. Beebe tried to call family members, but she couldn’t get through. “My mind was going crazy. And at that point, we didn’t know where it went, or if it really was a tornado...but we thought it probably was.” Finally, she was able to get some text messages out and discovered her family had survived the ordeal. After some time, she and Eric hopped into the pickup truck,

drove through the back side of the neighborhood, next to I-44 (where the tornado had crossed), and surveyed the damage first-hand.

“There were semis all over, freight scattered over the highway. You could tell where it had tapered off, because the trees were snapped off higher and higher up.” Beebe and her husband made their way to the home of their would-be dinner hosts – actually, a dentist (whom Beebe had known since childhood) and his wife. “We found out they were OK,” she says. “But he said, ‘What about my practice?’ I said, ‘I don’t know; maybe we can find a way to get over there.’” What normally would have been a 10-minute trip took two and a half hours, as they had to

**“The cool thing was that nobody cared about what company you worked for. You were just digging for whatever you could retrieve, especially pictures or anything sentimental.”**

**– Christy Beebe, Henry Schein**

go to the other side of town via Galena, Kan. “We could see that his practice was OK – it was on the other side of the tornado’s path.”

But many of Beebe’s other accounts did not fare so well. “Across from the hospital [St. John’s Regional Medical Center] was ‘dental central,’” she explains. (St. John’s was directly in the path of the tornado, and no longer functions as a working hospital.) “Many of the dentists had their practices there. And directly east of that was where most of the doctors lived. And that area was totally destroyed. Not only did the doctors lose their practices, but their homes too.”

The next day, being as familiar with Joplin as she was, Beebe figured out a way to get back to “dental central.” “I went from office to office, and we started digging.”

“The cool thing was that nobody cared about what company you worked for,” she says. “You were just digging for whatever you could retrieve, especially pictures or anything sentimental.” The doctors whose offices were not digital searched for patient records.

Tuesday, Wednesday, Thursday and Friday were spent outside, working, digging. She met four firemen who had traveled from Kentucky to help with the rescue efforts. “They were going to stay in a tent. We had no furniture in our house [because of the impending move to Minnesota], but I told them, ‘We have a basement, and it’s wide open.’” So the four firefighters stayed with the Beebes for several days.

Beebe’s largest account in Joplin – whom she had helped set up two years ago – was untouched by the tornado. But one of the doctors there had had to help dig his wife and children out of the Walmart. They were alive, but others in the store did not survive.

Even doctors whose practices were untouched by the storm face an uncertain future, says Beebe. They’re worried that patient visits will drop, as people in Joplin struggle with homelessness and other concerns more pressing than a dental checkup.

In the days following the tornado, Beebe was often moved to tears to see the destruction in her hometown.

It was with mixed emotions that she and her family left Joplin for Bemidji about three weeks later. Saying goodbye to friends and family, particularly in those circumstances, wasn’t easy, she says. But remaining in Joplin was tough for her kids, who were living with constant reminders of what had happened.

“If you plow 30 inches of snow, you have huge snow stacks on the side of the road. It looked like that, except it was all debris.”

## Picking up the pieces

When Dedra Montgomery’s sister called her the night of May 22 to let her know that Montgomery’s family in Joplin was fine following the tornado, Montgomery – who lives in Blue Springs, Mo., a suburb of Kansas City – was appreciative, but she hadn’t



Photo Credit: Christy Beebe

In Week 2 following the tornado, some dentists gathered to plan their future directions; some distributors attended as well. “There are a few [dentists] who won’t be working until their offices are rebuilt; they had insurance,” says Beebe. “Some didn’t have [adequate] insurance to cover staff salaries, and were encouraging their staffs to sign up for unemployment. A lot of doctors teamed up with other doctors, or found temporary locations to practice until they could rebuild. Some won’t rebuild. One doctor, who’s close to retirement, said ‘I’m not going to do it.’”

been all that worried. That’s because she wasn’t fully aware of what had happened in Joplin.

“Living in Missouri, there are always threats of tornadoes,” says Montgomery, an 11-year veteran with Henry Schein Dental. “I thought, when my sister called, that a tornado had touched down, everyone’s fine, and I went about my business.” Then early Monday morning, she started to get texts from Henry Schein co-workers around the country asking if she and her family were OK. “My sister-in-law texted me, ‘Have you seen it – it’s horrible,’” she recalls.

“So I put on the Weather Channel, and the camera is scanning [St. John’s]. Then the camera starts to go to the right – that would have been west of the hospital – that’s where five of my six doctors practiced, in a big medical center. It looked like a parking lot – it was rubble.” That’s when the severity of the events the day before hit home.

The bulk of Montgomery’s accounts are in the Kansas City metropolitan area and surrounding areas, but she does have a handful of accounts in Joplin. She travels to the city – about 150 miles from her house – every Monday. She did so on May 23, and ended up staying for a week. “I got

The office did collapse on him, but he escaped with cuts and bruises.

Since those first days, Montgomery has helped the oral surgeon find equipment that he can use temporarily in a facility to which he has access, until he decides his next move. And she has helped him document his purchases from Henry Schein over the past several years, for insurance purposes.

On Friday, Montgomery and her brother set out with a chainsaw and a tractor to see who they could help in the community. But so many people had turned out to help those in

## **On a practical level, she stresses how important it is for doctors to make sure their practices are assessed regularly. Hassling with insurance companies while trying to rebuild a practice following a catastrophe is stressful.**

together with Christy Beebe, who had lived there and had more doctors in the area. I said, ‘Just tell me who needs help and where to go, and I’ll be glad to help.’”

On Tuesday, she and Beebe helped two doctors who were trying to salvage equipment and merchandise from their office. “That’s the mentality of the Midwest – try to recover what you can,” she says. But much of that work was futile, she says. Even if, say, a chair were to work today, water damage could ultimately destroy the electronics later.

The following day, Montgomery helped an oral surgeon locate charts, X-rays, etc., in the remains of his demolished office near St. John’s. He had actually been in the office when the tornado struck. “His wife called him right before [the tornado struck] and said, ‘It looks really bad,’” says Montgomery. “He looked out the window to the west and saw it, and took a nosedive into the reception area, which was in the middle of the office.”

need, their services weren’t needed. “It’s heartwarming” to see people reaching out to those in need, she says.

At press time, Montgomery – like the dentists she serves and thousands of others in Joplin – was simply trying to roll with the punches. “I’m letting [my customers] know we’re available and letting them know what we have to offer,” she says.

On a practical level, she stresses how important it is for doctors to make sure their practices are assessed regularly. Hassling with insurance companies while trying to rebuild a practice following a catastrophe is stressful. “And it’s not just if the practice blows away,” she says, adding that the untimely death of a dentist, for example, can leave his or her spouse unprotected. “It’s really important they have the value of the practice assessed, in writing, with a company that keeps records of it.

“It’s a very important piece of what doctors need to consider. If you asked any doctors down there [in Joplin] right now, they’d be saying, ‘Yeah.’” **[FI]**

# Bridging the Gap

For some dental customers, patient care extends beyond caring for teeth.

Patients look for providers whom they can relate to. For some groups, such as Hispanic patients, this isn't always easy to accomplish. There are approximately 50 million Hispanics in the United States, and only six percent of dentists here are Hispanic, according to experts. This leaves many of your customers facing language and other cultural gaps. Indeed, some of the biggest barriers dentists face when working with Hispanic patients include language (in cases where Spanish is the primary language spoken at the patient's home, but the dentist doesn't speak it) and an understanding of the patient's diet, education, financial situation and priorities, according to Sarita Arteaga, DMD, MAGD, associate clinical professor, University of Connecticut School of Dental Medicine and former executive director of the Hispanic Dental Association. "In many cases, Hispanic families put immediate family needs first and save healthcare – particularly dental – for emergency situations," she explains. Sometimes dentists need to move beyond the technical side of caring for teeth, she adds.

"It's not only about filling cavities," Arteaga continues. Dentists need to understand their patients' culture. "Dentists should consider the patient's diet and what [he or she] can afford," she says. "What are the patient's family's priorities and economic constraints? Is the family multigenerational? Many cultures – not only Hispanics – regard going to the dentist as a big event." Which may explain why some patients are dressed up for their visit, she notes.

Yolanda Bonta, DMD, executive director of the Hispanic Dental Association, agrees. "It's important for dentists to understand that all populations are a shared responsibility," she says. As such, they need to understand many different cultures, depending on their personal background and the mix of patients they care for. "It can be intimidating

for dentists who are caring for Hispanic patients but don't understand the culture," she says. "Dentists should consider hiring a Spanish-speaking staff person. Many trade organizations offer helpful services. For instance, the Hispanic Dental Association offers a translation service [overseen] by dental professionals with a Hispanic background."

Through the Hispanic Dental Association, dentists can attend lectures on cultural nuances, adds Arteaga. Regardless of where dentists set up their practice, as Hispanic and other cultural communities grow, there is a growing likelihood that they will be caring for these patients, she points out.

## Reaching out

Distributor sales reps can do their patients a service by reminding them to maintain a cultural awareness and sensitivity. Just as continuing education courses are important, so too are public health classes, Arteaga says. Volunteering at community health centers or even accepting one or two minority families who might not otherwise afford care at their clinic is another way for dentists to bridge cultural gaps. "This is all part of building their practices and staying in touch with current trends," she says.

"Dentists should make an effort to get out in their community and attend area events," says Bonta. They can sponsor events, speak to community leaders, join associations and become a resource for other dentists, she adds. Sales reps should get more involved, too, she says. The more reps know about the surrounding communities, the better they can consult their customers. "The Hispanic Dental Association offers a broad communications vehicle," she says, adding that reps who become members can acquire tools for educating – and increasing their value to – their dental customers. **[FI]**



Yolanda Bonta, DMD



Sarita Arteaga,  
DMD, MAGD

For more information about the Hispanic Dental Association, visit [www.hdassoc.org](http://www.hdassoc.org).

By Brian Sullivan



# Value Added Earning

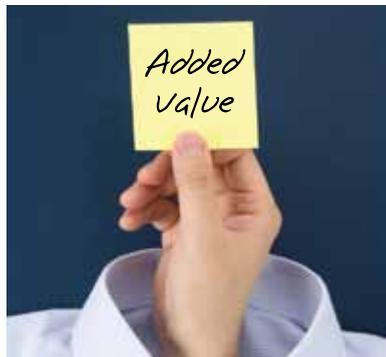
Why doing more should make your wallet fatter

**T**here is a lot of talk about adding value to customers as a way of differentiating you and your company. One problem, however, is that most salespeople don't know how to do it. The second problem is those that manage to add value are often the same ones who **STILL** end up discounting or matching their competitor's price.

So the first question is, "What added value do you actually provide your customers?" Take a few minutes to list at least five things you can provide that you know your competition will not or cannot. This list can contain activities that if given, would take extra time, effort or margin.

(Free shipping, unlimited in-services, online training, dedicated support person, your personal cell number, free ROI consulting, free lunch for staff during training, etc.)

Take a look at your list. If I asked your competition to do the same exercise, would their list look like yours? If so, grab some white out and start again. Don't stop until that list proves in **YOUR** mind that you actually have more to give.



To use your list, first, you need to understand that the added value you provide should **NOT** be free. If the competition can't or won't provide what you can, why should you just throw it in? The more you just throw things in, the **LESS** your customer values those things. This is where you need to act more like a negotiator. So on your next deal, remember the steps to Value Added Earning:

1. Understand what makes you better than the competition and be prepared to articulate the specifics.
2. Before you make your presentation, make that list of things the customer may value beyond your standard proposal.

3. Ask detailed questions to first determine what the prospect actually values.
4. Deliver your presentation with passion, leading the customer to the understanding that you **ARE** better than all others.
5. If you discover that some of the extra value items you would be able to throw in **ARE** important to the prospect, deliver more than one option in your proposal. Option #1 includes those items but at a **PREMIUM** Price. Option #2 is your standard proposal without them.

