



First Impressions

For Dental Sales Professionals • October, 2011

Signs of Decay

Complacency can take up residence anywhere. With eyes and ears open, reps can help their customers keep it at bay. But they'd better keep a mirror handy, just in case.



**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.**

- **SANI-CLOTH STRONG** - Effective against 25 micro-organisms, including HBV, HCV, CA-MRSA (USA 300, USA 400), HIV, and Influenza, in 3 minutes or less¹
- **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



EPA Reg. No. 9480-5

SANI-CLOTH® AF, the Newest
Addition to the **SANI-CLOTH®** Brand...
The #1 Disinfectant Wipe in Healthcare²

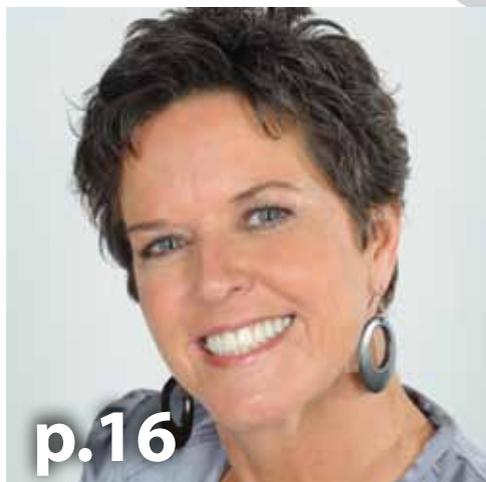
To receive a **FREE** sample, go to:
www.pdipdi.com/saniclothAF



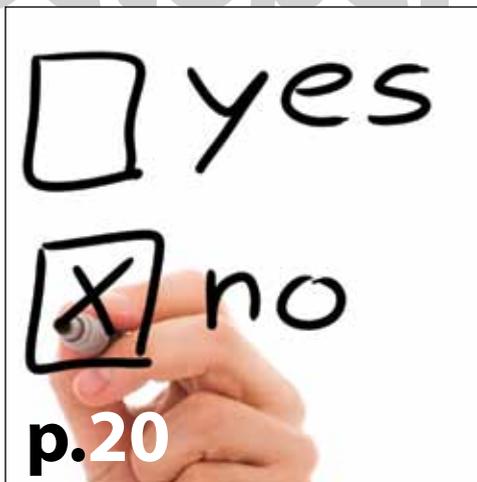
OUR PASSION IS PREVENTION™

¹See Technical Data Bulletin for complete list. ²GHX 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

October » 11



p.16



p.20



p.56

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

Creatures of Habit..... **p.4**

Ask the Expert..... **p.6**

Ad Campaign Promotes Children's Oral Health..... **p.7**

Forward-looking attitude delivers big
Safo pairs traditional values with innovative business practices to spur sales growth..... **p.8**

Commitment to Change
Henry Schein Dental emphasizes innovative solutions at annual sales meeting **p.12**

Challenges for dentists means opportunity for distributors
If dentists want to operate their practice as a business, they have to do what businesspeople do, Henry Schein CEO Stanley Bergman tells *First Impressions* **p.14**

No such thing as no
A positive approach and the ability to keep up with new technology make it easy for this rep to stay on top of her game..... **p.16**

Asking for the Truth
Your formula for handling the Do-Nothing Prospect..... **p.20**

Windshieldtime..... **p.24**

Quick Bytes..... **p.26**

Signs of Decay
Complacency can take up residence anywhere. With eyes and ears open, reps can help their customers keep it at bay. But they'd better keep a mirror handy, just in case. **p.28**

The Art of Precision
The benefits of laser technology are attracting more and more dentists.... **p.40**

Tech Talk: Digital Radiography..... **p.48**

Dirty Little Secrets
Infection control expert Nancy Andrews answers your questions..... **p.50**

Celebrating in Style
Two distributor reps find a unique way to thank their vendor partners..... **p.54**

The Fast Lane
After years of kart racing, one rep feels well suited to keep pace with his dental sales career. **p.56**

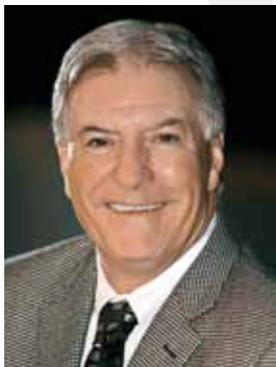
Paul Frazier: He set people up for success..... **p.58**

Inspiration in a tornado-stricken town..... **p.60**

Dental industry news..... **p.62**

Socially (Media) Awkward..... **p.66**

Creatures of Habit



Brian Taylor

We are all creatures of habit. Perhaps we vary only in the degree to which we allow ourselves to be governed by the status quo in both our personal and professional lives. This month's story on Complacency is what started me thinking about how pervasive it is in most of our lives and how important it is to overcome it in one's own life and to tactfully help one's customers do the same.

Part of us likes a routine because for most of our lives we have been on schedules, followed rules, and fulfilled obligations. We woke up, brushed our teeth, got dressed and went to school, did our homework, ate dinner, went to church on Sunday etc., etc. It becomes part of what and who you are.

College, marriage, children, starting a new job... those scenarios disrupt our routines and at least temporarily disrupt our patterns of complacency. But we all experience the same "back

in the rut" tendencies once the novelty of the situation has worn off and we have "mastered" our new challenge.

As the article points out, it is up to us as individuals to motivate ourselves and avoid the complacency trap. For me, it is always easy to spot those who are in a rut and those that have chosen the path to success. The motivated person usually lights up the room they're in with their smile, conversation, and spirit. The complacent types aren't necessarily bad folks; they just tend to blend in with everyone and everything else. It's usually hard to remember their names.

Your customers are no different. They get trapped in the same patterns we all do, and particularly if their business is going fine, there appears to be no reason to shake things up. A successful rep, however, is one who can recognize that rut and professionally stimulate the customer's thinking to look at potential new ways of doing things. Perhaps it is a new technology or perhaps it involves changes in customer service or even a physical face lift for their office.

In my eyes, successful business relationships are very similar to successful marriages. They take a lot of work, and in my observation the successful ones are where each party makes the other better. Often it is a painful process because

each side needs to accept some responsibility for shortcomings. How often do any of us accept criticism gracefully? That is a key element in breaking down the complacency barrier.

Maybe you haven't been doing a good job assessing your customers, or are trying to introduce new products or ideas into their practice, or perhaps you've decided it's just not worth the hassle. Now is a great time to do a self-assessment and see if you fall into the complacent category. If it seems you have, like many of us, there is no better time than now to shake up your routines and then pass that same message on to your customers who more than likely have been in a similar rut and are in need of a push to become more proactive in improving their practices.

We know what we should be doing; it's just a matter of changing a few things up in order to become a greater asset to your customers (and yourself!). Give it a try and you'll be pleased with the results!

Good 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.



With GP Dispenser Solutions, you and your customer have the tools to help increase returns.

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

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.



Experience better.™

Ask the Expert

A former practicing dentist and current sales expert answers your questions

Editor's Note: Anthony Stefanou, DMD, will answer reps' questions on their dental customers. E-mail him your questions at tonydmd@gmail.com.

Q: Many of the questions that are asked from other sales reps have to do with getting a dentist's attention and prospecting. I'd like to know your thoughts about keeping and maintaining business with my current practices.

A: This is as important as landing the account. The reasons why dentists stay with you are the same reasons they first agree to do business with you. We spend quite a bit of time on this at my workshops, because it is common for dental sales reps to lose sight of this. It's no secret that dentists don't like change, so there is good news and bad news about that. The good news is obvious ... if they start working with you, they will usually stay with you unless you really mess up. Notice I said usually. Because we know dentists don't like change, this sometimes makes us complacent and also has us assuming some things that just aren't true, which then brings on the bad news. We get the account and become satisfied, and settle into becoming order takers or focus on pricing. While you have to be competitive about pricing, you will see (below) it's not anywhere near the main reason they stay with you. Even more alarming, becoming primarily an order taker can be a real problem.

So, let's first remember why you often get the account in the first place. Remember, only 30 percent of dentists buy only on price. In fact, most of your target practices are in the other 70 percent range. They aren't buying your company or your products. They are buying you as a sales rep initially. My

surveys (and my personal experiences selling to my colleagues) back this up. You show interest in their practice. Their office team is comfortable with you. You are a resource to them, not only making recommendations and offering information about the products and services you offer, but also can refer people to them that can help them in other areas. When you do these things, you are in good shape to get the account.

Now, to keep and maintain that account, as logical as it seems, keep doing those same things. If you have a product that's a good fit for the types of procedures they do, suggest

Remember, only 30 percent of dentists buy only on price. In fact, most of your target practices are in the other 70 percent range.

it. If they call you or have a question about something, get back immediately. A recent survey I did showed that 84 percent of dentists say they expect a call back within 24 hours of calling a rep or a company (this number was 41 percent just five years ago). Another survey backs this up. When asked "What are the main reasons you stop doing business with a company?" the top two responses had to do with support ... either they weren't getting calls back in a timely manner or the rep or company didn't handle a specific problem or situation appropriately. Another top response was that they were hearing negative comments about the company from their colleagues online. The big surprise here was that "got better pricing elsewhere" was the fifth most common response as to why they leave. So, when you become an order taker, you are losing sight of not only what is going on, but also what got you the business in the first place. **[FI]**



Dr. Tony Stefanou is a 1987 graduate of Tufts University School of Dental Medicine. In addition to being in private practice until 2005, Tony has been the VP of Sales & Marketing for several dental companies, and has been a private sales consultant and trainer for many sales teams in the industry. He is the founder of the Dental Sales Academy, and developer of the "How to Sell to Dentists" workshops, which are live, interactive two-day events offered several times a year. He can be reached at tonydmd@gmail.com or at (917) 796-4538.



Ad Campaign Promotes Children's Oral Health

In early 2009, the Dental Trade Alliance Board of Directors realized that the sluggish economy would likely cause people to postpone their oral health care. In an effort to counter this, we developed a campaign to convince the public that oral healthcare should not be put off. With the pro bono assistance of one of our agency members – the Lanmark Group – we developed the campaign Oral Healthcare Can't Wait. Because of our limited resources and the large expense of public advertising we developed our campaign to be directed to dentists, providing materials for them to use to send to patients or to promote oral health in their local media. Many of our members helped us in distributing these promotional materials to dentists.

The campaign was successful, but we realized that reaching the public directly was still very important, which is why we're proud to have partnered with our fellow dental organizations to create the Partnership for Healthy Mouths, Healthy Lives.

Recently, the partnership came to an agreement with the Ad Council to create a three-year, public service ad campaign to educate and raise awareness about the importance of children's oral health and its tie to disease prevention.

Because the problems of oral health are extensive, we decided to narrow our focus on children, particularly those children that are most at risk of oral disease. We will focus our efforts on caregivers in an attempt to change bad habits that contribute to oral disease and to motivate people to make prevention of oral disease a priority in their lives.

The campaign should begin in mid-2012. After the first year of the campaign DTA, along with the Ad Council, will do extensive research among the targeted groups to test whether the campaign has influenced their knowledge of

oral health and has encouraged a change in daily behavior toward prevention of disease. In addition, there are many mechanisms currently in place to track the level of disease and these will be used as well. The ultimate measure of success will be seen in the reduction of oral disease, which is one of the most chronic diseases in our country.

The Dental Trade Alliance led the effort to develop the more than 25-member strong Partnership for Healthy Mouths, Healthy Lives coalition, members of which include: the Academy of General Dentistry, American Academy of Oral and Maxillofacial Pathology, American Academy of Pediatric Dentistry, American Academy of Periodontology, American



Recently, the partnership came to an agreement with the Ad Council to create a three-year, public service ad campaign to educate and raise awareness about the importance of children's oral health and its tie to disease prevention.

Association for Dental Research, American Association of Endodontists, American Association of Oral and Maxillofacial Surgeons, American Association of Orthodontists, American Association of Public Health Dentistry, American Association of Women Dentists, American College of Prosthodontists, American Dental Association, American Dental Education Association, Association of State and Territorial Dental Directors, California Dental Association, Dental Trade Alliance Foundation, Hispanic Dental Association, Medicaid SCHIP Dental Association, National Dental Association, National Network for Oral Health Access, Oral Health America, Organization for Safety, Asepsis and Prevention, Society of American Indian Dentists and the U.S. Department of Health and Human Resources/Office of Minority Health. **[FI]**

To find out more about the Partnership for Healthy Mouths, Healthy Lives ad campaign, please contact the Dental Trade Alliance at (703) 379-7755 or e-mail me at garyprice@dentaltradealliance.org.

Forward-looking attitude delivers big

Safco pairs traditional values with innovative business practices to spur sales growth.