6. Understand the psychology of buyers. Despite popular belief, **PREMIUM** buyers still exist. These folks are motivated by the fear of getting less than the best. For everybody else, they still have Option #2, which is still a better solution than the competition.

7. Stop giving without getting. Anytime you have to give something

extra, ask for something **YOU** value in return. For example, they come back and want free shipping, or *extra training sessions*, don't just cave in. Ask for something you value ... such as three references of possible prospects, an introduction to another department decision-maker, etc.

Great sales performance begins with you understanding what makes you good. Then by being prepared with the extra value you can provide. Then with the attitude that you are so good, that you deserve to win just as much as the customer does. In the end, your customers will be happy they are doing business with the best partner. And with a higher gross profit, you will have discovered the meaning of Value Added Earning. **[FI]**

*Brian Sullivan, CSP teaches sales organizations how to create happier customers and fatter sales margins. To sign up for free sales training modules on getting to the top, go to [www.precisesellingonline.com](http://www.precisesellingonline.com). Or drop Brian an e-mail at [bsullivan@preciseselling.com](mailto:bsullivan@preciseselling.com).*



# Keying In

## Measuring team performance and progress

**Editor's Note:** *You may be in the field today. But tomorrow, you might be asked to take on sales management responsibilities. Are you prepared? Find out what sales managers need to know from sales coach Anita Sirianni.*

**M**any supervisors and managers struggle with knowing how team members are performing relative to company goals. Since we are in the summer months, this might be a perfect time for you to revisit your goals to ensure you finish this year strong.

Most companies use some mechanism for goal setting. Sales forecasts and yearly business plans guide sales activity. Strategic plans clarify expectations and describe related individual or departmental contributions. These tools are helpful in clarifying expected outcomes. However, they tend to lack the detail needed to monitor performance and progress — critical for goal achievement.



### Building Key Performance Indicators

Key Performance Indicators (KPIs) are an excellent way to evaluate progress on expected outcomes. Ask “What are the primary ways we/I can support the overall goals of the company/department?” “What are the accountabilities of this role/department?” A KPI is only “key” when it is a primary factor in reaching the desired outcome, or is a critical factor in the success or failure in reaching the goal. Therefore, not all objectives are KPIs. It is important to prioritize those factors critical or “key” to reaching the ultimate goal desired. In addition, be sure to limit

the number of KPIs you select to keep everyone’s attention and energy focused on priorities.

Next, for improved clarity it is important to define each KPI. Choosing the right KPIs depends on clearly defining the results or outcomes expected. A goal of sales growth is useless as a KPI without describing growth. Is it growth of market share? Growth of sales over a previous period? Growth of new products? Another example, “Be the most popular company” lacks a clear way to measure the company’s popularity or compare it to others.

Next, determine how each KPI factor will be measured. Often managers say “I’ll know progress when I see it!” That’s not good enough. KPIs must be expressed in a way that can be measured by current company data or operation capabilities. In other words, ways you are able to accurately monitor and measure. Metrics will be more easily identified by asking:

- “How will we know that this project was successful?”
- “How will we know that expected outcomes were achieved?”
- “What return are we seeking?”

Keep in mind, objectives and metrics will differ depending on who is measuring the performance. The KPIs useful to a finance team will be quite different to the KPIs assigned to the sales force.

Set targets or goals for each KPI. Creating new KPIs can sometimes be more difficult if you do not have data or history of tracking the information in question. Establish a baseline before setting new



- goal? How will we know we are successful if we tripped over it?)
- Set goal (Ask: What is our baseline? What goal is appropriate? What timeframe is appropriate?)

### How to use KPIs as a management tool

KPIs are used as a performance management tool. They give everyone in the organization a clear understanding of what is important, of what they need to make happen. You use that to manage performance. In addition, KPIs should be incentivized. Build incentives to reward those who are working to achieve Key Performance Indicators. This not only sends a powerful message about

## A KPI is only “key” when it is a primary factor in reaching the desired outcome, or is a critical factor in the success or failure in reaching the goal.

KPI expectations. I often recommend our clients set goals ‘just out of reach but not out of sight’ when goal setting. This helps make goals more practical and realistic – but still rooted in your own performance standards.

### Building Effective Key Performance Indicators (KPIs):

- Determine objective or expected outcomes.
- Prioritize to identify top or “key” objectives.
- Define objective for improved clarity (Ask: If someone outside of our company read this... would they understand our goal?)
- Determine metric (Ask: How will we measure this

their importance, it also aligns company goals with individual efforts.

It is important to continually review and remind employees of KPIs to maintain focus on the expected outcomes. Some companies post KPIs everywhere: in the lunch room, on the walls of every conference room, on the company intranet, even on the company website. State each KPIs goal and show the progress toward that target for each. This will establish a company or departmental momentum as well as some healthy competition among team members or departments. This sends the message that reaching company goals is a team opportunity and challenge. **[FI]**

*Author Anita Sirianni is a 25-year healthcare veteran. As president of ANSIR International, a company committed to coaching sales teams to excel, Anita works with medical and dental manufacturers and distributors to achieve peak performance. For information on ANSIR's services visit [www.ANSIRinternational.com](http://www.ANSIRinternational.com) or call (800) 471-2619.*

# QuickBytes



**Editor's Note:** Technology is playing an increasing role in the day-to-day business of sales reps. In this department, *First Impressions* will profile the latest developments in software and gadgets that reps can use for work and play.

## Not feeling chatty today?

When you don't feel like talking, Thoughts, an iPhone app from Jawbone, allows you to leave a voice mail without rolling the dice that the recipient will actually be on the other end of the line. According to the company, the app "combines the speed of texting, the collaboration of e-mail and the emotion of voice – all in one." You can select a contact or group in your address book, record a "Thought," then post it. Recipients who don't have the app will receive an e-mail or SMS with a link to hear your message.

## ON Voicefeed is a Visual Voicemail solution for the iPhone that lets you customize your voice mail greeting message for different callers or groups of callers.

### Golf apps

If you're serious about improving your golf game, you'll find a growing number of apps to help. According to the *New York Times*, golf-related apps were among the early entrants in Apple's App Store and the Android Market, but the software lineup has improved significantly over time. New this season is "Tiger Woods: My Swing," available for \$10 on Apple. You use the video camera on the iPhone or iPad 2 to record your swing from two angles, and watch it in high definition. (You'll need a friend or tripod to hold the device.) You can slow down the video or freeze it at different points to study your mechanics. You can also

preview a swing to decide whether it's a fair enough representation to proceed with an analysis of it.

### Your phone's your wallet

Google Wallet, a mobile app expected to be introduced this summer, stores virtual versions of your existing plastic cards on your phone. When you're ready to check out, look for the MasterCard PayPass logo to see whether the merchant accepts contactless payments. After the cashier rings up your purchase, tap your phone on the PayPass terminal, and your Google Wallet will transmit payment



details in a secure, wireless manner, according to the company. Moments after you tap the terminal, you will receive payment confirmation. You do not need a network connection to make payments with Google Wallet, but your phone will need to be powered on. When Google Wallet launches, it will support two kinds of credit cards: most Citi® PayPass™ eligible MasterCard® credit cards, and the Google Prepaid Card. The company

is in discussions with other financial partners with intent to support all the cards in use today.

### Customize your voice mail message

ON Voicefeed is a Visual Voicemail solution for the iPhone that lets you customize your voice mail greeting message for different callers or groups of callers. According to the company, "when your partner calls, they can be greeted in their own, special way; when your clients call, they can be greeted professionally; and if your friends call, you can let them know which bar you are heading to." ON Voicefeed is not yet available for T-Mobile customers. **[FI]**

# XCP-DS FIT™

## UNIVERSAL SENSOR HOLDER

### Universal design. Custom FIT.

*The self-adjusting clip stretches to fit any sensor!*

Reduce loading time during digital radiograph procedures with XCP-DS FIT Universal Autoclavable Sensor Holders.

- One holder works with both size 1 and size 2 sensors for less inventory
- Autoclavable for low cost per use
- Rigid sensor support keeps sensor positioned accurately
- Use with the XCP-ORA 3-in-1 Positioning System for easy paralleling

#### 559900 XCP-DS Fit Hygiene Kit

XCP-ORA Arm and Ring; XCP-DS Fit biteblocks, 2 each: anterior, posterior, horizontal bitewing, vertical bitewing  
MSRP \$219.95

#### 559908 XCP-DS Fit Endo Kit

Endo Aiming Ring, Endo Arm, 2 XCP-DS Fit Endo Biteblocks  
MSRP \$76.95

#### 559909 XCP-DS Fit Complete Kit

XCP-ORA Arm and Ring, XCP-DS Fit biteblocks, 2 each: anterior, posterior, horizontal bitewing, vertical bitewing, Endo, Endo Ring and Arm  
MSRP \$259.95

#### Biteblock Refill Packs

2 biteblocks per pack. Order by part number.  
MSRP \$38.95



Download the new Rinn app, "DentsplyRINN", for your iPad today!

**Fits Size 1 and Size 2 Digital X-Ray Sensors**



CONTAINS  
NO LATEX



STEAM  
AUTOCLAVE



Made in USA



For Dental Use Only

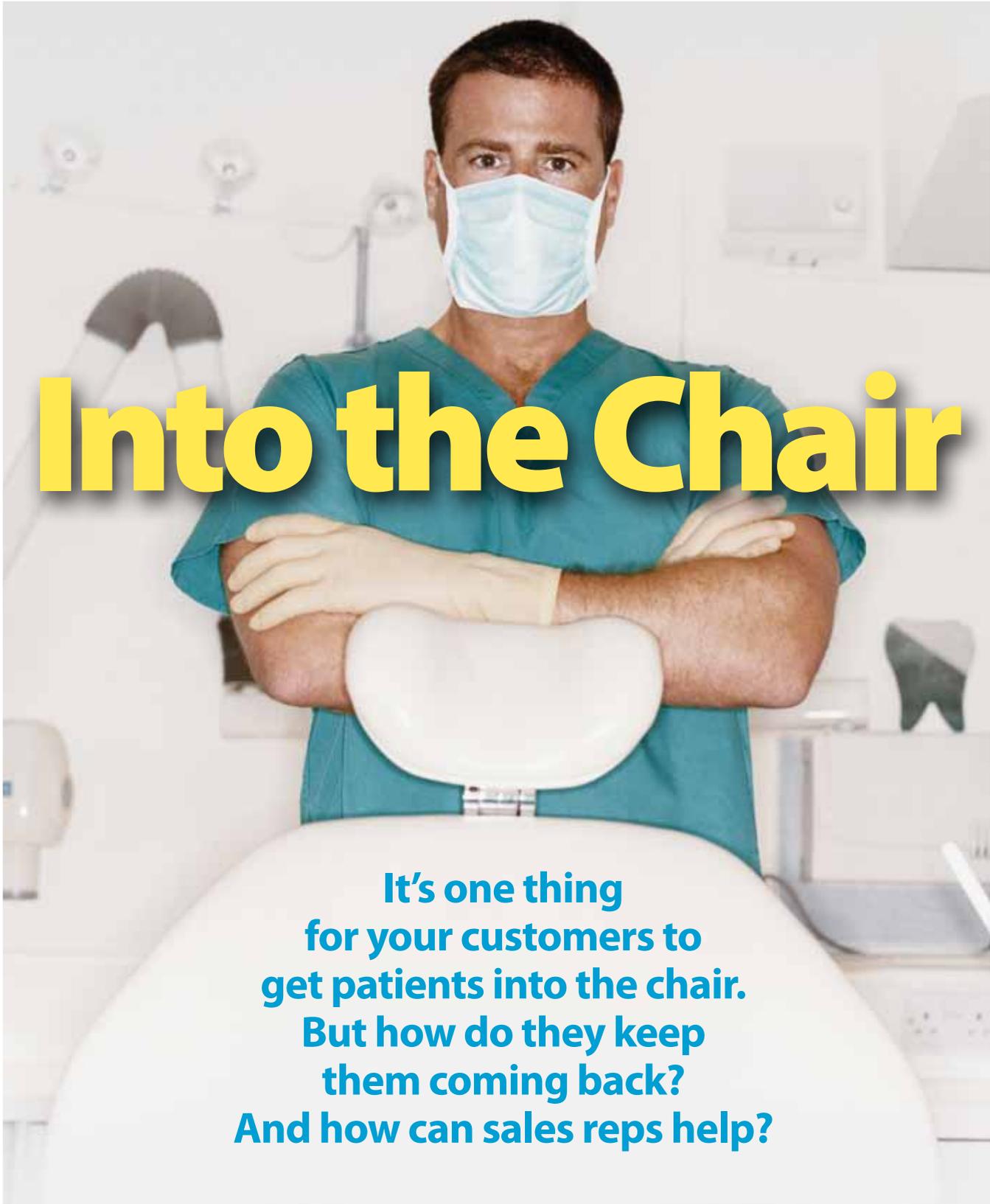


DENTSPLY Rinn

A Division of DENTSPLY International Inc.

www.rinncorp.com

800-323-0970



# Into the Chair

**It's one thing  
for your customers to  
get patients into the chair.  
But how do they keep  
them coming back?  
And how can sales reps help?**

**W**estchester County, N.Y.-based Jeffrey Cloidt, DDS, says his patients are people, not numbers. And he knows that if he wants them to stay loyal to his practice, he needs to show them this. “The dental market is changing,” he says. “If dentists want to keep their patients, they must build trust. Patients need to see their dentist is confident and knows what [he or she] is doing. Some patients need to be coddled with herbal tea and hot towels. What we offer is time. We take as long as the patient needs to explain procedures – what we need to do and why we need to do it. We like our patients to be informed.” That said, a friendly staff – including someone who is educated about financial arrangements and comfortable discussing this with patients – is a necessity. So are good phone manners and flexible office hours.

“It’s harder than ever for people to take time off from work now – particularly given the state of the economy,” he continues. “We see patients at 7:00 a.m. or 7:00 p.m., [depending on their needs]. Dentists must show their patients they’re willing to see them the same day for emergencies. Patients want to feel special,” and that takes time on the dentist’s part, he points out. “Great customer service is all about relationship building,” he says.

Indeed, patients choose their caregivers, and given the current economic climate, dentists must provide a good reason for patients to choose their practice, according to experts. “The current economic environment requires practices to be less transactional and more care-based,” says Jack Abrams, East Coast field sales consultant, Henry Schein Dental. This means dentists must “develop interpersonal relationships and better patient engagement,” he points out.

“The culture of a truly successful practice is seen in the relationships the patients have with their caregivers,” Abrams continues. “In these offices, the appointment coordinator and insurance coordinator (sometimes the same person) are the ambassadors of the practice. They must try to accommodate and educate patients and help them maximize their insurance benefits.” In addition to providing an excellent standard of customer care, everyone in the dental office must understand what services the practice offers, “so that all team members have an elevator pitch on the topics,” he adds. Staff members should be prepared to discuss such points as clinical and elective procedures, fees and out-of-pocket expenses, office policies and the office thank you/referral program, he notes.

Dental practices today “must deliver comprehensive care in a professional environment,” says Abrams. Sure, street visibility and an accessible parking lot help attract patients. But, in his mind, dental practices can’t grow without:

- Marketing efforts, including word-of-mouth and social media tactics.
- Insurance participation.
- Reputation, both communitywide and web-based.
- “A high standard of clinical care and customer service will keep patients coming back for more,” he adds.

**“Dentists may know endo, but unless they can perform the procedure quickly and well, they may want to refer it out. They need to determine what is best for the patient.”**

**– John Wood, senior territory manager, specialty division, Dentsply**

Dentists need to show their patients the value they provide, notes John Wood, senior territory manager, specialty division, Dentsply. This means taking time not only to explain procedures to patients, but to educate them on why a procedure is important, he points out. For instance, most dentists understand the value of digital x-ray. They can and should convey that value to their patients by explaining that the technology uses a lower level of radiation, while providing immediate images, thereby saving time and money for both the patient and dentists. “Today, dentists have [access to] iPhone apps and videos explaining procedures,” he says. “So the dentist can explain what [he or she] needs to do for, say, periodontal disease.

“I see more dentists keeping cases in-house,” Wood continues. This can be convenient for the patient and good business for the dentist. However, “Dentists should know their limitations,” he cautions. “Dentists may know endo, but unless they can perform the procedure quickly and well, they may want to refer it out. They need to determine what is best for the patient.”

It’s also important for dentists to take care of their patients year round – not just at twice-a-year appointments, Wood says. For instance, if dentists offer whitening or sensitivity products for patients to purchase, patients can continue treatment at home, he notes.

### Evolving relationships

Patients want and expect more from their dentists than ever before, according to experts. Much of this is due to media access, notes Brooke Beeson, territory manager, GC America. “By and large, patients are more educated today,” she says. “If a patient sees a product or service on Dr. Oz [television show], and the dentist doesn’t offer it, it doesn’t look good.” Not only do dentists need to have the right products on hand, they need to market their services as well, she points out. Dentists can now use all kinds of media – televisions, radio, billboards, Facebook, YouTube and Twitter – to reach out to prospective patients, she notes.

Abrams agrees that the success of a practice largely depends on its ability to market itself – particularly as communication technology evolves.

“Patients have a high dental IQ today because of Google and the Internet,” he says. “This requires dental professionals to acquire, integrate and become familiar with all of the new technologies, [as well as] popular electives that neighboring dentists are marketing.” Dentists have many innovative marketing tools at their disposal, he notes, including the following:

- Communication software tools, such as Demandforce.
- E-services that keep dental practices informed about patients’ insurance programs and help them

optimize their patients’ benefits. “This is perceived as a valuable service [by the patient],” he says.

- Internet and social media. “Dentists must manage their online reputation.”
- Traditional methods, such as providing quarterly newsletters; making presentations at local nursery and kindergarten classes; attending health fairs; sending birthday cards, e-mails and thank-you notes for referrals.

In addition, clean, modern dental practices make a more positive impression on patients than outdated practices, says Abrams. “Most dental offices need to audit their current customer service protocols, see what does and does not work and adjust their resources accordingly,” he says.



### From whiteners to digital (and charging for it...)

From digital radiography to cone beam, CAD/CAM, laser technology, whitening products – even entertainment in the operatory and waiting room: Many patients want it all, which means dental practices feel more pressure to offer it. Digital x-ray is especially important, as patients worry about radiation, notes Beeson. Clويدt agrees: “Patients often

are quick to get a CT scan, but they balk at getting a dental x-ray,” he says. “They often are more inclined to have films taken if they hear [the process] is digital.” In addition, he finds that as more manufacturers market directly to consumers, patients in turn are more apt to request certain products (e.g., whiteners and products designed to accelerate the whitening process) by brand name.

“Non-injectable anesthesia is available today and FDA-approved for scaling and root planing,” adds Wood. Patients can come in on their lunch break and leave more quickly, without prolonged tissue numbing, he points out. (Patients still require traditional needle-injected anesthesia for cavity fillings, he adds.)

It’s all and well for dentists to offer cutting edge technology. But, carrying the latest and greatest products and equipment is costly, and it’s important that they charge appropriately for their services. This definitely is a concern for many dentists, notes Wood. “I hear dentists mention at trade

# Simple. Smart. Convenient.

(For you and your customers!)

FREE COFFEE!

2+1 OFFER



## BUY TWO

Cetacaine® Liquid Kit  
Item #0210  
\$63.00 each

Cetacaine® Topical Anesthetic Liquid Kit contains: 14g bottle of Cetacaine Topical Anesthetic Liquid with unique dispenser cap, 20-1.2 mL Luer-lock syringes, and 20 -27ga non-injectable tips.



## AND GET ONE FREE

14g Cetacaine® Liquid  
Item #0203  
\$35.00 value

The above 2+1 offer is available through authorized and participating Cetylite® dealers. Valid promotional dates may vary accordingly. Free goods shipped with dealer order.

### The Cetacaine® Professional Story:

- **3 in 1 Formula:** Three active ingredients in a prescription (Rx) Topical Anesthetic Liquid, with a smart new delivery system for precise application at the site where pain control is required.
- **Cost-Efficient Alternative:** \$2.00 average retail cost for full mouth application, with the ability to manage dosage and eliminate waste (use only 1 drop per tooth). *Compare and Save!*
- **Time Saving Benefits:** Fast chairside set-up with a simple, easy to use, needle-FREE, cartridge-FREE application system that can help to improve appointment efficiency.
- **Convenient Reorder Options:** Introduction pack of liquid kit (item #0210) includes 14g bottle (item #0203). Refill bottles of 14g or 30g (item #0211 ) are all sold separately. Cetacaine® Gel (item #0217) and Cetacaine Spray (item #0201) also available.

### Dental Sales Representatives Advantages:

- **Brand Recognition:** It's the trusted "Cetacaine" brand name, well known for over 50 years (yes, it's that "little yellow spray bottle" in a new package). Sold exclusively through authorized dealer partners.
- **Valued Business Partnerships:** Cetylite offers full dealer support programs, with special promotions, advertising, and value pricing, along with a highly trained local sales team. For more information, call a customer relations representative to answer your questions.
- **New Income Opportunities:** With few competitors in a reported \$25MM\* retail market, it's easy to find new customers who could benefit from using Cetacaine's unique delivery systems! The average annual purchases per customer may exceed \$1,000!
- **Repeat Sales with Customer Satisfaction:** Cetylite offers a 100% money back guarantee and quality satisfaction to your customers!



Check us out on the DSPConnect app!

## Cetacaine® Topical Anesthetic Liquid

Benzocaine 14%, Butamben 2%, Tetracaine Hydrochloride 2%

5 FOR \$5

Free Bonus Offer!\*  
5 Minutes for a  
\$5 Starbucks Gift Card

Visit [www.cetylite.com/starbucks](http://www.cetylite.com/starbucks) and watch a short video to receive a FREE \$5.00 Starbucks Gift Card.\*

\* This special \$5 Gift Card offer is available only at Cetylite online. Offer is valid until September 15, 2011. Bonus offer is open to all dental dealer representatives and professional end users. This bonus internet offer may not be combined with any Cetacaine promotion available through participating Cetylite dealers. Please use promo code FIR0811.1.

Call 800.257.7740 or visit [www.cetylite.com](http://www.cetylite.com).

\*Estimated dental dealer distribution sales reports on file. Direct-selling competitors, such as pharmacy compound products, are not reported.

shows that their patients often talk about the cost of their procedures,” he says, adding that dentists ask him how certain procedures are doing in other parts of the country. In Wood’s opinion, “when patients enter a dental office and it’s modern, bright and clean, and the dentist offers new technology, they probably will be willing to pay for higher quality.”

“While dentists worry about overcharging, charging fair fees is not a negative thing,” says Cloidt. “If I am using high-quality materials – or if a procedure is going to take extra time – I must charge appropriately. Distributor reps have a good knowledge of different products, and they can help by discussing [going rates] for procedures.”

“Fee balancing is vital to all businesses,” says Abrams. “Fees are complicated and specific to each practice’s

is perceived in the community as compared with its competition, he adds. That said, certain services tend to go for premium prices. “Electives rule!” he says. Such services as implants, indirect restorations, whitening, night guards, clear braces, facial fillers and others yield good revenue. Most dental offices will do well if they concentrate on radiography, perio, reactivation and operational efficiencies.”

### Rep consultants

Ideally, dentists need to reduce chairside time, says Wood. “When dentists find a product that will save them time/money, they should show the patient how this will save them time and money as well. Sales reps should not only show dentists new products, but remind them to show their patients [the value he or she is passing along].”