For Safco Dental Supply, success depends on making sure that the more things change, the more they stay the same. A willingness to capitalize on new opportunities while remaining firmly rooted in its traditional core values has propelled Safco's growth since its inception in 1945.

Harold Saffir, who earned a degree in chemistry from the University of Chicago, founded the company to sell injectable dental anesthetics immediately after WWII. Safco branched out into a variety of private label products, and then added national brands not long after Harold's son Ken – now president and owner – joined the family business in 1975. Ken Saffir, whose own son also now works for the company, recalls that “by the time Safco computerized its systems in 1986, we had about 650 inventory items and a good customer was someone who ordered three times a year.”

He points out that 25 years later, Safco stocks 14,000 inventory items from nearly 200 manufacturers and has close to 12,000 customers – many of whom order three times every couple of months. The most explosive growth has been in the past dozen years, with annual sales tripling since 1999. The expanding company moved from its rented fourth-floor space in downtown Chicago into a 50,000-square-foot building

“We’ve grown the business to three times its size since 1999, yet we’ve increased our warehouse workforce by only six people.”

– Neil Ingram, vice president and general manager, Safco

in the suburbs. When it outgrew that location less than a decade later, Safco bought its current 162,000-square-foot facility in Buffalo Grove, Ill., remodeling it into a climate-controlled warehouse with state-of-the-art environmental systems.

Capitalizing on expertise and technology

By leveraging an experienced workforce of 48 people, and with the power of technology, Safco streamlines workflow and maximizes productivity. “We’ve grown

the business to three times its size since 1999, yet we’ve increased our warehouse workforce by only six people,” observes Neil Ingram, vice president and general manager. Investing in an automated storage and retrieval system (ASRS) to handle smaller inventory items was one strategy that helped cost-effectively fuel Safco's growth. In fact, the ASRS has proved so efficient that plans are now in the works to integrate it with a second carousel for larger items.

Every warehouse employee is skilled in all aspects of the picking, packing, checking and shipping process. The use of efficient bar code scanners and touch screen technology to verify orders, check weights and print invoices and labels has enabled the warehouse team to double its picks per hour, while maintaining more than 99 percent accuracy. “We do 100 percent inspection on all of the orders coming through,” stresses Tim Williams, warehouse manager. “We want to make sure that our customers are actually getting what we tell them they’re getting.”

Commitment to the customer

Fast, accurate shipping reflects just one dimension of Safco’s customer service focus, according to Ingram. “Our customers are our best asset and customer satisfaction is our company’s number one priority,” he points out.

Frank Cohen, director of product development and vendor relations, explains, “Quality service is what’s most important to us. We really are second to none in terms of how we bend over backwards to accommodate our customers.” For example, Safco promises free same-day shipping for orders placed by 4:30 p.m. CST and a 30-day risk-free guarantee that includes free pick-up and a full refund, even if the product box has been opened, he points out.

All customer calls are answered quickly; if a phone call isn’t answered within 50 seconds, the phone rings on every manager’s desk, including Saffir’s. In addition, Saffir and his executive team handle the toll-free lines every Friday at the end of the workday so that employees can go home early and the managers can maintain direct contact with customers. “It keeps us in touch and makes our customers feel good, too,” Cohen says. Saffir also listens to dozens of randomly selected recorded calls each week to ensure quality standards are consistently met. Many customer service representatives have dental office experience, and all receive ongoing training from vendors

to stay knowledgeable on the latest products. Although most orders are still placed by phone, about one-third of the business now comes online through Safco’s website (www.safcodental.com). “We pay a lot of attention to performance. We want it be easy and fast, no matter how our customers order,” Saffir says.

Value-added vendor partnerships

The catalog, monthly flyers, and customized direct marketing programs play a key role in communicating the latest product features and benefits to customers, while also adding value to Safco’s vendor partnerships. Safco’s quarterly printed catalog features an easy-to-read design with large four-color photos, high-quality bright white paper,

Many customer service representatives have dental office experience, and all receive ongoing training from vendors to stay knowledgeable on the latest products.

a comprehensive product and manufacturer index, and third-party product reviews from The Dental Advisor and Reality. The publication and direct mail flyers have proven effective in educating customers about products and providing access to dentists who do not have the time or opportunity to see manufacturers’ reps.

Safco has doubled its number of vendor partners since the 1990s, due to its commitment to build long-term relationships and help manufacturers drive market share and launch new products. The company offers manufacturers free advertising space and free creative services such as customized promotional copy and taglines, photographing products and creating exclusive merchandising offers.

distributor profile

In addition, Safco shares customer feedback and market trend observations so that vendors can keep close tabs on market demand. The company values its branded business and makes it a point to never offer incentives or programs to switch customers to private label products.

A caring culture

Safco is committed to its employees, reflected in the fact that the average tenure of current employees is eight years – and some have been with the company nearly 40. Saffir believes that providing individual employees with opportunities to broaden their knowledge of company operations beyond their immediate responsibilities contributes to a more satisfying work experience and sense of teamwork. He and the other senior managers work together in an open office, encouraging customer service representatives

Creating a fun, supportive and healthy workplace also matters. This includes everything from subsidizing healthy snacks in the vending machines to providing group lunches a few times a month.

to seek input as well as provide feedback and suggestions. “It’s a strategic ‘plus’ that management is closely tied to the people on the phones, and to each other,” Saffir says.

Creating a fun, supportive and healthy workplace also matters. This includes everything from subsidizing healthy snacks in the vending machines to providing group lunches a few times a month. And moving into the new building has created a unique opportunity to show appreciation for employees; Safco hired limousines to chauffeur every employee from their front door to work on their first day in the new facility. “We had people who wore evening gowns to work,” Ingram recalls. Safco also catered three

full meals for everyone that day. As it turned out, Safco had plenty to celebrate – it was the single largest shipping day in company history, and every order shipped on time.

Sustainability matters

The move to the new headquarters also marked a turning point in Safco’s sustainability commitment. When building out the new space, Safco tried to go as green as possible by using recycled and recyclable materials. A waste management program was implemented, such that all trash is now compacted and taken to a state-audited recycling center. Not only has Safco minimized its carbon footprint, it also has slashed waste disposal costs from \$2,500 per month to \$400.

In addition, Safco constantly evaluates ways to make its shipping packaging more eco-friendly while also minimizing product damage. The efforts have caught the attention of UPS, which recently invited Safco to be the beta site for its new Eco Responsible Packaging program. Safco has met stringent criteria for damage prevention, right sizing and materials content, and has become the first company in the nation certified under the UPS program. It remains the only certified shipper in the dental supply industry.

The new packaging has cut product damage claims in half, saving Safco time and money, while building customer good will. In addition, the recyclable, biodegradable air pillows Safco uses – instead of paper or packing peanuts – can be easily punctured and deflated, which is important for dental offices with limited waste disposal capacity.

Safco remains dedicated to its tradition of treating customers, employees and vendor partners with respect, friendliness and a genuine commitment to do things right as it continues its quest for innovative ways to improve operations, ensure quality and offer its customers a full spectrum of the best product choices to meet their needs. **[FI]**

Be the office hero!

Introducing an iPhone/iPad App that organizes dental offices.



Do your customers ask you these questions?:

- How many tubs do I need?
- Is that CDC compliant?
- Why are there so many colors to choose from?
- How many cassettes or trays do I need?

Available today are tools allowing you to easily answer those customer questions—an iPhone App, an iPad App and a desktop PC program. The dental office simply answers a few questions about their practice and the calculator delivers a customized shopping list. Use this list to help them plan or submit a product order.

We'll help you organize items like these.



Visit www.duxdental.com/Calculator to download apps and for more info.

Trust.Worthy.Innovation.



Commitment to Change

Henry Schein Dental emphasizes innovative solutions at annual sales meeting

"Navigate Change, Finish F.I.R.S.T." was the theme of Henry Schein Dental's 16th annual national sales meeting in Dallas. It underscored what Schein said was its commitment to finding innovative solutions – including new products and technological advances – to meet the needs of the dental profession. More than 1,500 "Team Schein" members and 300 representatives from 80 Henry Schein Dental supplier partners attended the meeting in Dallas.

In his welcome address, Henry Schein Chairman and CEO Stanley M. Bergman reaffirmed the company's commitment to its customers, supplier partners, investors, em-

ployees and society at large. He provided an overview of Henry Schein's growth over the past year and emphasized its commitment to enhancing access to care for underserved communities around the world through Henry Schein Cares, the company's global corporate responsibility program. Bergman noted that this year, once again, Henry Schein was named one of Fortune's "World's Most Admired Companies," ranking No. 1 in both social responsibility and global competitiveness in its industry. He also discussed the many influences – from changing demographics and technology to the latest advances in social media – that have had an impact on the company, its customers, and the markets it serves.



Kevin Upchurch, Regional Manager, Henry Schein Dental; and Steve Weyenberg, Regional Operations Manager, Henry Schein Dental, receive Henry Schein Dental's Center of Excellence award at Henry Schein Dental's National Sales Meeting.



Tim Sullivan, President, Henry Schein Dental, addressed Henry Schein Dental's National Sales Meeting, highlighting Henry Schein Dental's commitment to finding innovative solutions that meet the needs of the dental profession.



Brandon Weller, Field Sales Consultant, Henry Schein Dental; and Jill Jaworski, Telesales Representative – Outbound, Henry Schein Dental, accept the McHugh Partnership Award. The award is named after Lynne McHugh, Vice President of North American Business Operations, Henry Schein, Inc. (pictured center).



Stanley M. Bergman, Chairman and CEO of Henry Schein, Inc., addressed Henry Schein Dental's National Sales Meeting and reaffirmed the company's commitment to its customers, supplier partners, investors, Team Schein Members, and society at large.

Henry Schein Dental President Tim Sullivan told attendees that the company has achieved success by embracing change and responding swiftly to it. "Today the marketplace is evolving at an unprecedented rate as a result of changes within the dental industry, specifically, as well as those affecting the global marketplace in general," he said. "All of us, in our various roles within the company, must be open to the needs of our customers so that we can provide practitioners with the best combination of products, services and support."

The four-day event included training and education sessions for the company's field sales consultants, equipment sales specialists and digital technology specialists. It also provided the opportunity for sales reps to share best practices, discuss challenges and opportunities, and meet directly with supplier partner representatives. The meeting included an awards ceremony, two days of breakout sessions, and special guest lecturers, including celebrated motivational speaker Scott Black of Empower U.

The Henry Schein Cares Foundation raised funds at the national sales meeting to support its mission and to mark the 10th anniversary of the “Give Kids A Smile” program in 2012. In partnership with 3M ESPE and the American Dental Association, Henry Schein Cares will sponsor oral health screenings and treatment for young fans of NASCAR at the Charlotte Motor Speedway’s “Kid Zone” during

the NASCAR Charlotte Race Weekend on October 14-15. This event follows an oral health care education event held during the NASCAR SpeedFest event in March.

The Henry Schein Cares Foundation is a 501(c)(3) organization that fosters, supports and promotes dental, medical and animal health by helping to increase access to care for communities around the world. **[FI]**

Awards

SOCIAL RESPONSIBILITY AWARDS **HENRY SCHEIN CARES AWARD**

Rich Oberbeck • Kansas City

LEADERSHIP & PARTNERSHIP AWARDS

NATOLI LEADERSHIP AWARD

Donna Nelson • Albuquerque

THE MCHUGH PARTNERSHIP AWARD

Jill Jaworski • West Allis
Brandan Weller • Milwaukee

CAMLOG AWARDS **CAMLOG REGIONAL IMPLANT SPECIALIST**

Dan Gormley

CAMLOG ROOKIE OF THE YEAR

Travis Rothwell

CENTER AWARDS **TOP E4D REGIONAL PERFORMANCE**

Rocky Mountain Region
Jason Krause / Kevin Calder

Louisiana/Mississippi Region
Todd Carter / Todd Sheets

CENTER OF EXCELLENCE AWARD

Phoenix

SALES MERIT AWARDS **ROOKIE OF THE YEAR**

ESS - Ryan Lingenfelter • Omaha
DTS - Jennifer Nunley • Orlando
FSC - Adam Henke • Des Moines
FSC - Todd Alguire • San Antonio

TOTAL SOLUTION PROVIDER

EST - Kevin Gracey • Milwaukee
ESS - Michael Konesheck • Houston

DTS - James Kinney • New Orleans
FSC - Sam Barry • Boise

SALES ACHIEVEMENT AWARDS **DTS E4D CHAMPION**

Brian White • Denver

ESS TOP 5%

Matt Zolfo • Dallas/Fort Worth
Arthur Martin • Metro New York
Bill Hildebrand • San Antonio
Pat Tarrant • Tampa
Michael Konesheck • Houston
Adam Jones • Sacramento
Steve O'Brien • Chicago
Eric Black • South Los Angeles
Mark Riddle • South Los Angeles
Mike Corcoran • Portland
Shawn Bengtson • Minneapolis/St. Paul

DTS TOP 5%

Paul Saueressig • Dallas/Fort Worth
Dan Ginley • Boston
Greg Kaye • Chicago
James Kinney • New Orleans
Adana Wheeler • Tampa

FSC TOP 5%

Cameron Smith • Denver
Susan Feldner • Denver
Tony Starnes • Dallas/Fort Worth
Brandan Weller • Milwaukee
Frank Polhert • North Los Angeles
JC Clawson • San Antonio
Mitch Cutler • Long Island
Jerry Walters • Jackson
Rich Foti • Hartford
Tom Dietzler • Philadelphia
Betty Jonson • Cincinnati
Jeff Rice • Charlotte
David Franco • Albuquerque
Chris Clemson • Metro New York

Keith Killips • Chicago
Jon Hilliard • Pittsburgh
Anne Cox • Columbus
David Williams • Cleveland
Rodger Karwacki • Baltimore/Washington D.C.
Tom Brophy • Philadelphia
Dawn Langston • Tampa
Rick Dolk • Albuquerque
Todd Wilson • Dallas/Fort Worth
Brian Shue • Charlotte
Derek Covell • Raleigh
Joe Jandrisits • Chicago
Ronnie Klein • Long Island
Donna Nelson • Albuquerque
Kristine Hilton • Columbus
Kris Powell • Phoenix
Kelly Rollins • Toledo
Bob Lavigna • Cleveland
Richard McBride • Tampa
Jack Abrams • Newburgh
Carl Robinson • Boston
Todd Gregory • Milwaukee
Kevin Doherty • Grand Rapids
Shaun Taylor • Louisville
Steve Landi • Boston
Eddie Dahm • Milwaukee
Sam Barry • Boise
Pete Ward • Livermore
Kurt Miles • Denver
Jack Shalhoop • Birmingham

TOP ACHIEVER AWARDS

ESS TOP ACHIEVER

Matt Zolfo • Dallas/Fort Worth

DTS TOP ACHIEVER

Paul Saueressig • Dallas/Fort Worth

FSC TOP ACHIEVER

Cameron Smith • Denver

Challenges for dentists means opportunity for distributors

If dentists want to operate their practice as a business, they have to do what businesspeople do, Henry Schein CEO Stanley Bergman tells *First Impressions*

Dental practices are going through reimbursement challenges, just as their medical counterparts are. They have to respond and become more efficient. And their distributors can help them do so.

Baby Boomers understand the importance of preventive care, said Stanley Bergman, chairman and CEO, Henry Schein, who spoke with Bill Neumann of *First Impressions* at Henry Schein Dental's recent national sales meeting. Unfortunately, the amount of available resources to provide that care is shrinking.

Dental practices must do their part, said Bergman. "The biggest challenge will be to automate the practice and operate it as a more efficient business. That's a huge opportunity for us on the business side, but a tremendous challenge for our customers."

Henry Schein has been a leader in dental practice automation for years, Bergman said. The company introduced Easy Dental 20 years ago, and still offers it today. In 1997, the company acquired Dentrrix Dental Systems, a Windows-based practice management system.

"When we started distributing dental software, people said it didn't make sense," said Bergman. "Dental companies don't distribute software; software companies distribute software." But today, more dental practices than medical practices are automated. "I think it's fair to say Henry Schein helped automate the dental practice.

"We introduced the first electronic catalog of dental products, claims processing, different kinds of financial services," he said. "My job is to continue that trajectory, and we're making progress."

Next is what Bergman calls the "digital highway," that is, a way of transmitting impressions electronically. "We will have an open technology; we will emphasize to the practitioner the importance of using technology. Through that, I think we will create tremendous value for the practitioner, the industry and the lab."

Electronics, including social media, will play a big role in the industry in the coming years, Bergman said. Electronic "meetings" could replace some, though not all, study clubs and trade shows. "We have to keep an eye out to make sure dental meetings are productive," he said. "If social media is more effective in selling products and introducing ideas to dentists, then that's where we have to put our resources."

But the continuing themes for the dental industry – indeed, for all of healthcare – are tightening reim-

bursement and the need for greater efficiency. "In a free market economy, there's nothing wrong with operating your practice as a business," he said. "But if you're operating your practice as a business, you have to do what businesspeople do. You have to consistently deliver high quality care, and you have to install the tools to operate your business – software, technology, CAD/CAM, digital radiography."

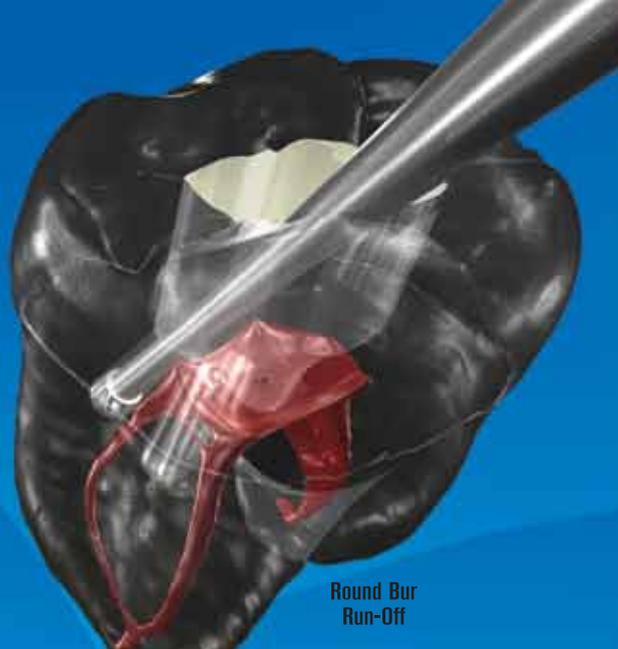
The distributor's field sales consultants must deliver that message to their customers. "But it's not enough to deliver it," said Bergman. "You have to deliver it and help the practice operate a better business.

"We've been very successful doing this. We've been investing in educating our field sales consultants on practice management a long time, and it's paying off." **[FI]**

"When we started distributing dental software, people said it didn't make sense."

**– Stanley Bergman,
Henry Schein, CEO**

Do round burs lead you down the wrong path during endodontic access?



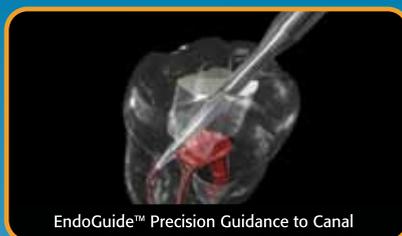
Round Bur Run-Off

TAKE A STRAIGHT-LINE PATH TO CANAL ACCESS

EndoGuide™ Burs patented¹ conical-shaped, micro-diameter tip acts as a self-centering guide to create precise endodontic access.



Not actual size



EndoGuide™ Precision Guidance to Canal



EndoGuide™ Straight-Line Path in Canal

- **Tapered, Micro-diameter Tip:** Creates ideal guide-path for endodontic files
- **Funnel-shaped Bur Design:** Improves canal visualization
- **Precision Guidance:** For efficient identification of calcified/MB2 canals
- **Conserves Vital Peri-cervical Dentin:** To strengthen resistance to fracturing

"EndoGuide™ Burs have eliminated my dependence on round burs and the ultrasonic tips. EndoGuide™ Burs offer greater precision and efficiency in creating straight-line access and identifying canals in molar teeth."

– John A. Khademi, DDS, MS



- Maximize Treatment Efficiency
- Conserve Healthy Tooth Structure
- Reduce Procedure Time
- Reduce Instrumentation



EndoGuide™
Molar Kit
Order #18051

EndoGuide™
Anterior/Bicuspid Kit
Order #18052



1. U.S. Patent No. 6,257,889 B1

Clinical illustrations courtesy of Dr. Eric Herbranson and Dr. David J. Clark.

EndoGuide™ is a trademark of SS White Burs, Inc.
SS White™ is a registered trademark of SS White Burs, Inc.

PRACTICE INSPIRATION



800-535-2877 | www.sswiteburs.com
1145 Towbin Avenue Lakewood, New Jersey 08701

No such thing as no

A positive approach and the ability to keep up with new technology make it easy for this rep to stay on top of her game.



Ginger Harris

“Whether it’s my business or personal interests, I look to do the best job I can.”

There’s no such thing as burnout for Patterson Dental sales rep Ginger Harris. Fourteen years of experience as a field rep with the company’s Orlando, Fla. branch, and 12 years before that working as a dental assistant, have provided Harris with just the sort of challenge on which she thrives. “I love to get up and go to work every day,” she says. “My customers are my friends and it makes me feel great when I can help them.

“I love the word, ‘yes,’” she continues, noting that her customers highly value top-notch customer service. In fact, she likens her job to that of a concierge at the Ritz Carlton. “For the [folks at] the Ritz Carlton, ‘no’ is not in their vocabulary,” she points out. Whether they have something or not, they find the right solution to accommodate their customers. If something’s not on the menu, they run down the street to the next restaurant to get it. The same goes for Harris. If a solution isn’t immediately apparent or available, she works with her Patterson team to come up with a new, equally productive one.

Staying relevant

The fast pace of dental sales leaves little opportunity for sales reps to

slow down – a challenge Harris enjoys. “For me, staying relevant with my dental customers means staying on top of [the many products] in our ever-changing world of dental technology,” she says. “I must continually educate myself in order to stay on top of my game.” Indeed, selling is very much about gaining the trust of the dentist and his or her staff, she adds. Not only must she know her products thoroughly, she must understand who her target audience is from one practice to the next. “I reach out to everyone in a dental office,” she says, noting that while she understands “it’s the dentist’s practice,” it takes a team effort to run it. “[That means] everyone in the practice has a different need,” she says. “And, not every product is for every [office].”

“Whether it’s my business or personal interests, I look to do the best job I can,” she continues. “I’m passionate

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



DENTSPLY Rinn

A Division of DENTSPLY International Inc.

www.rinncorp.com

800-323-0970

about what dentistry has to offer. With so much innovation and new technology in the industry, it's easy not to get burnt out."

What the customer wants

While it can be challenging to keep dental customers abreast of new products and technology, distributor reps have access to a number of educational tools, Harris points out. "Patterson offers training classes," she explains. In addition, there are webinars and online education available, and vendor rep partners are often available for ride-alongs. "Hands-on [demonstrations] are important," she says, adding that she frequently relies on her vendor partners to show customers how to properly use equipment.

"Sometimes it's about whatever we can do to help our customers get through the day, even when it's not necessarily part of our job – doing common things in an uncommon way."

"Lunch-and-learns are still a big part of sales," she continues. "But, again, I must know my customer's needs. For instance, 'what is the topic and how will the product enhance the dental practice,'" she notes. "Also, I try to make sure the people who will be using a product will be present for the demonstration."

As many reps have found, Harris believes literature and handouts are becoming less popular among dentists, who are inundated with the details of running their business. "I don't think every dental office actually reads all of the literature," she says. "I carry my iPad and can pull up [product information/images]. I definitely think paper is going away."

That said, one of her customers has made it clear that "for every new product that comes out, he wants to see it,"

says Harris. "So, if I have a new soft tissue laser product, he wants the literature – as well as a machine he can try out."

Then there are those dentists who are resistant to change. "But, I can still help them to be open to it," says Harris, noting that it's frustrating to watch a practice with 25-year-old equipment deteriorate. "Oral cameras aren't in these dentists' vocabulary," she says. "They have old carpeting in their waiting room and they don't necessarily educate their patients [about new procedures]. I sometimes need to have a challenging conversation with them, and we talk about what their goals are. It's always nice to be able to take an order, but what I really want to do is help my customers have a more efficient and productive practice."

That said, "sometimes customers are in a unique situation," she continues. For instance, one of Harris' customers is 55 years old, debt-free and looking to retire in five years. He has no interest in taking on new debt – which means he's not open to investing in his practice. Her challenge was to help him move forward in spite of this. The solution? "I suggested he bring in an associate who could buy into the practice over the next five years and invest in new technology," says Harris. Her customer was happy, and his practice moved forward.

– Ginger Harris **The little things that count**

Helping her customers succeed in business and provide the best patient care is at the top of Harris' agenda. And, for the most part, that involves educating them on the latest products and technology. But, she also knows that it sometimes is the small gestures that get the dentists and their staff through a stressful day.

"It's the little things that sometimes count the most," says Harris. "I was at a dental office where the dental assistant had a terrible headache – and no aspirin. After I finished up, I left and picked up some Advil for her."