Indeed, reps no longer are just salespeople, says Beeson. “Almost anyone can come in and take orders. The ones that act as consultants and do this extremely well set themselves apart from others.”

Reps definitely should offer more advice and direction for their customers than they have in the past, says Abrams. “The dealer representative

## “Most dental offices will do well if they concentrate on radiography, perio, reactivation and operational efficiencies.”

– Jack Abrams, East Coast field sales consultant, Henry Schein Dental

operation and, as such, should be analyzed annually. A lot can change in a year, and the fees and the CDT code activity vary from year to year. Fees are determined by many criteria, such as insurance participation, the time it takes to provide the service, the materials selected for the restoration, the substrate used and the overall costs [involved]. If the dentist is located in a high-rent district, [his or her] overhead and fees will be higher than for an office located in a less affluent area. And, dentists whose staff has been with them for 10+ years, are well-trained and perform expanded duties, will have to pay higher salaries – and hence charge higher fees – than an office that has inexperienced personnel.

Patients vary as to how much they’re willing to pay for services, notes Abrams. “Some are shoppers and only care about cost, while others are concerned about [their dentist’s] credentials and reputation. Others seek a relationship with their dentist, or they are dental-phobic, [requiring] laser or sedation. Others still focus on quality and the image [of the practice]. Brand matters.” A practice should evaluate how it

should be consultative in the sales process,” he points out. “They should be in touch with the challenges, goals and performance of the practices they serve. They should be knowledgeable about preventive and restorative materials, but also be the consummate dental resource. They need to have highly trained clinicians, manufacturer reps, lawyers, accountants, business brokers, finance people, compliance and marketing professionals, practice management consultants, computer networking companies and more on their speed dial. [Reps] must be able to provide [their] clients with more than just good fill rates and next-day delivery.”

For his part, Abrams helps his dental customers obtain their continuing education credits and provides in-office training on such topics as dental materials and technology, team harmony, whitening, inventory control, fee balancing, social media, traditional marketing, personnel development and more. “These are [the kinds of services] that keep the Internet and price competition at bay – at least for now!” **[FI]**

Now I add more value  
to the doctors I serve, and to  
their bottom lines.



You've built a great relationship with the doctors you serve. They trust your products and opinions. Help ease their patients' concerns about affordability by introducing them to third-party financing.

**ChaseHealthAdvance offers:**

- A company patients know and trust – Chase
- Easy-to-understand payment plans
- Generous credit lines for comprehensive care
- No Surprise financing

VISIT OUR WEBSITE TO DOWNLOAD AND SHARE,  
"WHY THIRD-PARTY FINANCING IS A FIRST-RATE CHOICE."

Direct doctors to ChaseHealthAdvance to learn more:

**AdvanceWithChase.com**  
**1-888-388-7633**

**CHASE** 

# Pain at the Pump

Gas prices fuel creative responses

**W**hen gas was a dollar a gallon, Merv Tonkin, an independent rep in Houston, Texas, didn't think anything of getting in the car and heading to Amarillo for a troubleshooting call. But today, with gas about four bucks a gallon, he has to stop and think about it.

But bad as high gas prices are, they can also nudge salespeople and the companies they work for to change their routines, and become more productive and focused in their work, according to those with whom *First Impressions* spoke.

Tonkin, for example, who represents equipment manufacturers in Texas and Oklahoma, will drive about 45,000 miles this year. Five years ago, it was closer to 60,000. "I've done my adjusting," he says, referring to higher gasoline prices. Driving a Chevy Suburban – necessary to haul equipment – will cause a person to do things like that. "Remember, we had four-dollar-a-gallon gas a couple of years ago too."

But has he lost customers? "There's no denying, in the outlying parts of my territory, I'm not in as close contact," says Tonkin. "But there's an economic tradeoff. For the money I might lose on commissions, I'm spending more time with dealers closer at hand.

"None of us need more dealers. We need better dealers. So you do more in-depth work with the dealers you've got."



Merv Tonkin

## From F-250 to hybrid

There's no doubt dental distributors are feeling the pinch of higher gas prices, and are doing the best they can to cope with them.

"We have increased our travel charges for service calls slightly," says Kirk Brown, director of sales and marketing, Nashville Dental. "But the reps are making their usual routes and are servicing their accounts as normal. Our business model depends on the reps' presence in the office for a high level of hands-on service. We enjoy a lot

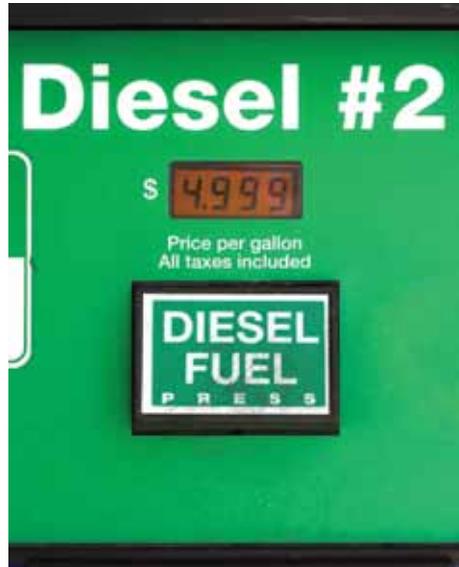
of loyalty due to this relationship. So while they are probably more aware of unnecessary travel, neither they, nor we have implemented any real changes due to gas prices."

"Where I've noticed the biggest problem is incoming freight from our manufacturers," says Rick Cacciatore, president of Iowa Dental Supply. "That can be very expensive for a remodel of a major office that has three or four rooms of equipment."

Kirit Bhatt, owner of KAB Dental, Sterling Heights, Mich., says that rising gas prices have affected his company's bottom line. "We had to really do some cost-cutting,"

he says. Bhatt dropped his personal company lease car, leaving KAB with three vehicles: a Chevy Astro, Chevy Uplander and Ford Econoline. Gas guzzlers all, but KAB needs them to move equipment and parts. (That said, the Econoline is used infrequently.)

To further save on gas money, KAB's equipment service manager, Dave Williams, no longer has use of a company vehicle during off-hours. Instead, he drives to work in his own vehicle, then takes the company vehicle on calls.



“There are still a lot of reps calling on dental practices on a weekly basis,” notes one field rep. “In this age of online ordering, cell phones, e-mail, why does a traveling secretary need to drive to a dental office every three days?”

Tonkin uses his own website as an online catalog. “I use it to direct my dealers to the companies I represent,” he says. “And it’s an online resume too; if I’m going to a manufacturer about carrying a product line, I can tout my capabilities.”

Tonkin resorts to some low-tech technology – digital cameras

**“I’ve had to downsize vehicle size. I used to drive a [Ford] F-250 diesel pickup truck. Now I try to use my wife’s car when I can, because it’s a hybrid.”**

**– Dave Williams, KAB Dental**

In addition, KAB charges customers a travel fee if Williams must travel a distance to reach them. “Many dentists understand we have to do this,” says Bhatt.

Prior to joining KAB, Williams covered Louisiana, Mississippi and Texas for Henry Schein. “I probably have driven around a million miles” in a 25-year dental distribution career, he says. “I’m still driving a boatload of miles. But I try to get clusters of areas to call in order to maximize my driving. I don’t know anybody who hasn’t done that.”

“I’ve had to downsize vehicle size. I used to drive a [Ford] F-250 diesel pickup truck. Now I try to use my wife’s car when I can, because it’s a hybrid.”

### **Personal technology**

As gasoline prices rise, some reps are turning to the Internet and personal technology solutions to augment – and in some cases, take the place of – face-to-face contact with customers.

– to make his day more efficient. “I carry a digital camera everywhere I go,” he says. On a call, if he sees something wrong with a piece of equipment, he photographs it and e-mails the photo to the manufacturer.

“And it works on the other side of the coin too,” he says. “I had a piece of equipment malfunction in Austin. The practice took a photo with their camera phone; we were able to deduce the problem and get them working again in 20 minutes. It was a vacuum pump.” He forwarded the photo to the manufacturer, who fixed a systemic problem within a month. “So the manufacturer benefited, the office benefited, and I did it out of my car.”

His new Android phone has been a help as well. “If there’s an issue, it’s pretty helpful,” he says. “I can access my e-mail and any pictures and drawings sent to me, because I deal with a lot of PDF files and drawings of cabinets.

“These technologies are helping me reduce my miles.” **[FI]**

# Dirty Little Secrets

**Editor's Note:** *Are your customers asking tough hygiene questions? Here is your chance to ask someone "In the Know." Nancy Andrews, RDH, BS, will take your questions and tell your tales. Pulling from centuries of experience, endless education, lots of research, and occasional consultation with other experts, Nancy invites your e-mails at [Infectioncontrol@msdi.org](mailto:Infectioncontrol@msdi.org). The best question or tale at the end of the year gets \$100.*

## Leakers

**Q** When I call on many accounts I am invited into the sterilization area to go over orders with the back-office assistant. I get a chance to observe different uses of the ultrasonic instrument cleaner. More than once I have seen hygienists put their patient's partials in baggies with tartar and stain remover, then put that baggie in the ultrasonic bath and turn it on. I also see other instruments in the bath. Pretty often the baggie comes out leaking. I'm thinking I wouldn't want that thing back in my mouth if it was mine! I tried to sell them beakers, but they like single-use approach and they say the beakers get broken. One hygienist said it wasn't a big deal because the ultrasonic cleaner was dirty anyway, so it wouldn't affect the instruments. She said it "leaked out," and she was going to rinse it and soak it in mouthwash, so the partial was OK. I don't want to confront her, but that seems like pretty crazy logic.

**A** Baggies are not a good container for personal removable appliances, dentures or partials, precisely for the reason you observed. The bagged items may have sharp parts, such as clasps that can puncture the baggie, and if there are other instruments in the ultrasonic cleaner during the cycle, those may puncture the bag.

What happens if the bag leaks? Obviously, fluids and contaminants can get through the bag in both directions. Once this happens, dental offices are responsible for disinfecting the removable appliance before returning it to the patient. Just like when cases return from the lab, they should be safe to deliver to the patient. I suggest that you make it clear you are assuming they are taking extra time to sanitize the appliances before the patients get them back, and offer them some ways to save time and possibly avoid the risk of contaminating removable dentures and appliances when they are placed in the ultrasonic bath. You might even want to give them one beaker to try. If it works for them, and you have improved their practices and helped patients, it may be a great way to build your business.

If they insist on continuing with their baggies, they should at least double-bag the items. However, double bagging takes more time. It would be faster and easier to use a beaker. Many offices place the item in a zip-lock baggie with the appropriate ultrasonic solution, then put that inside the beaker. The beaker also should have liquid in it (outside the baggie) to conduct the ultrasonic waves to the item being cleaned. The bag is protected and is less likely to leak, but if it does the beaker contains the contamination. The beaker should be cleaned and disinfected between uses, and sterilized before re-use if the baggie leaks or items are placed directly in the beaker.



THE INSIDES OF METAL SYRINGE TIPS CAN BE GROSS.\*

But the opportunity  
is beautiful!



**NEW!**  
**FlashTips™**  
Disposable Air/Water Syringe Tips

The **NEW** disposable syringe tip that could  
increase your annual sales **\$1,100<sup>+</sup>** per practice.

Three out of four of your dental clients are using hard-to-clean, potentially contaminated metal tips... over and over! And with the CDC recommending single-use instruments whenever possible\*\*, now's the perfect time to convert your clients to new FlashTips. You'll help them prevent cross contamination, while you earn steady income on a product they'll use thousands of times a year.

**Cash in now on this amazing opportunity!**  
**Contact your Sultan Healthcare representative.**  
**Call 800-637-8582 for more info.**

\* These tips come from a practice in Charlotte, NC. We took them to a dental lab, and cut them in half.  
\*\* Source: CDC Guidelines MWR Dec 19 2003. Guidelines for Infection Control in Dental Healthcare Settings – 2003.  
† Estimates based upon 2010 Strategic Dental Marketing Market Share Reports and annual average patient flow.