"Another time, a customer told me she was having a very hectic day and couldn't talk to me," Harris continues. "I left the office and bought her a dozen cookies from Panera. Sometimes it's about whatever we can do to help our customers get through the day, even when that's not necessarily part of our job – doing common things in an uncommon way." **[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

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





Asking for the Truth

Your formula for handling the Do-Nothing Prospect

A warm prospect reaches out and wants to hear about your solution. You set an appointment, do your homework and show up prepared to put on a five-star performance. You build trust, engage with questions and offer a solution you know will make them happy. In the end, the prospect tells you they like what they are hearing and tells you to follow up next week. You leave your materials and off you go. The following week you place a follow up call and the prospect tells you they still aren't ready to move forward. You try again the following week and you get the same response. What happened? It all seemed so promising at the initial meeting!



that it often reduces the salesperson's *responsibility* and potential impact on the end result. Truth is, a third of the prospects are going to buy from you whether you stink at sales or not. A third are never going to buy from you regardless of how good you or your solution are. Which means you are fighting over that middle third. The secret sauce in closing that middle third lies in two words...urgency and expectation.

Getting the quick truth

Below are the steps to getting people to pull the trigger more quickly. Pulling the trigger doesn't mean you get a "yes" every time. It just means you are getting the quick truth, be it positive or negative, faster than most. First, it's important to understand just how important quicker decisions are. For every hour you spend chasing a customer who is never going to buy from you, you are sacrificing an hour that can be

So how do you get the Do-Nothing Prospect to do something? It's simple. You ask! Too many "solution" salespeople and sales consultants believe their job is simply to offer solutions and advice, and then let the prospect come to their own conclusion. That mentality is designed to reduce the pressure the prospect may feel. The unfortunate result, however, is

Pulling the trigger doesn't mean you get a "yes" every time. It just means you are getting the quick truth.

INNOVATIVE IMAGING SOLUTIONS FROM FLOW DENTAL

Whether it's Digital Sensors, Phosphor Plates, or traditional X-Ray Film, your choice for quality and innovation begins and ends with Flow Dental!

PSP users



Use EZ-Glide tab to insert plate



Remove EZ-Glide tab and seal



Deluxe Safe 'N' Sure phosphor plate envelopes save time, improve efficiency, and provide extra protection of PSP's! The unique EZ-Glide Tab makes loading quick and E-Z! The center seam tear-away makes un-loading quick and E-Z too! A perfect product for ScanX* and Denoptix* users.

In a recent survey 70% of the dentists who tried new Deluxe Safe 'N' Sure said they would switch from the brand they were using!

For customers who use the OpTime* system, **new Safe 'N' Sure OPT's** delivers innovation and value too! Only Safe 'N' Sure OPT's have the cardboard inserts pre-loaded inside the envelope. OPT's also come with our E-Z Glide Tab and center tear-away seams that users of our Deluxe Safe 'N' Sure love.



New and improved **SUPA** disposable bite blocks work equally well with either Film or PSP's! Supa's feature a smaller form factor, rounded edges for added patient comfort, and can be used with XCP* or RAPD parts if your customers want to use an aiming ring when taking x-rays! And new SUPA's are biodegradable too!

SENSOR users



Deluxe Comfee Sensor Sleeves are the ultimate in sensor comfort and protection! Our textured material reduces surface tension allowing the sensor to glide in and out. No pulling and tugging! And the tear-away feature of our seams reduces handling.

For the cost conscious user, the **Econo Comfees** combine reliability with an everyday low price.

FILM Users



Flow **Econo Pak D & F** speed films combine an everyday low price with brand name quality and reliability! Proudly made in the USA, Flow film has over 30 years of proven quality and reliability!

Dealer Reps; samples of all these and more are available. Just call us toll free at 800-356-9729 or go online at www.flowdental.com to request your samples!

* ScanX is a registered trademark of A-Scan, Inc. Denoptix is a registered trademark of Gendox Corp. XCP is a registered trademark of Comco Corp. OpTime is a registered trademark of Danaher Corp.

spent on other high-value activity. To avoid this, you need to do more **ASKING!**

1. Ask...who makes decisions and how they are made early in a sales presentation by asking, “*Who as well as yourself is responsible for making decisions?*” Don’t wait until the end. This will prevent you from wasting words on the wrong people.

2. Ask...for a meeting with the higher-level decision-makers. Don’t assume the person you are

“Sue, please help me to understand something. You mentioned that I addressed all your concerns and that you believe my solution is a good one. The proposal meets your budget requirements and yet I still sense some hesitation. What can I do to get you to move forward with this project and when?”

Is this pushy? No. Remember, you’re not a jerk (how’s that for inspiration). If you’ve done a good job matching your solution to their wants and needs, you have earned the right to ask. By doing so, you will either pull out a real objection



A quicker YES means quicker commission. A quicker NO means more hours to fill your sales funnel with new prospects, find new ways to delight current customers, and more time to learn.

speaking to has all the buying power...even if they do. If they tell you they need to take the decision higher up, ask for an audience with that person. Expect to be at the table where the real decision is being made.

3. Ask...your lower level prospect what they think may be important to the other decision-makers with, “*What do the others need to hear to come to the conclusion that my solution is a good one?*”

4. Ask...what is preventing us from moving forward after you get the dreaded, “*We are still thinking it over.*” Face it...sales isn’t for wimps. So why is it that so many sales “consultants” are afraid to pull the truth from the prospect? Try something like:

and then be able to respond to it, or you will learn that this may be an opportunity that you need to give a rest for a while.

5. Ask...yourself how much you are worth.

Understand that your most valuable assets are your time and expertise. There is a cost associated with chasing opportunities blindly.

So this month, focus on getting to YES and NO quicker. No more assuming! A quicker YES means quicker commission. A quicker NO means more hours to fill your sales funnel with new prospects, find new ways to delight current customers, and more time to learn. And who knows, you may even have extra time to take in that baseball game with your top customers...your family and friends. **[FI]**

President of Kansas City-based PRECISE Selling, Brian Sullivan, CSP delivers seminars and Internet training programs on sales, customer service, leadership and presentation skills to companies of all sizes. To sign up for his free 7 Part Video Series on How to Become a Sales Weapon, go to www.preciseselling.com or e-mail Brian at bsullivan@preciseselling.com.



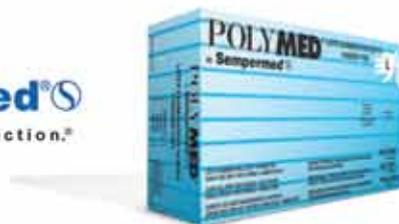
MINIMIZE TOUGH CHOICES.

Fit or sensitivity? This timeless paradox of exam glove wearers has finally been solved. Welcome to our Polymed® brand. The perfect multi-purpose, natural rubber latex glove from Sempermed that is polymer-coated for easy donning and powder-free to help eliminate powder-related complications. So, you can provide your customers with both the sensitivity and comfort they need.

And since we set the bar on quality standards that well surpass ASTM standards for both consistency and performance, you can feel absolutely secure that every box of Polymed gloves you provide your customers will deliver the protection and comfort they deserve.

For your free box of Polymed® gloves, email us at DentalGloves@SempermedUSA.com or call 800.749.3650.
For more information visit SempermedUSA.com/FirstImpressions.

Sempermed®
We are people protection.®



 Follow us on twitter  SempermedUSA.com/Blog  Connect on LinkedIn

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



Windshieldtime

Chances are you spend a lot of time in your car. Here's some automotive-related news that might help you appreciate your home-away-from-home a little more.

Collision avoidance for \$500

The cost of collision-avoidance systems that use radar and cameras to prevent crashes soon will be cheap enough for the mass market, according to Automotive News. Suppliers say the retail price of a next-generation collision-avoidance system soon could fall to \$500 or so as the cost of sensors declines. Collision-avoidance systems use radar, infrared laser sensors or cameras to spot obstacles in the road ahead and warn the driver. If the motorist fails to respond, some systems

Sixty-five percent of Chicagoans, 64 percent of San Diegoans, 62 percent of those in Portland, Ore., and 74 percent of Phoenix residents support red-light cameras.

automatically hit the brakes. Collision-avoidance technology entered the mass market in April, when Ford Motor Company's Active City Stop system debuted on the European Ford Focus.

Retractable steering wheels

Retractable steering wheels could find their way into cars within the next five years. TRW Automotive Holdings Corp. unveiled a folding steering wheel concept that retracts into the dashboard to improve driver comfort getting in and out of a vehicle. The design features two retractable handles that close fully to create a smaller shape, which then folds away into the dashboard. When the vehicle is started, the steering wheel deploys into the driving position which can be pre-set and saved by any driver into their chosen position.

In-N-Out electric battery changes

California-based Better Place unveiled its first Battery Switch station in Europe in Gladsaxe, Denmark, just outside Copenhagen. It is the first of 20 such stations to be deployed across the country over the next nine months. Customers swipe their membership card, which authenticates the car and subscription (a reported \$350 a month for access to batteries and swap stations). The rest of the process is automated, similar to going through a car wash, so the driver never has to leave the car, says Better Place. In about five minutes, a robotic arm removes the depleted lithium-ion battery packs and replaces them with a fully charged pack. Better Place and Renault will begin marketing the Renault Fluence Z.E. electric car later this year.

Support for red-light cameras

Two thirds of drivers in 14 big cities with longstanding red-light camera programs support their use, according to a survey by the Insurance Institute for Highway Safety. Sixty-five percent of Chicagoans, 64 percent of San Diegoans, 62 percent of those in Portland, Ore., and 74 percent of Phoenix residents support red-light cameras.

Made in America

The Toyota Camry once again topped the Cars.com American Made Index. The Camry, which is assembled in Georgetown, Ky. and Lafayette, Ind., is followed by the Honda Accord and the Chevy Malibu, which rank No. 2 and No. 3 respectively. Rankings are based on percentage of a car's parts that are made domestically, where they are assembled, and how many are sold to U.S. buyers. The rankings are: 1) Toyota Camry; 2) Honda Accord, 3) Chevrolet Malibu, 4) Ford Explorer, 5) Honda Odyssey, 6) Toyota Sienna, 7) Jeep Wrangler, 8) Chevrolet Traverse, 9) Toyota Tundra, and 10) GMC Acadia. **[FI]**



The Dental Sales Academy presents

HOW TO SELL TO DENTISTS

hosted by Dr. Tony Stefanou



READY TO SKYROCKET YOUR SALES RESULTS?

**The Unique Sales
Workshop that your
COMPETITORS will
wish they found
out about first!**

"This workshop was so jam packed with value that I could have gone home in the first hour and gotten my money's worth! Best dental sales training I have ever attended!"

– L.P. VP of Sales—Utah

Learn all this and much more...by a dentist and former VP of Sales for 3 dental companies!

- Why dentists buy
- What's most important to them
- Learn how to create effective sales presentations.

Live Dental Sales Workshops in New York City Oct 28, noon - 6pm and Oct 29, 9am - 4pm, 2011

Find out more at www.HowtoSelltoDentists.com or call Dr Tony at 646.375.2067.

Can't attend these workshops? We offer sales training packages with options such as online product training, webinars, or live training at your HQ or national sales meeting.

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.

Apple's Lion a bridge between laptops and smartphones

Apple's new Lion operating system is said to bring the personal computer that much closer to tablets and smartphones. Lion – which is available for \$29.99 as a digital download from the Mac App Store – boasts a number of user-friendly features, according to the company: Multi-Touch, said to offer “more fluid and realistic gesture responses”; full-screen apps; “Mission Control,” which brings together full-screen apps, Dashboard, Exposé and Spaces to give the user a birds-eye view of everything on the system; Mac App Store, which lets the user browse and download apps; “Launchpad,” which gives instant access to all the apps on the Mac; “Resume,” which reopens apps right from where the user left off without having to start from scratch, even after restarting the Mac; “AutoSave,” which automatically saves your work every few minutes; “Versions,” which charts the history of the user's documents, taking snapshots in time and displaying them side by side in a browsable timeline; and “AirDrop,” which allows the user to send files to other AirDrop users wirelessly, with no Wi-Fi network required. Lion also has reconfigured Apple's Mail program.

Battery on the run

Third Rail System (from Third Rail Mobility) offers add-on battery power for your iPhone 4 when you need it, and doubles as an external battery for other mobile devices, according to the company. The system functions as

a protective case, power case and portable external charger. The Smart Battery is said to slide onto the Slim Case for an easy charge, and can be removed when power is not needed. Smart Batteries can be stacked together to create a power hub, allowing the user to collectively charge all Smart Batteries – and any device plugged into them – with a single AC or PC adapter. Initially available for the iPhone 4, the company says it will launch additional Third Rail Slim Cases for other smartphone models later this year.

Technology Editor Walt Mossberg found the Thrive to be a good alternative to the iPad for people who place high value on having standard ports and a removable battery.

New tablet emulates laptops

Toshiba's new Android tablet, the Toshiba Thrive, emulates a laptop in some key respects. For example, it has a full-sized USB port, a removable battery, a file application manager like those on PCs, a full-sized SD slot for flash memory cards, and a full-sized connector (called an HDMI port) that can use a standard cable for linking to a high-definition TV, according to a review in the Wall Street Journal.

Base price is \$430 -- \$69 less than the entry-level iPad 2. But it has only half the memory – 8 gigabytes – of the iPad 2. The initial model is Wi-Fi only, but Toshiba promises a model with cellular connectivity in the fourth quarter. Technology Editor Walt Mossberg found the Thrive to be a good alternative to the iPad for people who place high value on having standard ports and a removable battery. The device plays Adobe Flash videos and websites, though unpredictably. It fared poorly in the writer's challenging tablet battery test, going 5.5 hours before shutting down, compared to slightly over 10 hours for the iPad 2 during the same test. **[FI]**

NEODIAMOND®...

...always IN stock!



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



800.235.1863



MICROCOPY
INNOVATIONS FOR DENTISTRY

Signs of Decay

Complacency can take up residence anywhere. With eyes and ears open, reps can help their customers keep it at bay. But they'd better keep a mirror handy, just in case.



Are you passionate about sales and about helping your customers deliver better care and grow their business? Do you challenge them to question what they're doing? Are you strong enough to look in the mirror and challenge yourself to do the same?

If you answer "yes," chances are you and your customers are moving forward, improving things, learning all the time, and getting turned on to the possibilities of helping to provide better patient care while increasing revenues (or, in the case of the rep, commissions). But if you can't, chances are you and your customers could be suffering from a bit of complacency.

Every dental practice can lapse into complacency at some point, according to those with whom *First Impressions* spoke. Sometimes they recognize it, sometimes they don't. Sometimes they address it, sometimes they won't. And sometimes the rep can help the practice change course...and sometimes he or she can't do anything but watch.

The signs of complacency

Sometimes the signs of complacency in a practice are obvious. "It starts with the facility, as you walk into the reception area," says one distributor sales manager. "How does it look? Is it dated? Do they have periodicals that are three or four years old? How does the exterior signage look?"

"You get a feeling from the staff when you walk in the door," he continues. "A staff that's engaged and customer-centric will greet you, or at least make eye contact. Others won't look up or acknowledge you."

Sometimes the signs of complacency in a practice are obvious. "It starts with the facility, as you walk into the reception area," says one distributor sales manager. "How does it look? Is it dated?"

Easy to spot

Donna Medlin, office administrator of Baylee Dental in Summerfield, Fla., agrees that complacency is easy to spot. "You can tell it the minute you walk through the front door," she says. "Does the patient – or the sales rep – get acknowledged? A lot of offices don't take the time to do that. Do you notice mass confusion at the front desk,

Sometimes the signs of complacency are more subtle. For example, the practice may lack a website. "The majority of customers today are online, and they like to do as much as they can over the Internet prior to coming to the office," he says. "Can they download medical forms, or get on the website to track their account, make payments, or do the different things that are available?"

Complacent offices might not be as aggressive with continuing education as others, he continues. And they may fail to implement technology that can help them enhance patient care and increase revenues.

The complacent general practice may also resist providing some services, such as endodontics or implants, and hence risk losing patients, says the sales manager. "Most patients prefer to stay with their general dentist. [The practice] will suffer a revenue hit if they're not stepping outside the box."

where people don't know their jobs? There's stress, and you can feel it when you walk in the door."

Medlin started in dentistry in 1969 as a dental assistant. Over the course of her career, she has helped open several practices, including Baylee Dental in 2004. She is a member of the American Association of Dental Office Managers, and earlier this year was awarded a scholarship to attend the association's annual meeting in September.

In the complacent practice, people consistently fail to follow through on tasks. "You expect something to be done but nobody takes responsibility for it," says Medlin. "You notice there's a loose link, and you have to establish,

Complacent practices often stop acquiring new technology. In past decades, that would have been OK. Young dentists would get out of school, open their practices with some basic equipment, and keep it – and the shag carpet – for years.

"Is it leadership, or is it the [staff member]?" Over time, the complacent office loses patients and experiences high staff turnover. Production drops.

What's past is past

"Some dentists think that whatever was in the past will be in the future," says Charles Blair, DDS, Dr. Charles Blair & Associates, Belmont, N.C. "But we're in a new ballgame now. The patient coming in has a different attitude about things." For example, he or she may be looking for deals or for procedures only paid by their insurance; few professionals are prepared to respond to that.

Complacent practices often stop acquiring new technology, says Blair. In past decades, that would have been

OK. Young dentists would get out of school, open their practices with some basic equipment, and keep it – and the shag carpet – for years, he says. Today's graduates must spend far more on information systems, intraoral cameras, CAD/CAM technology, digital radiography, etc. What's more, they have to spend an average 2 to 5 percent of their gross every year to keep up with technology changes, he says. "Those days of equipping your office, paying it off in your first five to seven years of practice, and then [forgetting about it] are over."

The complacent practice lacks an Internet presence, and hence risks losing out on new or referred patients, continues Blair. "They don't realize that the Yellow Pages are dead."

In addition to a slowdown in technology acquisition, complacent practices may let continuing education lapse, he says. And they have poor internal marketing. "They don't ask patients for referrals or reward them with thank-you notes." Nor do they offer third-party financing.

Complacent practices may not bother answering their phone during lunch. They may take Fridays off. "If someone who's new in town is looking for a doctor, and they get the answering machine, they'll go to the dentist who answers the phone," says Blair.

Some doctors refuse to join preferred provider organizations, despite the fact that the industry is moving in that direction, he continues. "That approach only goes so far in some markets." To make things worse, when asked if the practice takes insurance, the people at the front desk simply say, "We don't do that," rather than saying "We're not a member of your network, but we'll work with you for value dentistry or offer a discount." "They don't even make the effort," notes Blair.

The complacent practice often lacks patient contact software, and misses follow-up appointments. "They may not send out notices, or notices fall through the cracks," says Blair. In addition, many offices don't know proper coding or how to properly handle multiple PPO benefit coverages. "There's a lack of sophistication."

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

Direct doctors to ChaseHealthAdvance to learn more:
AdvanceWithChase.com/FI
1-888-388-7633

CHASE 

Complacent practices too often “just say no,” he continues. For example, they simply won’t take children. “The problem with that is, those children have parents and grandparents,” all of whom are potential patients.

A certain sense of entitlement may creep in. The doctor feels he or she is busy enough and doesn’t have to do endodontic or other procedures. “I didn’t like endo anyway; I’ll refer it out,” he might say, according to Blair. Or the doctor may refer surgical procedures because he or she doesn’t like to get phone calls on Saturdays from patients whose mouths hurt following a procedure.

“They become what I call ‘refer-a-dontists,’” he says. “There’s that sense of entitlement that says, ‘I don’t think I need to do that.’” But what one practices doesn’t want to do, another will gladly take on.

for change to the staff, because the staff may want things to be like they always have been.”

Crawling out of complacency

There are cures for complacency, according to those with whom *First Impressions* spoke. They include inquisitiveness, knowledge, courage, leadership...and some humility. And those rules apply to dental practices and sales reps alike.

“The dental world is changing faster today than it has in the last 20 years,” says Jody Catalanello, Mosaic Management Group. The dentist has a lot to juggle, with technology, social media, etc., she points out. “He can’t just put his head down and do dentistry, which is what many want to do.” Smart dentists find others who can take on some of the things that they simply cannot.

The fallout from complacency may be slow and subtle. The practice may experience slippage of new patients without understanding why. Turnover of staff, such as hygienists, may increase.

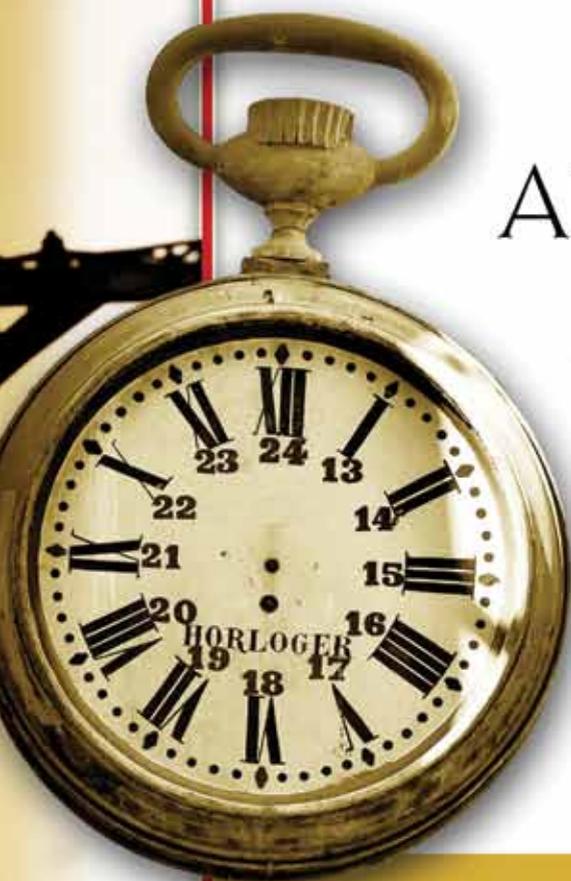
That sense of entitlement can find its way to the staff, including hygienists, who may resist changing their work patterns, even though it may be in the best interest of the practice for them to do so.

The fallout from complacency may be slow and subtle, says Blair. The practice may experience slippage of new patients without understanding why. Turnover of staff, such as hygienists, may increase. “In this challenging environment, some practices are gaining market share while others are losing market share.”

Change occurs when the pain of not changing exceeds the pain of changing, he says. “Once that pain hits the doctor – usually in the wallet, or in the lack of busyness – he or she says, ‘I have to change the way I operate my practice.’ But they have to be a leader, articulating the need

Dentists who are, by nature, cautious and leery of change, do themselves a favor by surrounding themselves with people who are not like them, she adds. “It helps balance the wheel.” Yes, such arrangements can lead to occasional conflict in the office. But they can also keep the practice from stagnating.

Today’s dentists have to figure out a way to filter all the information coming their way, or else they’ll get buried, says Catalanello. “Sometimes they can get so [caught up] doing what they’re doing, they haven’t figured out, ‘How does all this information fit into where I want to go in the practice?’” she says. They need to continually ask themselves questions such as: “Where do we want to go?” “What kind of culture do I want?” “What is our vision for the level of care our patients receive?”



“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)

Then they have to turn around and provide crystal clear direction to their staff. “You have to know what you want and be clear about it, so your team can support [you],” she says. That direction “doesn’t have to be pie in the sky. Maybe they want every patient greeted with a smile. You [that is, the dentist] just need to define that, so everybody around you can support you.”

Leadership

Vitality in a dental practice begins at the top, with good leadership, says Medlin. Baylee has such leadership, she says. Practice founder Agatha Cayla, DMD, for example, was a dental assistant at one time. “She came up through the ranks; she knows what people need to do in order to get the job done.”

A good leader avoids micro-managing, says Medlin. He or she hires people who can handle responsibility, and she gives them a lot of it. This way, the doctor is free to practice dentistry.

The vital practice is led by people who are passionate about what they do, she continues. “They have an emotional attachment to their careers. And when you’re passionate about what you do, your patients and staff feel it.”

At Baylee, patients feel that passion during their very first phone call to the practice, she says. “Our ladies are very dedicated. They can be on the phone 15 or 20 minutes with new patients. And in our advertising, we tell [prospective patients] to stop by any time and take a tour of the office.”

Teamwork is essential to providing superior patient care and running a profitable business, and vital practices cultivate it, says Medlin. “If you have a plan, stick to it. We’re very firm on soft tissue management. Everybody is on the same page. If you’re not, it’s like



“We are just very good at what we do. Our customer service outshines everyone else. If patients leave the practice because of insurance issues, we tell them the door is always open.”

**– Donna Medlin, office administrator,
Baylee Dental**

the telephone game – you lose something in the message.

“We are just very good at what we do,” says Medlin proudly. “Our customer service outshines everyone else. If patients leave the practice because of insurance issues, we tell them the door is always open. And they come back. We are consistent with our philosophy, and patients appreciate it. And they refer others to us.”

The best leaders are those who get buy-in from their staff for necessary change, according to the sales manager. “They explain why the change is better for patients, for the practice, for the staff,” he says.

That’s important because the staff is front line with the patients, he says. “They’re helping sell the procedures, so it’s important to include them in the decision-making process, understanding that the ultimate decision is with the dentist. Getting staff involved in product demonstrations or marketing

techniques or remodeling of the front office – these are ways to get buy-in. Then the staff help sell these changes to the patients; they do the internal marketing.”

The rep and new technology

Vital practices explore new technology. It’s here that reps can play an important role.