[sultanhealthcare.com](http://sultanhealthcare.com)

### “Scoot” Technique

**Q** I am an equipment specialist and have been installing some fittings in operatories recently. I quietly go about my business, and am allowed in when they are treating patients. I’ve been noticing different ways of re-capping needles. A lot of doctors use the “scoot” technique where they scoot the needle cap around with the needle before they grab it and push the cap on the needle. This is on their tray usually, and they run into other instruments along the way. It looks like they could stab themselves. Isn’t there a law saying they can’t do that? We sell several different needle-cap stabilizers. Can I tell them they are required by law to use those?

the way, dangerous exposures can take place. Also, if the other hand is used to hold the cap too soon, before the needle is safely hidden inside the cap, fingers can get poked. There are many types of needle cap holders available, used to provide a stable rest for the cap. These are designed to hold the cap with the open end up so the needle can be directed in with one hand easily. My favorite design is the simple metal fitting that attaches to metal cassettes, consisting of a clip with a hole in it just the size of a needle cap. This is what most dental and dental hygiene students are learning to use today.

If such a holder is not used, and your customers want to keep scooping and scooting, they should clear

---

## Q&A

---

**There are many types of needle cap holders available, used to provide a stable rest for the cap. These are designed to hold the cap with the open end up so the needle can be directed in with one hand easily.**

---

**A** “Scoop,” don’t “scoot”! This technique of chasing the needle-cap around with the needle is called the “scoop” technique, because the needle is used to scoop up the cap. The clinician then lets it fall into place, safely covering the needle, before the other hand is used to lock the cap on the hub of the needle. But your term “scoot” is often more like it! We chase the thing around the tray until it stops and sometimes it’s quite a chase. You’re right – it can be risky! If there are other instruments in

a space so the scoop can be done safely. If the only clear space is on a separate counter instead of the instrument tray, there is the added risk of injury when the syringe is brought over to the counter. Accidents have happened where other people are walking around and they get in the way of the person moving towards the needle cap with a contaminated needle. So if you are working in a room and see a lonely needle cap on the counter, watch out! The matching needle may be coming! **[FI]**

# The power of the industry at your fingertips.



## **ATTENTION DISTRIBUTOR SALES REPRESENTATIVE:**

**Download DSPConnect from Blackberry App World  
or the iPhone App store **TODAY!****

For additional information go to [www.dentalsalesproconnect.com](http://www.dentalsalesproconnect.com)

Scan our QR Code with your smartphone to see a demo of the DSPConnect app



# Sterilization and Instrument Processing



**Editor's Note:** *At The Dental Advisor, not a day goes by without our phone ringing from a customer asking for the "best." As a dental publication that was designed after Consumer Reports, over the past 25 years we have learned one thing – the best changes from day to day. Providing relevant and timely information to customers is something we strive for. This series of Tech Talks focus on educating dental sales professionals on the products and technology they are selling so they can in turn educate their customer. Product evaluations are available at [dentaladvisor.com](http://dentaladvisor.com).*

**A**n evolution of infection control strategies continues as ongoing scientific-, epidemiological-, and clinical-based reports identify and describe healthcare occupational infectious disease risks. Despite advances in technology and product development, however, the basic principles of infection control and asepsis remain unchanged.

Instrument reprocessing is a complex process that requires multiple steps, including cleaning, packaging, sterilization, and storage. There are a number of available products, which can allow clinical personnel to accomplish the primary goal of instrument reprocessing – delivery of sterile instruments to patients.

## Ultrasonic Cleaners

The majority of dental facilities utilize ultrasonic cleaners for preparing instruments before sterilization. These units remove debris by using electrical energy to generate sound waves, which cause millions of bubbles to continuously form and burst in the liquid. This cavitation process disrupts the bonds that hold debris on instrument surfaces. The resultant cleaning of contaminated instruments is more efficient cleaning when compared to hand scrubbing. Proper use of an ultrasonic unit includes:

- Wear personal protection equipment (PPE).
- Do not overload the chamber.
- Keep the lid on during use.
- Rinse instruments after the cleaning cycle to remove residual chemicals.
- Use only solutions formulated specifically for an ultrasonic unit.
- Change cleaning solutions at least daily or more frequently if visibly contaminated.

The chemical composition of ultrasonic solutions has been modified over the years in order to improve their cleaning capability. The latest generations of these products contain proteolytic enzymes, which function to breakdown bioburden. Some products have been formulated as dual enzymatic cleaners, where enzymes work with detergent to achieve enhanced instrument cleaning. Other products contain both a proteolytic enzyme to remove accumulated material and an amylase, which removes difficult-to-remove organic debris.

## Instrument Washers

The most recent cleaning equipment innovations are instrument washers and washer-disinfectors. They are generally larger than ultrasonic units, thereby accommodating more instruments. They also use automated washing cycles compared to many ultrasonic units. These efficient cleaners eliminate the need for manual pre-soaking or hand-scrubbing, rinsing, and drying. Some instrument washers also have a high-temperature cycle that allows the unit to achieve thermal disinfection in addition to cleaning. While these washers may look similar in appearance to home dish washers, instrument washing equipment are considered to be medical devices and are strictly regulated by the Food and Drug Administration (FDA).

## Sterilizers

The process of sterilization is a critical component of a dental office infection control program. Heat sterilization is mandated in every state, and regular monitoring of sterilizers is regulated on a state by state basis. Currently, there are three types of sterilizers on the market: steam, dry heat and chemical vapor. The most popular of these are steam sterilizers. Most recently, "Class B" or pre and post vacuum sterilizers were introduced. These types of sterilizers offer a post-vacuum, which is meant to facilitate drying. **[FI]**

**To subscribe to the Dental Advisor's Sterilizer Monitoring Program, visit [www.dentaladvisor.com](http://www.dentaladvisor.com)**

# We've made pre-sterilization child's play!



## BioSonic® UC300

Ultrasonic Cleaning System

Dental sales professionals have made our **BioSonic® UC300** the **#1 Ultrasonic Cleaner** on the market\*, and for good reason. With a large three gallon tank and multiple basket and beaker arrangements, the UC300 packs versatility in a reliable unit. Combined with class-leading performance, it will turn your customer's daily routine into mere child's play.

Just in time for the end-of-year equipment push: **We're offering your customers two FREE cases of our BioSonic cleaning solutions with every UC300 purchase!**



Multifunctional Half Basket & Beaker Holder. Also available - Recessed UC300R unit with remote timer.



MyBioSonic.com

### SCAN. VISIT. LEARN.

SCAN this QR Barcode with your smartphone.  
VISIT **MyBioSonic.com**  
LEARN about all BioSonic® Ultrasonic Cleaners.

First Time Barcode Scan? Use your smartphone to go to <http://reader.kaywa.com> & download a QR Reader App. Scan the QR Code to the left with your new QR Reader App.

\*Based on SDM Data 2011.

**coltène**   
**whaledent**®

# Through the Years

From typewriters to computers, one rep has seen it all.

**F**orty-seven years ago, Roger Hollopeter let his dental customers know he was there to help grow their practice. In that regard, much has stayed the same for this longtime sales rep. And yet, much has changed. “I’ve taken one of my dentists from typewriters to computers and digital radiography,” says the Benco sales rep. “This customer has it all today. He and his son do about 300 implants each year.” In fact, Hollopeter’s family sees the dentists at this practice for their checkups and he and his wife, Vera, have become close friends with his customer.

But, that’s all par for the course as far as Hollopeter is concerned. “Most of my customers have become our close friends,” he says. “As I got to know my customers (in the early days of his sales career), I would take their phone numbers and let them know I was there to help them grow their practice. In those days, that’s what it was about.” And, it’s still that way nearly half a century later, he adds. “Whenever one of my customers has a problem or a situation arises, I do what needs to be done and fix the problem in 24 hours,” he says. “I take care of my customers. That’s what I believe in and that’s what I’ve always tried to do.”

## No KP duty

To a large degree, Hollopeter’s success as a salesperson may be



Roger Hollopeter

**“As I got to know my customers (in the early days of his sales career), I would take their phone numbers and let them know I was there to help them grow their practice.”**

attributed to the high-end service he affords his customers. However, having served with the U.S. Navy in the late 1950s and early 1960s helped give him a leg up on dental office protocols. “I was with the Navy from 1958 to 1965, through the Cuban Missile Crisis and the Dominican Republic Crisis,” he says. When he first joined his reserve unit, the Navy enlisted him to help Naval dentists chart new recruits.

At one point, after getting his orders and reporting to boot camp, Hollopeter was given the choice of joining the dental division or the gunnery division. “They saw I had been an Eagle Scout, so they put me in the dental division aboard the *USS Randolph* CVS-15,” he says. After training in the Naval dental and hospital

corps schools, he was stationed in Norfolk and helped run 16 of the Navy's 32 operatories there. "I [lined up] dental technicians to work with the dentists and managed supplies for all 32 dental operatories," he notes. "At the same time, I worked as a driver and a glorified butler for the Admiral, but I never had to serve KP duty," he adds. "No peeling potatoes!"

In 1965, after leaving the Navy, Hollopetter contemplated his next career move. A series of connections led to an interview with then dental supplier L.D. Caulk, which subsequently hired him. "I was with the company for 10 years," he recalls. "I filled tooth orders for the sales reps, made deliveries – essentially did everything." Then he moved into sales and got to know the dentists personally. Following subsequent stints

Hollopetter was persistent, and his business grew – as did his relationships with his customers. In fact, one longtime customer and friend has him to thank for her practice's unusually successful opening day. "About 10 years ago, I set up a dentist in Bethany Beach, Del., in an area where there weren't any other dentists," he says. "She must have had 175 patients waiting for her the first day she opened for business! That's unheard of. But, at the time, there were only six to 10 dentists in all of Suffolk County (Lower Del.)."

### **Fast forward**

Fast forward to today, and Hollopetter brings the same level of energy to his territory as he did 10, 20 and 30-some years ago. It helps that he works for a distributor that does

**“There was no Google or Google Maps back then. One of my neighbors at the time happened to know the area very well. She rode with me and showed me where the dentists were located.”**

at Litton Industries and Healthco, he joined Benco in 1983. "I've been with Benco ever since," he says. "I have the greatest respect for the Benco family. It has been very rewarding working here. The environment is very motivating."

As a new sales rep, the toughest part of breaking into the dental supply business was "getting to the dentists," that is, getting past the gatekeepers, says Hollopetter. To his advantage, he joined the industry "knowing what went on in the lab, the operatory and the front office," he says. But, in those days, just finding the dentists was challenging. "There was no Google or Google Maps back then," he points out. "One of my neighbors at the time happened to know the area very well. She rode with me and showed me where the dentists were located."

such a great job of keeping its sales reps motivated, he notes. But, the ability to remain charged about selling after so many years calls for a certain mental attitude, he points out. "At one time, I sold for a success institute. They taught me that 'anything you visibly imagine, ardently desire and enthusiastically work upon will inevitably come about.'" This applies to every walk of life, he adds.

The opportunity to share his experience with new reps also has kept Hollopetter excited about his work. "I've mentored many, many sales reps – especially in the lab division," he says. "I helped one rep with little experience in lab. I took him along to meet with Biogenic – one of the largest labs in the Utica, N.Y. area. I got this rep to the point where he could do over \$1 million in business with this lab alone over an 18-month period."

That said, Hollopeter's business smarts certainly are not limited to dental labs and operatories. For those who may assume that he doesn't know a Twitter from a Facebook post, think again. In fact, this longtime rep recommends Facebook as a great way for reps to build relationships with their customers. But, the online games can be addicting, he warns. "I ended up playing online games with my customers. It was helpful in building relationships with them, but I also spent too many hours building farms! My wife put an end to it."