“Diagnostic procedures in the last five years have grown by leaps and bounds,” says the sales manager. “We’ve come a long way with oral cancer screening devices. Three-dimensional radiography has hit the market and has done tremendous things in diagnosing and treating certain [conditions]. Ten years ago, it was a challenge getting people to give up film; now most practices use some form of digital radiography. So

AIR TECHNIQUES & PROFESSIONAL SALES ASSOCIATES

At Your Service...



For more than **40 years**
 AirTechniques has put its trust in
 Professional Sales Associates. Our partnership combines
 industry leading dental manufacturing with superior representation.

We've grown together from one product to an entire line of utility
 room and digital imaging products. We could not have done
 it without PSA and are proud of our work together.

Products made and sold by people who care.



www.airtechniques.com

it's continually putting things in place to allow you to enhance patient care.”

Practices that fail to see the benefits of some of these technologies may have preconceived notions of what outcomes that technology will – or won't – bring about, he says. Reps who fail to challenge the doctor may bear some of the responsibility for that. Reps also are well-advised to enlist the support of staff in major technology acquisitions. “Most dentists like to have the support of the staff,” he says. “It makes implementing new technologies more streamlined.” Without that support, new technologies may go underused.

The rep's job is to get emotional buy-in for change, he continues. That calls for tapping into the clinical team's desire to provide superior patient care. “It calls for a little bit of a leap of faith that the technology will

“If things don't go well, and [the supplier] offers no back end support, the next time something comes up, there will be some hesitation [on the part of the practice].”

enhance patient care. But once [the practice sees that], they're excited, they take pride in what they're doing, and it snowballs from there.”

One caveat: The rep – and his or her company – needs to stand behind that practice as it navigates its way through change. “Failure usually occurs when the dental practice isn't partnered with people who will support them, who will make sure the implementation of new procedures and technologies is well thought out,” he says.

“There's always a bump in the road.” But the good supplier stands by the practice as they work through those

bumps. “If things don't go well, and [the supplier] offers no back end support, the next time something comes up, there will be some hesitation [on the part of the practice].

“A good distributor rep wants the office to be successful. In turn, [the rep] will be successful.” By questioning and listening to the dentist and staff, the rep can determine the practice's unique needs and vision. “Once you identify that, you [that is, the rep] have to make a decision. ‘What do I introduce to get them to that point?’ It's different for every office. But you have to add value. You have to be someone who will enhance the success of the practice.”

The power of open-ended questions

The sales rep can help the practice define its direction and how new technology fits into it, notes Catalanello. But doing

so calls for careful listening and questioning. “I coach a lot of doctors on using open-ended questions [with their patients],” she says. “It's a hard thing for me to do as a consultant, or a doctor with all those degrees. Or a sales rep. But open-ended questions allow [people] to figure out what the right answer is for them.”

She offers this example, from the doctor's perspective. The patient has had teeth removed, but not replaced. The open-ended question is, “Tell me more about why you've made the choice not to replace your teeth?” The answer may be lack of money or time, or maybe the person heard a horror story about someone who got

an implant or bridge and suffered some catastrophe. With that information, the doctor can proceed in the direction the patient wants to go.

“The same thing applies to reps,” says Catalanello. “They can ask a question like, ‘We've had this technology on the market for a while, doctor. What's held you back from going ahead with it?’

“That's wonderful information for the rep to have. Then you're on the side of the doctor. You're not trying to sell him something; you're trying to help him get to the results he wants.”

The challenge for dentists and reps alike is staying fresh and vital in professional relationships that span many years, says Catalanello. After working with the same person 15 or 20 years, you think you know how they'll respond to just about anything, she says. "That's where you can get complacent. 'I'm not going to fight this battle with this person again.' That's the beauty of using great questioning skills. People change, times change, different things happen in people's lives. Asking those questions is what gets you to that emotional side, and gets you buy-in."

'Are you ready?'

Baylee's Patterson rep, Teri Grantham, has played a big role in making the practice as successful as it is, says Medlin. The company's Eaglesoft practice management software, for example, has led to improved productivity and better communication with patients, she says.

It was Grantham who prepared Baylee Dental for digital radiography simply by saying to Medlin, "Let me know when you're ready for digital X-rays," says the latter. Grantham also played a big role in Baylee's CEREC acquisition. "She said to me, 'Do you think you're ready for it?'" recalls Medlin. That gave Medlin pause, and next time she saw her rep, she asked for more information. "I had heard about CEREC, but it was her positive attitude and asking me if we were ready for something like this" that caused Baylee to move forward.

"Again, when you get somebody who knows their job, is enthusiastic about what they do, and who takes the initiative to follow through and guide the practice to grow," good things happen, says Medlin.

Blair on sales reps

To instigate change, reps themselves must be open to it.

"When I was in practice in mid-70s and early 80s, the rep would come in and say, 'How's Carolina basketball doing,'" says Blair. "The rep was a friend. It was relationship selling. He'd get his pad out, and my staff would give him

a list of things we needed. Did he ever mention helping me in my business? Zero."

Today calls for a far different approach, he says. First of all, many doctors and practices prefer to place orders online. Second, and more important, distributors should be talking to doctors about their business more than about the bells and whistles of the products and equipment they're selling. "That rep calling on the doctor can be a reservoir of information," notes Blair. Using open-ended questions, the rep can help the doctor see how a new piece of equipment can fit into the practice, increase revenues and improve patient care. "The rep with business knowledge is a big winner in the future."

Complacency may be an occupational hazard for doctors, staff and reps alike. The winners are those who recognize it and deal with it.

The challenge for dentists and reps alike is staying fresh and vital in professional relationships that span many years.

"People go through periods of complacency," says the sales manager. "If you can help them get a couple of base hits, they'll really light up, because we all want the practice to do well."

"You're running a marathon, not a sprint," says Catalanello. "You'll see big change. You'll revisit things; you'll end up coming back to them. It's the nature of the challenge. Sometimes you'll end up hitting that heartbreak hill, and it may not be at the same time somebody else is hitting it. You have to be able to support them through that process. That's the part of fun of what we do – working through people's life changes with them." **[FI]**

CHANGE: The antidote to complacency

Human beings are masters at sabotaging change, according to authors. But we can overcome the barriers to change inside us and our organizations.

By Mark Thill

For many of us, change is difficult, even if we know, intellectually, that we need to do things differently. Organizations, such as dental practices, find this to be true. So do individuals, such as sales reps.

In their 2010 book *Switch: How to Change Things When Change is Hard*, authors Chip Heath and Dan Heath investigate why change is so difficult to pull off, and how to do it anyway.

The Heaths base their book on an analogy of an elephant and his or her rider. “Perched atop the Elephant, the Rider holds the reins and seems to be the leader. But the Rider’s control is precarious because the Rider is so small relative to the Elephant. Anytime the six-ton Elephant and the Rider disagree about which direction to go, the Rider is going to lose.”

In the analogy, the Rider represents our intellect, and the Elephant represents our emotions. “The Elephant’s hunger for instant gratification is the opposite of the Rider’s strength, which is the ability to think long-term, to plan, to think beyond the moment,” they write.

You’d think that once the Rider figured out why change is needed and how to bring it about, change would occur. But we are, after all, human, say the Heaths. In fact, the Rider in us tends to overanalyze and overthink things. The Elephant provides the energy. To effect change, you’ve got to appeal to both. The book is full of anecdotes about individuals and companies that have done just that.

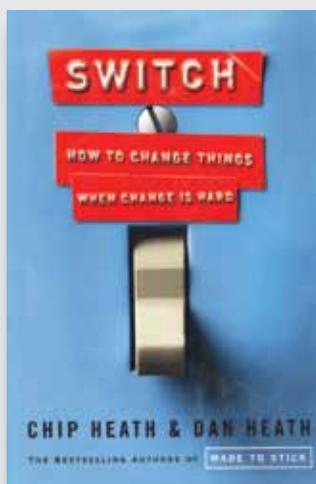
Perhaps the most confounding of the Heaths’ beliefs is just knowing the cause of dysfunction in our business or relationships doesn’t mean we can change it. They point to another flaw of analysis: “The Rider loves to contemplate and analyze and, making matters worse, his analysis is almost always directed at problems rather than at bright spots.” “[Bright

spots] are so essential, because they are our best hope for directing the Rider when you’re trying to bring about change.” So rather than look for big system problems, look for bright spots that are working, and do those things, advise the authors.

The message seems to be tailor-made for *First Impressions* readers who are trying to help their customers out of complacency. Why? Because throughout the month, sales reps have the opportunity to observe many things that are work-

ing well among their customers. They can bring those things to those customers who are experiencing difficulties. And they don’t have to be big-scale solutions. They can be small ones. In fact, the smaller the better ... and the more likely they are to be implemented.

Of course, the rep can only take this so far. According to the Heaths, strong leadership is a necessity of change. The leader – such as the dentist – needs to provide crystal-clear guidance for the direction (the authors call it a “destination postcard”) in which he or she wants the organization to move. And he has to take it one step further: He has to script the specific behavior he or she wants to see in tough moments, when it’s so easy for people to fall into old, self-defeating patterns of behavior.



The book is *Switch: How to Change Things When Change is Hard*, by Chip Heath and Dan Heath, published in 2010 by Broadway Books, New York.

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%



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

Visit 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.

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

The Art of Precision

The benefits of laser technology are attracting more and more dentists.

Why laser? Perhaps a better question is: Why not laser? As the technology continues to improve, it ranks among the most versatile products in the dental industry. The Food and Drug Administration has approved laser technology for 25 hard and soft dental clinical indications, including soft tissue recontouring, frenectomy, soft tissue lesion removal, hard and soft tissue crown lengthening, removal of carious tooth structure, removal of defective composites and more. “Dental laser indications are so ubiquitous, they literally cross the line between all of the dental disciplines,” says Mitchell Lomke, DDS.



The Maryland-based dentist has employed dental lasers in his practice since 1998, when he joined the Academy of Laser Dentistry. Since then, he has watched the cost of laser technology drop substantially – from \$50,000 in the year 2000 to as low as \$3,000 to \$5,000 today. As the price of lasers has shrunk, so has its size. “It used to be that a laser took up so much space in our operatory, there wasn’t enough room for the doctor and staff,” says Lomke. “Now, dental lasers are much smaller and more portable, with a reduced foot print.” In fact, at least one model is slightly larger than the size of an iPhone and can sit on top of the dentist’s bracket table, he points out.

And, they’ve become much more user-friendly, notes Lomke. “It used to be the settings for a procedure were a great mystery [to

dentists],” he says. “Now most laser devices have control panels with presets for power settings for the desired clinical procedure. Let’s say a dentist wants to perform a crown-lengthening procedure. [He or she] merely goes to the control panel, scrolls down, selects that procedure and the diode’s computer will auto-set the power settings for that treatment choice.”

What it is, how it works

Some may be surprised to learn that laser technology is a conservative approach to dentistry. When cutting soft tissue, the technology has the ability to seal lymphatics and nerve endings as the clinician lases. This creates a dry, clean operative field for the practitioner, permitting procedures to be completed more quickly

absorption in pigmented tissues (hemoglobin and melanin), which results in superior hemostasis.

Diode. (wavelength of 810 to 1064 nanometers) The Diode laser has the same absorption and clinical indications as Nd:YAG, in soft tissues only. Diodes are less expensive than Nd:YAG lasers. With regard to both Diode and Nd:YAG lasers, dentists should be prepared to incur the ongoing cost of replacing such parts as tips and fibers. However, in most cases, the cost is minimal.

CO2. The updated micropulsed models of these strictly soft tissue lasers are reportedly efficient and clinically effective. CO2 lasers are costlier

Depending on his or her patient profile, a dentist may prefer one type of laser over another. But, regardless of the type, all lasers are beneficial in that they are associated with minimal trauma and expedited healing.

and accurately, according to Lomke. In some cases it is possible to avoid local anesthesia injections and instead use topical anesthesia.

All cutting dental lasers function via a process called photothermal ablation, whereby light waves of photonic energy are emitted from the device and converted to heat within the specific tissue target, notes Lomke. “The unique quality of lasers’ chromophore specificity results in its ability to cut human tissue and still control the depth of thermal necrosis to a very safe level,” he points out.

There are four main types of lasers commonly used in dentistry: Nd:YAG, Diode, CO2, Erbium. Of these, only Erbium lasers are applicable for both hard soft tissue procedures.

Nd:YAG. (wavelength of 1064 nanometers) The cutting effectiveness of this wavelength is due to a high

than Diode lasers and offer the same soft tissue clinical indications.

Erbium. Applicable for both hard tissue procedures (cavity preparations, composite restoration removal, bone recontouring) and soft tissue procedures (gingivectomy, soft tissue incision), Erbium laser technology is suitable for structures with water content or having carbonated hydroxyapatite (enamel or bone) in its chemical composition. Whereas soft tissue is comprised of 90 percent water, there is only 5 percent water in enamel. Dentin is made up of 15 percent water and decay is comprised of 20 to 25 percent water. By decreasing the laser energy output around dentin and decay, and increasing it when working with enamel, dentists can remove tooth decay and not interfere with the patient’s surrounding

enamel. When cutting natural tooth structure, an air/water spray is used to permit efficient ablation and to cool the hard tissue target. In many cases, Erbium laser-assisted tooth preparation can result in preservation of more healthy tooth, compared with traditional drilling.

Depending on his or her patient profile, a dentist may prefer one type of laser over another. But, regardless of the type, all lasers are beneficial in that they are associated with minimal trauma and expedited healing. They provide a dry field, which facilitates coagulation and enables clinicians to expand their scope of laser procedures, and they help limit the possibility of bacterial infection. In the next five to 10 years, the technology is expected to become even more efficient, as pulse duration decreases and energy levels increase.

In the next five to 10 years, the technology is expected to become even more efficient, as pulse duration decreases and energy levels increase.

More dentists on board

As the benefits of laser add up, more dentists are taking an interest in the technology. “Dentists have been far more receptive to laser technology,” says Lomke. “[It allows them to] improve their performance on procedures that they already do [as well as] offer their patients new procedures that they could not perform prior to adding a dental laser to their office. There is reduced stress for the staff, patients and the clinician. It’s a win-win-win,” he says, noting that often dentists will add a second laser to their office once they become more adept at using it.

Sure, some dentists are leery about having to learn a new procedure that they weren’t taught in dental school. Lomke recommends that newcomers attend training sessions at the Academy of Laser Dentistry (www.laserdentistry.org). The non-profit organization is

Who is using lasers?

- **Orthodontists.** Use lasers to expose soft tissue impacted teeth to aid in eruption and permit same-day direct bonding of an ortho bracket.
- **Periodontists.** Rely on Erbium lasers to perform incisions for laying flaps and to perform osseous recontouring. In addition, they often use Nd:YAG and diode lasers to perform frenectomies.
- **Oral Surgeons.** Use lasers to perform vestibuloplasties, lay flaps and remove fibromas and other soft tissue lesions.
- **Pediatric dentists.** Use Erbium lasers to perform faster tooth preparations and caries removal, as well as lingual frenectomies to treat patients with ankyloglossia.
- **General dentists.** Use lasers for all of the above, as well as tooth preparations for composites and removal of defective composites. They also use laser to perform hard and soft tissue crown lengthening and treat recurrent aphthous ulcers, herpetic lesions and more.

Quality you can count on.



With the support your customers need.

Odyssey lasers offer benefits beyond “cutting” edge laser technology, a simplified user-interface and unmatched portability. When you sell an Odyssey Laser, you and your customers will benefit from years of research & development, clinical experience, high-quality manufacturing and personal training.

O D Y S S E Y[®]
Navigator[™]
3 WATT DIODE LASER

For Dentist Specials Please Visit: ivoclarvivadent.com/deals

100% CUSTOMER SATISFACTION
GUARANTEED!

ivoclarvivadent.com

Call us toll free at 1-800-533-6825 in the U.S., 1-800-263-8182 in Canada.
©2011 Ivoclar Vivadent, Inc. Odyssey and Navigator are trademarks of Ivoclar Vivadent.

ivoclar[®]
vivadent[®]
passion vision innovation

Don't stop at lasers

Distributor sales reps know well the value of consumable products – both to their dental customers' ability to deliver excellent patient care and their own bottom line. Indeed, topicals must be refilled monthly. That's why laser sales isn't complete without a discussion of topical anesthetics.

General dentists aren't the only target customers who may be interested in topical anesthetics. As the use of lasers expands to include SRP (scaling and root planing), hygienists are becoming equally interested in their benefits, as well as the necessary consumables, such as topical anesthetics.

Some of today's topical anesthetics offer a quick onset (reportedly between 30 and 60 seconds) and are said to last between 30 and 60 minutes. They are available in gel, liquid or spray form. When sales reps know their products and consumables in depth, they will be better prepared to assist their customers.

comprised of clinicians who can teach other dentists and hygienists how to use dental lasers safely and effectively, he says.

Experts list the following benefits of using dental lasers. For the benefits of using laser compared with a scalpel:

- Immediate cauterization (using diode laser) of the blood vessels, which stops bleeding and provides better visibility of the surgical site.
- Immediate cauterization of the nerve endings, resulting in less swelling in the nerves and less post-operative sensitivity.
- Reduced need for sutures.
- Little or no scar formation.
- Reduced pathogenic bacteria.
- Less or no anesthetic needed.
- Reduced need for biohazards and sharps.

Experts list the benefits of laser compared with electrosurgery:

- Can be used next to metallic restorations.
- Fewer patient postoperative complications.

One of the best ways to service dental customers' laser needs is to determine just what that need is.

- Little to no anesthetic needed.
- Can be used to uncover implants.
- Can be used on patients with a pacemaker.
- Offers more precise, conservative dentistry.

The benefits of laser compared with retraction cord include:

- Typically less time needed to prepare for an impression.
- Little to no anesthetic needed.
- Enables dentists to take better impressions since there is no bleeding ... immediate hemostasis.
- Reduced risk of causing injury to the sulcular epithelium and underlying connective tissues.

Working with the customer

One of the best ways to service dental customers' laser needs is to determine just what that need is. "Find out which procedures the dentist and hygienist enjoy performing, as well as which procedures they are not currently doing but wish they could," says Lomke. "For example, a registered dental hygienist may want

to learn to perform gingival curettage with a laser instead of a curette (state laws vary). Or, a dentist may wish to learn to remove a fibroma from a patient's lip or inner cheek without any post-op bleeding, or perform soft tissue crown lengthening without referring the patient to a specialist.

“The sales rep should determine if the dentist is interested in using a laser [device] for hard-tissue procedures, soft-tissue procedures or both,” says Danny Forcucci, clinical marketing manager at Ivoclar Vivadent Inc. “This will immediately



“The sales rep should determine if the dentist is interested in using a laser [device] for hard-tissue procedures, soft-tissue procedures or both.”

– Danny Forcucci, clinical marketing manager at Ivoclar Vivadent Inc.

narrow down the list of ideal lasers. Then the rep should determine what other factors the dentist considers to be important. How important is portability, for example? Does the dentist see the value in local support?”

Sales reps can ask their dental customers a number of probing questions to begin a discussion about lasers:

- “Doctor, what methods are you using for handling soft tissue procedures?”
- “Doctor, how do you handle patients who are struggling with periodontal disease?”
- “Doctor, did you know that patients typically feel significantly less post-operative pain and sensitivity when you use a laser, compared to traditional methods?”

- “Doctor, did you know that lasers can be used as a marketing tool that can create revenue?”
- “Doctor, did you know that you can treat most patients with a laser and only need a topical anesthetic?”
- “Doctor, can I show you how a diode laser can eliminate the need to pack cord, help you take better impressions and do it faster?”

Lomke predicts that the lower cost – and smaller size – of dental lasers will continue to entice more dentists and specialists. “With the barrier to entry that low, I believe that more than 60 percent of all dental offices will have at least one diode in their office within the next five years,” he says. **[FI]**

Electrosurgery maintains its place in operatory

Dentists have used electrosurgery for close to a hundred years. And while soft-tissue laser has caught the attention of professionals and the public, electrosurgery continues to have a place in the operatory. In fact, it is estimated that between 15 percent and 20 percent of dentists' offices have electrosurgery units, vs. roughly 6 percent for soft tissue laser.

"Each has a place in the dentist's office, with some low-intensity soft-tissue lasers being more versatile with respect to facilitating, in some cases, teeth whitening," says Jason Phillips, senior product manager, Coltene/Whaledent. "But most of the procedural differences are debatable.

"The main benefit is cost," he continues. Most electrosurgery units run from \$1,000 to \$2,000. But the low-end soft-tissue laser runs between \$2,500 and \$5,000.

Electrosurgical units, or generators, deliver high-frequency electrical currents and voltages through active electrodes, causing desiccation (drying out of cells), vaporization or charring of the target tissue. The unit itself is a generator capable of producing a cutting and/or coagulating effect on tissue by the use of alternating currents at a high frequency. Voltages and currents vary, depending on the desired clinical effect.

Such units offer two types of cutting: pure cut (in which the instrument physically separates a path through living tissue, similar to a stainless-steel scalpel, but offering little control over bleeding); and blended cut (which enables the dentist to simultaneously cut and coagulate, by drying out tissue cells).

Electrosurgery units have not changed much over the past 10 years, with one exception -- they have become more reliable, says Phillips, whose company makes the PerFect® TCS II.

"High-frequency electrosurgery systems help manage soft tissue with greater efficiency, greater precision and less bleeding than the common dental scalpel," he says. Such systems:

- Remove unwanted tissue with ease.
- Reduce chair time by simplifying operative procedures and maintaining hemostasis.

- Provide exceptional cutting precision for superior clinical and aesthetic results.
- Allow uneventful healing.

Clinical applications include:

- Widening gingival sulcus.
- Crown lengthening.
- Exposing impacted teeth.
- Incising abscesses.
- Removing hyperplastic gingival.
- Frenectomy.

Selling electrosurgery

When selling electrosurgery units, sales reps can expect questions such as these, says Phillips:

- "Is anesthesia required?" (The answer is yes.)
- "Can electrosurgery be used safely for implant exposure?" (Yes. A light touch is necessary to prevent heat build-up in the osseointegration.)
- "How does electrosurgery help in general restorative dentistry?" (Answer: The main area is in controlling bleeding and soft-tissue management.)
- "Is electrosurgery safe for pregnant patients or dentists?" (Yes.)
- "Why should I use electrosurgery in my dental practice?" (Answer: It's like sculpting living tissue because -- unlike a scalpel -- it works without pressure. Bleeding is controlled and hemostasis is adjustable.)

Some likely objections:

- Smell of burning flesh.
- Not indicated for patients with pacemakers.
- Easy to remove too much soft tissue if the operator isn't paying attention.
- Electrosurgery -- and electrical gadgets in general -- may be scary to some practitioners.

Dental practices using electrosurgery may want to buy a smoke evacuator to help protect against diseases that may be transmitted via the smoke from burned tissue, and to cut down on the unpleasant odor sometimes associated with electrosurgery. Other ancillary products include ground pads and electrodes (disposable or reusable).

HIGH LASER PRICES ZAPPING YOUR SALES OPPORTUNITIES?



PerFect[®]TCS II

Tissue Contouring System

Making a laser sale can be tricky, especially when your customer needs a surgical device but doesn't want a huge investment. While the PerFect[®] TCS II isn't a laser, it can do just about anything a laser can.

The PerFect[®] TCS II removes unwanted tissue with ease, reduces chair time, maintains hemostasis, and provides exceptional cutting precision for superior results, all for a price of \$1,700.

Contact your Coltene[®] Representative to schedule an in-office demo, and **leave the laser back at Starfleet Headquarters.**



SCAN. VISIT. LEARN.

SCAN this QR Barcode with your smartphone.
VISIT Coltene.com
LEARN about the PerFect[®] TCS II Electrosurgery System.

 **COLTENE[®]**

Digital Radiography



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.*

The first and easiest area to convert to a digital environment is to integrate digital radiography into a practice. The current choices available for dentists when discussing digitization in an office are to go with a phosphor plate system, a direct digital system, or a hybrid system which offers both direct digital sensors and phosphor plates.

Direct digital radiography offers an instant image directly into the software of choice. This is excellent for clinicians whose schedule's are tight and have limited time to wait for an assistant or hygienist to "develop" the radiographs. Image quality is excellent, and software suites sold with the systems allow a user to manipulate the image for better viewing, diagnosis and education.

Phosphor plate radiography offers a digitized image by scanning through a stand-alone scanner, usually located in a central area. Typically, this technology is less expensive than direct digital radiography, but does require a bit more time to scan in each radiograph. Replacement sensors are much lower in cost, and placing the sensors is much like placing a traditional film.

Aside from intra-oral films, extra oral decisions will need to be made as well between panoramic, panoramic/cephalometric combinations, or Cone Beam CT. Understanding the clinical process of each individual office will assist you in determining which radiographs are taken when, and assist you in the number of sensors an office will need to purchase to be efficient, as well as the need for extra oral radiography.

Regardless of the technology chosen for the office, both offer a move toward a completely electronic record in terms of radiographs.

Storage

Another confusing area for dental practices is integration with practice management software, and storage solutions available for the vast amount of files generated in a given year. There are hundreds of configurations available, and putting the pieces together for a customer office is complex, yet appreciated. What you will need to determine with a customer is hardware selection, including storage in the cloud, software selection for management and clinical processes, and how an office expects everything to work together. Separate imaging suites, depending on the practice management software, are sometimes necessary if expectations are that everything will be completed in one "chart."