Indeed, Hollopeter predicts the "whole sales operation will soon be at our fingertips on a notebook." He envisions sales reps walking into dental practices with nothing more than a Notebook or iPad. "To me that's incredible,"

Academy and am the president of the Kent County Crime Watch for Lower Delaware."

Hollopeter also has volunteered with the AARP driver's safety program. After teaching the program for many years, he is currently the Delaware deputy state director and chief trainer. His wife, Vera, is the chief phone coordinator for the Kent and Sussex Counties of Delaware.

Hollopeter's other volunteer activities include:

- Scouting. His two sons were very involved in scouting (one was an Eagle Scout, the other a Star Scout) and Hollopeter joined the program in 1949, eventually becoming the highest ranking Silver Beaver Holder.

## **A firm believer in hard work, Hollopeter equally values his extracurricular activities. He puts forth his most as a sales rep during the week. But, weekends have always been for family and volunteer work.**

he says. And, while he admits it's challenging to keep up with communications technology, he looks forward to setting up his new 64-gigabyte Notebook. "I'll have all of the information I need at my fingertips."

A firm believer in hard work, Hollopeter equally values his extracurricular activities. He puts forth his most as a sales rep during the week. But, weekends have always been for family and volunteer work. For instance, for many years, he has worked as a special officer with his local police department. "I set up neighborhood crime watch programs," he says. "I spent a weekend at the National Sheriff's Association in Louisville, Ky. [years ago], where they trained me to do this." After bringing his experience to his hometown, Somerdale, N.J., the home break-in rate immediately dropped from 33 to three in one month, he points out. "I have organized block captains, bike watchers and more. I attended the Delaware State Police Citizen

- Masonic Lodge Pastmaster of Audubon (Parkside Lodge H218). He has been with this group for 48 years.
- Avid exerciser with TOPS (Take off Pounds Sensibly).
- Avid gardener. He and Vera have 27 "earth boxes," each of which yields between 100 and 150 pounds of produce. They donate some of the produce to food banks, share some with friends and family, and sell some to raise money for the Agriculture Community and Delaware State University.

In his spare time, Hollopeter enjoys visiting with his children and grandchildren, who live in Florida and Vancouver, as well as his older brother ("He's 15 years, one day and 15 minutes older than me.") His thoughts on retirement? For now, that's out of the question, he says. "My wife has a to-do list that's out of this world!" **[FI]**

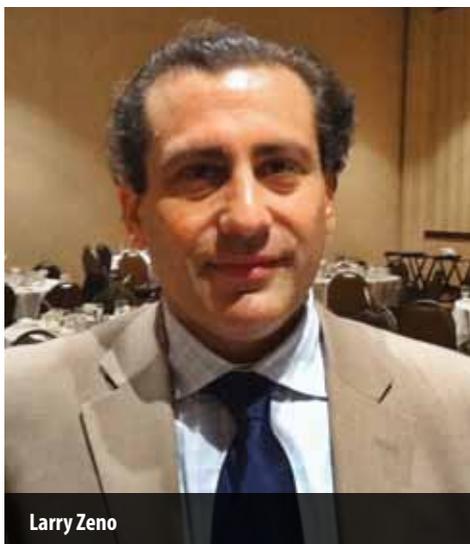
# The Big Picture

For one rep, it's not about navigating the Big Apple, but rather the world at large.

**N**ew York City is big, but not big enough for Larry Zeno. The Kuraray sales rep/manager has always been a big picture kind of guy, whose goal has been “to expand my understanding of the global economy and diversify my background.” To do so, he has combined a busy career with a “challenging pursuit of knowledge.” The result: a successful dental sales rep who has become more resourceful than ever and has developed a better understanding of the mechanisms that drive his business.

## The family connection

When it comes to working with dentists, Zeno is right at home – literally. “My father is a dentist and I am inspired by the work that most dentists do,” he says. In fact, at one point he considered studying dentistry, but changed his mind. “I feel the need to be out in the field, meeting with different people every day,” he explains. “The sales and marketing sides of the business allow me to frame a story and share it with the trade. I feel I can have a positive impact, and this is what interests me.” That said, growing up with a dentist parent certainly has provided Zeno with a unique perspective for working in the field. “My father was quite a stickler for dental awareness in our household,” he points out. “The food we ate was closely monitored, and he ruled this with an iron fist! When Halloween came around, I



**“The sales and marketing sides of the business allow me to frame a story and share it with the trade. I feel I can have a positive impact, and this is what interests me.”**

had to hide my stash of candy under the bed!”

When it became clear that dentistry was not in the cards for Zeno, it was his father who steered him to dental products sales. “When I graduated from college, the country was in a mild recession, and I was uncertain about my future,” he says. “I fumbled around with direction and decided to go to Long Island University (Long Island, N.Y.) for a master’s degree in public administration, with a healthcare focus. I was inspired by the climate of healthcare reform.” Zeno needed a job to help finance his tuition, and his father recommended reaching out to his practice’s primary supplier, Henry Schein Dental, which was conveniently located near Zeno’s graduate school. Soon afterward, he joined the ranks of dental tele-sales reps, while attending graduate school at night.

### Diversify and conquer

Zeno quickly learned that juggling work and school can be “a humbling experience that requires you to find a workable balance in your life.” And yet, the experience spurred him on to seek additional learning opportunities. Three years after completing his master’s in public administration, he found himself in Chicago working for a dental manufacturer. What better way to spend evenings than at Loyola University working on an MBA, he decided. The completion of his second master’s degree piqued an interest in marketing, and Zeno immediately began work on an MS in marketing at Northwestern University. The two degrees cost Zeno many nights and weekends, and demanded intense focus, he recalls.

presentations in Europe and Asia. And, the challenges have taught him to work better with people, he adds. “I have developed a better understanding of others’ motivations,” he says.

### Navigating New York

Since joining Kuraray, Zeno has been based in the NYC metropolis. “Since Kuraray merged with Noritake, I have been very focused on the laboratory aspect of the business,” he says. “I now work closely with Peter Sowacki, a very dynamic and independent sales rep. This is how I handle the strategy and day-to-day business execution of sales.”

As far as navigating the streets of the city, that’s a different story. “I have to be patient and incredibly

**“Kuraray has a home-court advantage, as we have a nice office with a lecture room in Midtown Manhattan, along with dental support staff and chemists. So, if appointments are not convenient for the dentists, auxiliary and support staff can come here.”**

– Larry Zeno

For some, three times may be a charm, but not for Zeno. After moving to Arizona, he began work on a fourth degree – a master’s in global management. “This degree tied many of the educational topics together,” he notes. Indeed, he discovered that all four graduate degrees complemented one another and served to bring him one step closer to his customers, as well as help him meet a quickly unfolding goal: “My areas of study were all business related,” he says. “I wanted to further my knowledge of how things worked and gain greater appreciation of the world.” That said, “socially, it was a challenge,” he points out. “I spent a good amount of time catching up on assignments and work responsibilities.”

In retrospect, Zeno is confident his efforts are paying off. “My future interests are to move overseas for an international assignment,” he says, noting that much of his coursework centered on international business, plus he has made sales

resourceful, and work with the dealers and other manufacturers extensively in order to reach a wider audience,” he explains. “Kuraray has a home-court advantage, as we have a nice office with a lecture room in Midtown Manhattan, along with dental support staff and chemists. So, if appointments are not convenient for the dentists, auxiliary and support staff can come here.”

Zeno has another advantage as well: “Attending graduate school has made me more resourceful,” he says. Indeed, he has come to value the importance of being organized and doing his homework – both of which help to facilitate a successful business meeting. Having a parent that is a dentist is another added-plus, he notes. “I understand the financial constraints and the professional lifestyle dentists lead,” he points out. In the end, though, it always comes back to “making a positive impact on [his] customers.” **[FI]**

# A Road Less Traveled

If you could learn how to tie a monkey's fist knot, you were probably OK with Tom Liddle.

**T**om Liddle didn't like to do things the easy way. He preferred to do them the most interesting way. His was indeed the road less traveled.

He scuba dived, raced ice boats, piloted a vessel to Iraq and back (and met up with pirates on the way), worked tugboats and ferries, checked on bikers' well-being at a northern Wisconsin rock concert, and volunteered on a suicide hot line. And yes, he mastered the intricacies of dental technology while creating successful marketing programs for dental manufacturers and distributors.

Liddle, who most recently was head of marketing at Holt Dental Supply in Waukesha, Wis., died in May following a 41-year, off-and-on career in dental distribution.

"He had a trailblazer type personality," says Terry Fitzsimmons, vice president, Holt Dental. "I was amazed at his variety of interests, retention of trivia, enthusiasm for life and a passion for whatever he was doing at the moment."



Tom Liddle

**"He was a really good friend. He was loyal, fun to be around."**

**— David Chestnut**

"He enjoyed a challenge," says David Chestnut, a boyhood friend of Liddle's who stayed in touch with him throughout the years. "That's why he went from packing orders for shipping for his uncle, Bob Sullivan, to teaching himself what the things he was packing were used for."

"Someone said he was a teacher," adds Donna McHugh, Liddle's partner throughout the last seven years of

his life. "If anybody wanted to know about a product, he was one of the few who knew them inside and out."

"Tom knew merchandise better than most manufacturer reps, and shared his knowledge with many over the years," says Lori Paulson, vice president, marketing and dental programs, National Distribution & Contracting. "He loved the industry and showed passion everyday."

## Gifted marketer

A native of Wisconsin, Liddle went to work for his uncle, Bob Sullivan, while he was in high school. Sullivan and Wayne

Holt (Terry Fitzsimmons's uncle) were managers of D.L. Saslow's branch location in Milwaukee. (Following Saslow's sale in 1983, Sullivan and Holt founded Sullivan Dental Products, now Henry Schein Dental. Then, in 1998, Fitzsimmons and Paul Holt – Wayne Holt's son – founded Holt Dental.)

"Tom was promoted after a month from shipping and receiving to order filler," says Fitzsimmons. "I was replacing him. He made me believe that because he had one month more than I did in the dental business, I would be his lackey forever. It took two years, but we became very good friends."

Liddle sold dental products a couple of years, but found that wasn't his forte. "He didn't enjoy face-to-face," says Fitzsimmons. "He was much more effective behind the lines." In fact, Liddle turned out to be a gifted marketing professional.

Fitzsimmons attributes Liddle's success in marketing to his ability to connect with people. "He was a very social guy; people liked to hang with him. He had a lot of friends in marketing. If they had an idea, then it would be, 'We could do this, etc.,' and then they would get into these planning sessions."

Liddle was a pioneer in working with manufacturers to roll out tandem programs, Fitzsimmons adds. "It was kind of cutting edge marketing."

Though he lacked a college education, Liddle had a sharp mind and a thirst for learning, which he used to create complicated marketing programs. "There would be lines going 87 different directions on how we were going to make this work," says



**"He had a tendency, when trying something new, to read up on the subject, find the hardest or most bizarre solution, and start his implementation there."**

**– Terry Fitzsimmons**

Fitzsimmons. "The more intricate the plan, the more he lit up.

"And we would say, 'Does it have to be that complicated?' He would say 'yes.' And they did work."

Although Liddle was gifted at creating marketing programs, he spent little time on measuring their effectiveness. "He was always on to the next big project," says Fitzsimmons. At Holt, Liddle oversaw the evolution of the company's catalog, sales meeting and individual product staffers.

## Sailing

Liddle later joined American Dental Cooperative (now part of National Distribution & Contracting), and then moved to Washington State to work for Burkhart Dental. The move to the Pacific Northwest not only stimulated his interest and proficiency in dental marketing, but in his other passion as well – sailing.

"Tom was always into the outdoors and adventure," says Chestnut, who met Liddle when the two were third-graders in Brown Deer, Wis. Liddle had a 21-foot boat in Milwaukee, and sailed on Lake Michigan whenever he could.

"He sailed on Lake Michigan, but that was nothing like sailing out there [off the Pacific coast]," says Fitzsimmons. "As Donna [McHugh] says, he fell in love with the East Coast too. So it was the ocean and water he loved."

After Liddle's marriage failed, he made a radical career move, joining the Merchant Marines. "He had always dreamed of being captain of a ship," says Fitzsimmons. At the time of the Iraq war, the U.S. was looking

for U.S. citizens to move cargo by sea to Iraq. It was a unique opportunity for Liddle to get what he wanted – a license to pilot a high-tonnage vessel on the high seas.

“He was gone for a year,” says Fitzsimmons. “It was a bizarre trip.”

“He said that at one point, a boat of unsavory characters [presumably, pirates] got too close to his ship,” says Chestnut. U.S. Marines were on board, though, and they deflected the threat. “Iraq was a little too hairy for him,” he says.

After his return to the States, Liddle moved to the East Coast and did some tugboat work, but found it too taxing for a 50-some-year-old man. For a while, he piloted the Cape May–Lewes ferry between Delaware and New Jersey, but found the work low-paying and not terribly exciting. That’s when he called Holt Dental to see if they could use his marketing expertise. So on Halloween 2005, Liddle moved back to Wisconsin, says McHugh, who had met Liddle while the two were in New Jersey. She followed him there in March 2006.

### Monkey’s fist knot

“Tom was very knowledgeable,” she says. “If he didn’t know something, he would read up on it.” And if he wanted to buy something, such as a gun for his gun collection, he’d make sure he researched it thoroughly beforehand.

“He had a tendency, when trying something new, to read up on the subject, find the hardest or most bizarre solution, and start his implementation there,” says Fitzsimmons. For example, though a novice woodworker, he set about building a curved banister in his house. “That’s what he was working on when he died,” says Fitzsimmons.

“This at times would get him in trouble due to the complexity of the project and the inability of an average Joe to follow along,” he continues. “I was preparing to go sailing on Tom’s boat in the Puget Sound. He told me to purchase a book on knots. He asked me to read it, find

the most difficult knot in the book and practice tying that knot. He said if I could learn to tie that one, I could perform any one in the book.

“It wasn’t just a simple knot, like a slip knot or square knot. No, he had me doing the monkey’s fist knot. He always went to the hardest thing.”

Liddle was a music lover as well, and had – perhaps not surprisingly – eclectic tastes. “He didn’t want the routine stuff,” says Chestnut. Once, in order to attend a bluegrass concert in northern Wisconsin, Liddle and

Chestnut signed up to work first aid. “You’d wake up the bikers in the morning to see if they were OK or in trouble,” he recalls, “And you learned how to do it with your right hand; that way, your left hand was free, because they’d wake up swinging.”

In September 2010, Liddle learned he had leukemia. His attitude, at least in public, was “full steam ahead; I’m going to beat this thing,” says Fitzsimmons.

Characteristically, he managed to squeeze a little humor out of the situation. “We had one phone call where he was giving me a raft of [disparaging comments],” says Chestnut. When Chestnut asked him what was going on, Liddle replied, “I’m going to be dead in 11 months; I’m trying to cram all this in one phone call.”

“He was a really good friend,” says Chestnut. “He was loyal, fun to be around. He could live in the moment, and he would share whatever he had with you.”

Fitzsimmons reports that close to one month after Liddle died, he received a posthumous present from him. “I had complained that my arthritic hip was hurting on a recent visit to see Tom,” he says. “He looked at this glass device on his wall. ‘That’s why – low pressure,’ he said. What he was looking at was a nautical glass piece of art.

“Oddly enough, I received a weather barometer from him [in late May]. For sure, Donna must have had something to do with this. It was an early birthday present. I think Tom wanted me to know ahead of time when my hip was going to start hurting!” **[FI]**



## Benco Dental New Hires

### Brian Turek, Territory Representative



Benco Dental welcomes Turek to its team. Turek will call on customers in the Rocky region.

### Cynthia Salinas, Territory Representative



Salinas is a new member of Benco Dental's Alamo region. She has more than seven years of experience in the dental industry.

### Grant Moxley, Territory Representative



Moxley is now a part of Benco Dental's Sooner region. With more than five years of dental industry experience, he will call on customers in the Wichita area.

### Grant Yutzy, Territory Representative



Yutzy has worked in the dental industry for 17 years. He will call on customers in Benco Dental's Piedmont region.

### Jenae Fillingim, Territory Representative



Benco Dental welcomes Fillingim to the company's Dallas region. She has a decade of experience in the dental industry.

### Melissa Medici, Territory Representative



Medici now a part of Benco Dental's Metro region. She is a registered dental hygienist who will call on customers in northern New Jersey.

### Mike Alexander, Territory Representative



Alexander has more than six years of experience in the dental industry. His customers will reside in Benco Dental's Blue Ridge region.

### Rodolfo Rios, Territory Representative



Rios has been involved with the dental industry for the past 13 years. He will serve customers in Benco Dental's Chesapeake region.

### Royce Reese, Jr., Territory Representative



Benco Dental welcomes Reese to its Dallas region. Reese has been working in the dental field for more than five years.

### Shayna Avey-Overfelt, Territory Representative



Avey-Overfelt has more than 14 years' experience in the dental industry as a certified dental assistant. She will now call on Benco Dental customers in the Blue Ridge region.

### Troy Stout, Regional Manager



Stout is a new edition to Benco Dental's Peaks region. With more than 13 years of experience in the dental industry, Stout will serve customers in Utah, Idaho, Nevada and Wyoming.

## Henry Schein New Appointees

### Jessi Shuff- Field Sales Consultant-



Shuff will represent Henry Schein Dental at its center in Fort Wayne, IN. She has five years of experience in sales and received his B.S. in applied health science from Indiana University.

### Joseph D. Lamour- Field Sales Consultant-



Lamour will represent Henry Schein Dental at its center in Kansas City, MO. He received his B.A. in marketing from Kennesaw State University.

### Audrey Boese-Field Sales Consultant-



Boese will represent Henry Schein Dental at its center in Kansas City, MO. She received her B.A. from Rockhurst University.

### David Hashemi- Field Sales Consultant-



Hashemi will represent Henry Schein Dental at its center in San Antonio, TX. He received his B.A. in finance from Kennesaw State University.

**Jacob A. Bosch- Field Sales Consultant-** Bosch will represent Henry Schein Dental at its center in Dallas, TX. He received his B.A. from Texas Tech University.



**John Colantino- Field Sales Consultant-** Colantino will represent Henry Schein Dental at its center in San Francisco, CA. He has seven years of experience in the dental industry and was previously employed as a senior territory manager. Colantino received his B.S. from the University of Colorado.



**Keith Page- Field Sales Consultant-** Page will represent Henry Schein Dental at its center in Birmingham, AL. He received his B.S. from the University of Alabama.



**Lan Phi- Field Sales Consultant-** Phi will represent Henry Schein Dental at its center in Orange County, CA. He was previously employed as a sales manager of a construction company for 10 years. Phi received his B.S. from California State University, Fullerton.



**John Malone- Field Sales Consultant-** Malone will represent Henry Schein Dental at its center in Columbus, OH. He received his B.A. in marketing from the University of Dayton.



**Chris Kahle- Field Sales Consultant-** Kahle will represent Henry Schein Dental at its center in Nashville, TN. He attended The University of Dayton.



**Jeff Canzoneri- Field Sales Consultant-** Canzoneri will represent Henry Schein Dental at its center in Orange County, CA. He was previously employed at Ricoh Business Solutions for three years. Canzoneri received his B.S. from California State University, Long Beach.



**Cory DiGiacomo- Field Sales Consultant-** DiGiacomo will represent Henry Schein Dental at its center in Orange, County, CA.



He was previously employed as a sales consultant for two years. DiGiacomo received his B.A. from California State University, Long Beach.

**Chris Gecewicz- Field Sales Consultant-** Gecewicz will represent Henry Schein Dental at its center in South Bend, IN. He received his B.S. from Purdue University.



**Bradley Reidenbach- Field Sales Consultant-** Reidenbach will represent Henry Schein Dental at its center in Atlanta, GA. He has seven years of experience at Henry Schein in outbound dental sales. Reidenbach received his B.S. from New York University.



**Crystal Sigsbey- Field Sales Consultant-** Field Sales Consultant- Sigsbey will represent Henry Schein Dental at its center in Pittsburgh, PA. She received her B.A. in marketing at The University of Houston.



**Frank Bulfamante- Field Sales Consultant-** Bulfamante will represent Henry Schein Dental at its center in Pine Brook, NJ. He was previously employed as a commodities trader for fifteen years. Bulfamante received his B.A. from the State University of New York at Binghamton.



**Kendra Miller- Field Sales Consultant-** Miller will represent Henry Schein Dental at its center in Houston, TX. She received her B.A. in business administration from the University of Houston.



**Augustas Kirkland- Field Sales Consultant-** Kirkland will represent Henry Schein Dental at its center in Baltimore, MD and is a CDA/RDA. Kirkland received his B.A. in business administration at Alameda College & University.



**Stefan Zollinger- Field Sales Consultant-** Zollinger will represent Henry Schein Dental at its center in Detroit, MI. He received his B.S. in marketing from Clemson University. Stefan is an Eagle Scout.



**Yana Mayfield- Field Sales Consultant-** Mayfield will represent Henry Schein Dental at its center in San Francisco, CA. She has 17 years of experience in the dental industry.



**Greg Garcia- Field Sales Consultant-** Garcia will represent Henry Schein Dental at its center in Los Angeles, CA. He has two years of experience in the dental industry as an account executive. Garcia received his B.S. from California State University, Northridge.



**Mark Marcelletti- Field Sales Consultant-** Marcelletti will represent Henry Schein Dental at its center in San Diego, CA. He received his degree from Mesa City College.



**Kellen Cottrell- Field Sales Consultant-** Cottrell will represent Henry Schein Dental at its center in Milwaukee, WI. He was previously employed as a sales representative for two years. Cottrell received his M.A. in bioethics and a B.A. in chemistry from Trinity International University.



**Tammy Straight-Field Sales Consultant-** Straight will represent Henry Schein Dental at its center in Kansas City, KS. Straight received her B.S. from Missouri Western State University.



**Jeffrey A. Rothman- Field Sales Consultant-** Rothman will represent Henry Schein Dental at its center in New Haven, CT. He was previously employed as a sales associate in real estate for 12 years. Rothman received his B.A. in business administration from Eastern Connecticut State University.



**Bobby Bushong- Field Sales Consultant-** Bushong will represent Henry Schein Dental at its center in Chicago, IL. He received his B.A. in business administration from Muhlenberg College, PA.



**Angelina Guanzini- Field Sales Consultant-** Guanzini will represent Henry Schein Dental at its center in Dallas, TX. She has 15 years of experience in the dental industry and was previously employed as a CAD/CAM Integration Specialist as well as dental assistant. Guanzini received her RDA at Minneapolis Community and Technical College.



**Erin Learn- Field Sales Consultant-** Learn will represent Henry Schein Dental at its center in Charlotte, NC. She received her B.A. from the University of South Carolina.



**Natalie Morton- Field Sales Consultant-** Morton will represent Henry Schein Dental at its center in Los Angeles, CA. She received her B.A. from Bradley University.



**Chris Cude- Field Sales Consultant-** Cude will represent Henry Schein Dental at its center in Dallas, TX. He was previously employed as a sales representative for two years and received his B.A. from Baylor University.



**Sheri Daugherty- Field Sales Consultant-** Daugherty will represent Henry Schein Dental at its center in Detroit, MI. She was previously a pharmaceutical sales consultant for the past seven years. Daugherty received her B.S. from Central Michigan University.



**Austin Thomas- Field Sales Consultant-** Thomas will represent Henry Schein Dental at its center in Little Rock, AR. He received his B.A. in marketing from The University of Arkansas.



**Christian Bigauoette- Field Sales Consultant-** Bigauoette will represent Henry Schein Dental at its center in Quebec City, Canada. Bigauoette was previously employed as a pharmaceutical sales rep at Pfizer for 12 years. Bigauoette received his B.A. in psychology at the Université Laval, Quebec City.



**Jeff Chapman- Field Sales Consultant-** Chapman will represent Henry Schein Dental at its center in Baltimore, MD. He received his B.A. in English education from the University of North Carolina in Chapel Hill.



**Matthew Christopher- Field Sales Consultant-** Christopher will represent Henry Schein Dental at its center in Buffalo, NY. He received his B.S. from St. Bonaventure University.



**Dan Florczykowski- Field Sales Consultant-** Florczykowski will represent Henry Schein Dental at its center in Dallas, TX. He was previously employed for four years as a product manager. He received his B.A. from LeTourneau University.



## Patterson Dental Sales Graduates

The following Patterson dental reps met the sales training requirements at the Patterson Companies corporate office in St. Paul, Minn.



**Dana Ammons**



**Andy Austin**



**Michelle Berry**



**Matt Boudreaux**



**Jerry Burton**



**Brian Fay**



**Sean Galway**



**Lesley Halas**



**Jeff Hauck**



**Jeff Hopp**



**DJ Howell**



**Travis Ingle**



**Tony Lamberto**



**Will Ledwith**



**Nick Lemma**



**Naeem Nabbie**



**Kurt Pressler**



**Pat Reidy**



**David Speiser**



**Joe Techar**

# A Cautionary Tale

**Roy Shelburne, DDS, found out that if your customers' dental records have any holes, they risk falling through them. And he's letting the industry know.**

Roy Shelburne, DDS, remembers exactly when the ordeal began. Out of town at the 2003 American Dental Association meeting in San Francisco, Calif., he received word that a team of FBI agents had battered down the back office door and confiscated all of the practice's medical and business records. He recalls being "shocked and terrified." Yet, the situation quickly worsened. The search and seizure took place the day before the town's annual festival and, as one might imagine, was big news in a small-town newspaper. Shelburne was sure his reputation was ruined – regardless of the outcome of the pending investigation.

Shelburne had run a meticulous practice since 1981. He served as secretary/treasurer and president for Southwest Virginia's Component 6 of the Virginia Dental Association and was a delegate to the Virginia Dental Association's annual meeting. And, together with his family, he volunteered as a short-term missionary with the Baptist Medical Dental Missions International (Honduras) and with the Mission of Mercy projects in Virginia. His patients loved him, and he loved what he did.

As he learned, though, that wasn't enough. In March 2006, Shelburne faced a conviction of healthcare fraud stemming from unintended billing errors, a restitution of just under \$18,000, \$275,000 in penalty fees and a 24-month prison sentence.

Shelburne is eager to talk to fellow dentists as well as distributors about his ordeal. It's a cautionary tale. Read it – and other articles – in the July digital edition of *First Impressions* at [www.firstimpressionsmag.com](http://www.firstimpressionsmag.com).

## Benco opens Reno facility

Benco Dental at press time was planning a ribbon-cutting ceremony for its newly built distribution center in Reno, Nev. The facility's proximity to the 11 western states gives Benco the ability to reach more than 75 percent of its customers



within one day, moving the company closer to its goal of being a nationwide distributor. Its other warehouses are in Dallas, Texas; Fort Wayne, Ind.; Jacksonville, Fla.; and

Pittston, Pa. (where the company is headquartered). The opening of the distribution center is just one piece of Benco Dental's expansion plan, according to the company. In the past year, Benco has opened showrooms in Las Vegas, Nev.; Salt Lake City, Utah; and Fresno, Calif.

"Remaining a privately held, family business has allowed us to focus on making responsible, long-term choices," said Chuck Cohen, managing director. "We did not want to rush into expanding nationally; this transition had to make sense for us and our customers."

"Building a nationwide presence isn't simply about growing; it's about getting better," added Rick Cohen, managing director. "Our decisions have been made in the interest of our own stakeholders – customers, vendor partners and associates. Continuously reinvesting in our business and gradually expanding westward has been in direct response to their needs."

"We have the ability to offer so many choices because of the strong relationships we have established with our vendors," said Paul Jackson, vice president of marketing. "These partners want to know that their products will be available nationwide, and our customers expect the same excellent Benco Dental experience no matter where they are. Our westward expansion accomplishes both."

## Pulpdent names Boyd Sales and Marketing Associate



Pulpdent Corporation announced the promotion of Allison Boyd to the position of full-time Sales and Marketing Associate. This new position will provide backup and support for Pulpdent sales and marketing activities. Boyd has been with Pulpdent for many years as a part-time office assistant. She recently earned her BA in Business Administration from Salem State College, with a concentration in Marketing. Boyd's responsibilities will include tracking and facilitating sales, marketing, and dealer programs; coordinating trade show activities; distributing educational materials to the sales team and lecturers; coordinating advertising with journals and dealers; processing sample requests from the sales team; and implementing outreach through press, web, and social media. She will also be responsible for communicating a consistent message to the sales force, maintaining databases, generating sales reports, tracking and following up leads from journals and other sources; and documenting field activities and feedback in compliance with Pulpdent's Quality Management System.

## ACTEON North America Sales Team additions announced

ACTEON North America announced the latest additions to its sales team.



**Darrin Bailey** – Manufacturer Representative. Bailey will represent ACTEON for Maryland, Virginia, and Washington, DC. He has over 18 years of dental sales experience.



**Mark Culbertson** – Manufacturer Representative. Culbertson will represent ACTEON for Tennessee, Kentucky, West Virginia, and Cincinnati. He has over 10 years of dental sales experience.



**Mark Rohan** – Manufacturer Representative. Rohan will represent ACTEON for Colorado, Utah, Arizona, New Mexico and South Wyoming. He has over 3 years of sales experience.



**Ricardo D'Avila** – Manufacturer Representative. D'Avila will represent ACTEON for Florida (without panhandle). Ricardo has over 4 years of dental sales experience and 10 years of sales experience overall.

**Sebastien Tardif** – Field Sales Representative. Tardif will represent ACTEON in Canada in Eastern Ontario, (Ottawa, Peterborough areas), Quebec, New Brunswick, Nova Scotia, Newfoundland, Prince Edward Island. Tardif has numerous years of sales and repair experience in the dental industry.

## GC America announces RESTORE Japan Promotion

GC America Inc. announced a promotion that will help the victims of the recent earthquake and tsunami in Japan. The RESTORE Japan promotion will feature many of GC America's popular products including the new G-aenial™ Universal Flo composite and GC Fuji IX™ glass ionomer. Depending on the promotional offer utilized, a percentage of the sales will go directly to help the devastated areas through coordination by JDA (Japan Dental Association – [www.jda.or.jp/en/index.html](http://www.jda.or.jp/en/index.html)). Each participant will also receive a GC America RESTORE Japan gift in appreciation for their donation. "We are very concerned for the welfare of all the people of Japan, including our GC Associates and their families who have been affected by this terrible tragedy. We recognize the continuing need for support and we want to provide a simple way for the dental industry to contribute. We want them to feel confident that their donations are reaching people in need," says John O'Neill, Vice President – Sales and Marketing, GC America. "In the philosophy of Semui, GC Corporation and GC America have total commitment to you, our customers. Semui is a Japanese ideology that essentially means, 'always do the right thing for your customers without any regard to oneself.'" The promotion begins June 1st and will continue through the summer. Distributor reps are encouraged to contact their authorized GC America dealer for more information.

# Straight to the Source

**S**ince I feel like I've run into most of you at a dental meeting at some point, I thought it would make sense to start a column that speaks directly to the dental sales professional. I recently read a quote that related to why First Impressions and DentalSalesPro.com have hit such a powerful cord with reps in our industry.

**"The real secret of happiness is not what you have or what you receive; it's what you share."**

– Anonymous

We'll devote this column to that sharing of information – what works in the field, success stories, horror stories, technology and social media strategies. Anything and everything that is happening in the industry that impacts you as a sales rep at the street (or desk) level is fair game. First up – personal technology.

As we head into the big ticket selling season, (i.e. technology and equipment) ask yourself a simple question, "Where do I stand with my own personal technology?" You better be using some type of smart phone, because your competition certainly is. Don't skimp on the data plan. Having access to your e-mail and the Internet is vital to you and your customers.



By Bill Neumann



iPads and tablets are gaining traction. Dentists are using them in their offices for patient education, entertainment and other business applications. If you've been to a dental meeting lately or have looked around your branch meetings, you've seen them. Many of your peers are using some sort of tablet. And the iPad and other tablets are not going away. In fact, they are becoming mainstream. You can provide your customers with information in real time by using these devices. My iPad is the single best investment I have made this year. People want to buy technology from someone that is using it.

Personal technology can make you more efficient and make you look like a hero in the dental office. Are you using all of the latest and greatest technologies? If you have a smart phone or an iPad, are you using it for more than just texting and playing games? **[FI]**

Please send me your suggestions, comments or stories to [wneumann@mdsi.org](mailto:wneumann@mdsi.org).



Follow me on twitter  
[twitter.com/dentalsalespro](http://twitter.com/dentalsalespro)



Like our page on Facebook  
*First Impressions* magazine



Join our LinkedIn group  
Dental Sales Professionals



**Dental SalesPro.com**



## Do your customers' masks have gaps in their defenses?

### Introducing SecureFit™ masks – custom fit for better protection!

A recent published study found that a tighter-fitting face mask may provide up to **100-fold greater reduction in exposure** to potentially infectious particles than a loose-fitting mask!\* The patent-pending design of SecureFit masks creates a tight, customized fit for enhanced infection control. **Help your customers reduce the risk with SecureFit – the next generation of Crosstex face protection!**

**CROSSTEX**® | PROTECTS<sup>SM</sup>  
A CANTEL MEDICAL COMPANY



### SECURE FIT™ Face Masks

- Conform to any size or shape face.
- Form a tight seal with aluminum nose and chin pieces that significantly reduce gapping at the top, sides and bottom of the mask.
- Available in all 3 ASTM performance (fluid resistance) classifications: Low, Moderate and High.



Samples available at [crosstex.com](http://crosstex.com)

\*Diaz K, Snaidone G. Quantifying exposure risk: Surgical masks and respirators. *The American Journal of Infection Control* 2011;38:501-8

Sterilization

Surface Disinfectants

Patient's Choice®

Personal Barriers

Environmental Barriers

Check us out on 

888-276-7783 • [crosstex.com](http://crosstex.com)

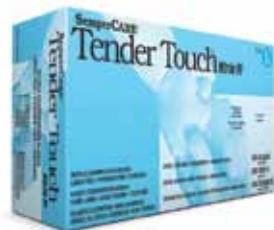


# MINIMIZE THE UNFORESEEN RISK.

A latex glove has its benefits, but a latex allergy can strike when you least expect it. For customers who seek the fit and functionality of latex, without the potential for allergic reactions caused by natural rubber latex, there's Tender Touch™. Made from synthetic nitrile rubber, Tender Touch™ offers the comfort, strength and tactile sensitivity your customers demand, while eliminating the risks associated with latex exposure.

And since we set the bar on quality standards that well surpass ASTM standards for both consistency and performance, you can feel absolutely confident that every box of Tender Touch™ you purchase will minimize risk and work as advertised, every time.

**Sempermed®**  
We are people protection.®



**For your free box of Tender Touch™ gloves,**  
email us at [DentalGloves@SempermedUSA.com](mailto:DentalGloves@SempermedUSA.com) or call 800.749.3650.  
For more information visit [SempermedUSA.com/FirstImpressions](http://SempermedUSA.com/FirstImpressions)

 Follow us on Twitter  [SempermedUSA.com/Blog](http://SempermedUSA.com/Blog)  Connect on LinkedIn

13900 49th Street North • Clearwater, Florida 33762 Phone: 800.366.9545 / 727.787.7250 Fax: 800.763.5491