The more disjointed the sales process is, the messier the technology web is weaved.

The key to a successful sale is to understand and choose each area carefully in the clinical, as well as the business process of the dental practice. Dentists are looking for someone to trust who will be there after the sale, well into the paperless age. The focus of any excellent rep should be on planning for the inevitable future of electronic records, regardless of whether it happens next week, or in five years. **[FI]**



VATECH is:

Value Added Technology

Innovation



Vatech introduced the world's first
3 in 1 Dental Cone Beam CT System*



PaX-Reve3D

Now the **innovation** continues with the PaX-Reve 3D

- Cone Beam CT / True Pan / Ceph
- Free Field of View (FOV) 5x5 to 15x15
- Auto-Focus Technology
- One Shot Cephalometric
- Less Than 1 Minute Reconstruction Time

Call now to learn more
(888) 396-6872

*September 2005: Picasso Trio

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. The best question or tale at the end of the year gets \$100.*

Culture shock

Q I visited a new account and found that the dental office shares their space with an OB/GYN medical practice. There are separate reception rooms and entrances and, of course, the treatment rooms are on separate sides of the office. However, some of the areas are used by both practices; like the sterilization room. The lead dental assistant shared some concerns she and other dental team members have: "it creeps them out that the OB/GYN instruments are sterilized along with their dental instruments!" Even though they know the sterilizer works (and they spore test it) they hate the idea of mixing the two types of items in the same sink and prep area. One more thing: they are concerned about the nurses NOT wrapping OB/GYN exam equipment. Those items are processed and stored in drawers unwrapped, while surgical items are wrapped. The medical team treats exam equipment as non sterile items.

A There are several issues here: one is the reality of asepsis and the other is perception. Both are important.

Reality: all instruments should be handled correctly to ensure they are safe for re-use. That means all of the steps along the sterilization pathway must be correct, and the sterilization process must be

validated by testing. Perception: Employees should believe that their practices are reliable, and trust the protocol. If the dental team doubts the safety of the instruments, huge problems will ripple through the office. These feelings of doubt will eventually undermine the morale of the practice.

Back to reality: All instruments (medical or dental) should be processed and stored correctly: cleaned, packaged, sterilized and stored in conditions that ensure their sterility until they are used. If the right sequence of procedures is set up and instruments move through the pathway correctly, there should be no difference between OB/GYN items and dental items. As long as the dental and medical workers understand and use personal protective equipment correctly and are careful, the items should be able to share the same prep area and be sterilized together. As you say, the sterilizer is validated with spore testing weekly, so they should trust that step in the process. If, however, the dental workers judge the medical practices to be "creepy," then they feel threatened. This will never be OK until someone analyzes the process and determines that there is actually no threat of cross-contamination or worker exposure.

There are areas where medical protocol and standards are not exactly like those in dental. If the OB/GYN items are not packaged for sterilization, and are not used immediately, this practice does not meet dental asepsis standards.





Serious about germs.

You have a choice!

Choose to Stand Strong and Confident in your commitment to your customers' fight against infection by recommending **LYSOL® Brand I.C.™ Disinfectant Spray**, the trusted brand of surface disinfection in Healthcare.

Effective against over 50 microorganisms, **LYSOL® Brand I.C.™ Disinfectant Spray** has powerful germicidal efficacy and meets CDC, EPA and OSHA Bloodborne Pathogen Standards.
Proven Safe and Effective!



Here is a place where the dental team **MUST** adhere to dental rules, even if the medical team does things differently. Remember; all critical and semi-critical items must be wrapped for sterilization or, if not wrapped for sterilization, must be used immediately to avoid possible contamination before use. Semi-critical items, as defined by the Centers for Disease Control (CDC) include items that do not penetrate skin but might touch non-intact skin or mucosal tissue, which is more porous than outer skin. In dentistry, semi-critical items **MUST** be treated like critical items, and wrapped for sterilization and storage.

It seems that education and communication might help both the reality and perceptions of safety in this office. It may also be that they should separate the sterilization spaces of the medical and dental offices, to minimize conflict.

Tiny indicators

Q I have a large clinic that is trying to save money by tearing sterilization indicator strips in half so they go further. These are the strips that pull off the adhesive of the sterilization pouches. They use cassettes and want to put these inside the cassettes for internal monitoring. Will they still work? Is this OK? The other “trick” they have is to put sterilizer tape inside with the instruments instead of using strips. What do you think about that?

A First, I’m glad they want to confirm internal conditions as well as external. This is a good thing! The half-size strips will probably have enough heat sensitive ink on them to be read, so half of a strip probably accomplishes the goal of



In dentistry semi-critical items **MUST** be treated like critical items, and wrapped for sterilization and storage.

detecting failure to reach threshold temperatures inside the packs. One question though ... What packaging are they putting the second half of the strip into? If they are using flat wrap and placing the short strip inside that to confirm heat penetration inside the pack; that is OK, but if they are re-using pouches this is **NOT** OK! Pouches are single-use disposable items that do not function properly a second time. Remember, steam must penetrate the sealed pouch material through pores in the material. After one cycle those pores close to maintain sterility inside the pack. Steam will not penetrate the material a second time, so sterilization is compromised. Some people get around this by leaving the pouches open to let the steam in. This, of course, exposes the instruments to the air after the cycle so they are no longer sterile. Either way (sealing and re-using a pouch or leaving the re-used pouch open for steam to flow in), both practices do not meet accepted infection

control standards and may result in instruments that are not reliably sterile for use.

Using indicator tape as an internal indicator: This may work too, but neither the adhesive nor the ink should be in contact with the instruments. It is best to stick the tape to a small piece of wrap and place that inside with the paper facing the instruments. The ink and adhesive is likely to leave residue and/or corrosion on instruments. The inside of cassettes may also become discolored or covered with build-up from adhesive or ink.

I have to say ... indicator strips are cheap! What you describe is extra work, takes time and couldn’t be saving much. Perhaps there is another way to achieve economy that requires less work and avoids some of the potential compromises. **[FI]**

Simplifying Infection Prevention:

A Coordinator, A Plan & A New Product

Dental health care providers (DHCPs) and patients are not exempt from exposure to pathogenic microorganisms. There are a myriad of ways organisms can be transmitted in dental settings, from direct contact with blood, oral fluids, or other patient materials to indirect contact with contaminated objects (such as instruments, equipment or environmental surfaces and even the dental chair), as well as the inhalation of airborne microorganisms that can remain suspended in the air for long periods of time.

With half a million DHCPs providing services to hundreds of millions of Americans, implementing and adhering to infection control protocols is critically important to protect the health of patients and providers, to comply with OSHA and U.S. Centers for Disease Control and Prevention (CDC) guidelines and to protect the practitioners' livelihoods.

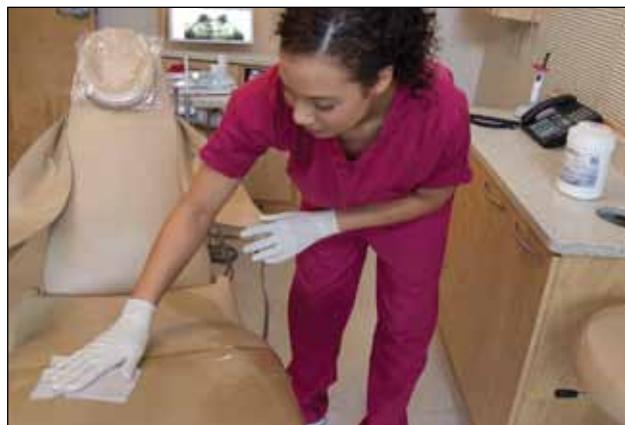
Controlling Infection: The Coordinator and the Plan

According to the CDC, every dental office should have an infection control coordinator whose primary role is to ensure the practice's infection control program includes policies, procedures and practices "in conjunction with selection and use of technologies and products to prevent work-related injuries and illnesses among DHCPs as well as healthcare-associated infections among patients." Because this responsibility isn't as clearly defined in dental care as it is in acute care, for example, simplifying procedures may increase implementation. One area where that goal may be accomplished is environmental cleaning and disinfection, as well as monitoring.

The CDC identifies contaminated environmental surfaces (not including floors) as a potential source of microorganisms that are transferred to patients primarily through DHCPs hand contact. "Although hand hygiene is key to minimizing this transfer, barrier protection or cleaning and disinfecting of environmental surfaces also protects against healthcare-associated infections."

Simplifying Environmental Infection Control: The New Product

Adequately cleaning and disinfecting environmental surfaces, such as light handles, the patient chair, dental radiograph equipment, computer keyboards, and countertops, can be a challenge. A variety of these operatory surfaces need to be cleaned frequently and quickly. Any surface that is frequently



touched is considered a high-touch surface, and should be cleaned and disinfected between patients.

Recently, PDI, makers of the leading germicidal disposable wipe in hospitals, introduced the first alcohol and fragrance free, quaternary-based disinfectant wipe with a 3 minute kill time. Sani-Cloth® AF is proven effective against 25 clinically relevant microorganisms, including Multi-Drug Resistant Organisms (MDROs) and bloodborne pathogens. It can be used on hard, non-porous surface, including those that would be damaged by bleach or alcohol, so it is perfect for sensitive dental equipment.

"Sani-Cloth® AF offers dental professionals the best balance between safety and efficacy in a product, providing efficacy claims against the most prevalent MDROs and bloodborne pathogens, but at the same time with a sensitive, mild formulation." noted Dr. Hudson Garrett, Jr., Ph.D., director, Clinical Affairs for PDI.

The Sani-Cloth® Brand of Germicidal Disposable Wipes is backed by 35 years of providing infection prevention products to the healthcare industry with research studies that consistently prove the effectiveness of the company's disinfecting solutions. PDI also offers education and support to help reduce infection rates, control associated costs and ultimately save lives.

For more information, visit www.pdipdi.com.

Celebrating in Style

Two distributor reps find a unique way to thank their vendor partners.

Some vendor reps have been known to complain that their distributor rep partners don't return their calls. But, they can't say that of Ron O'Shea and Steve Davenport.

O'Shea and Davenport, both field sales consultants at Henry Schein Dental, understand that when distributor reps sell over 80,000 dental products, they can't

Sticking together

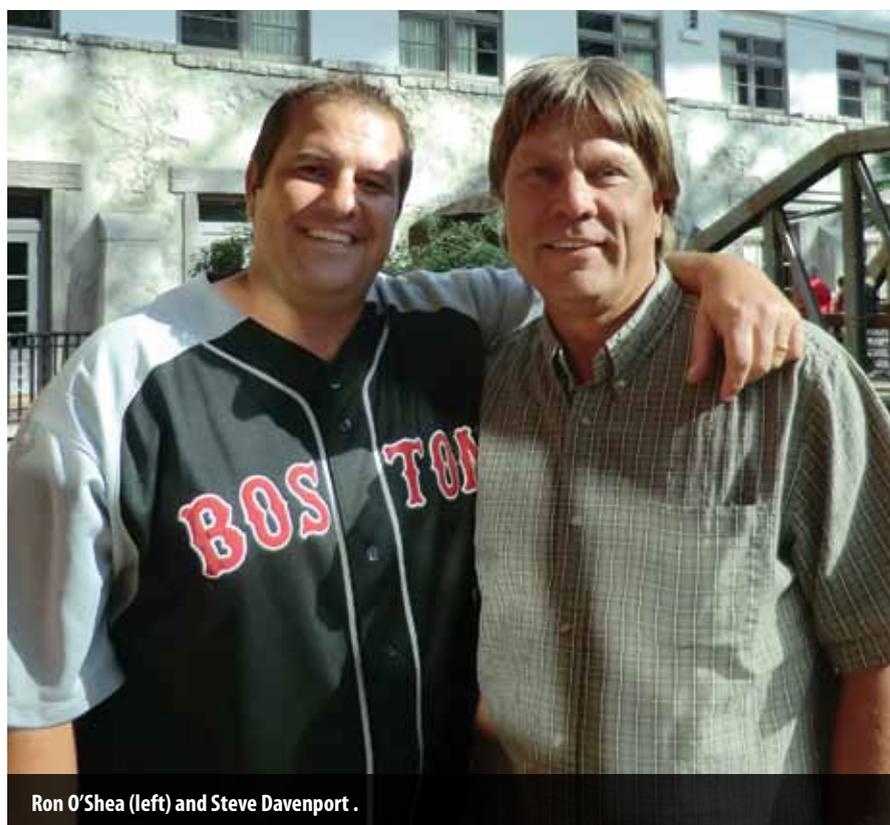
It has been 14 years since O'Shea and Davenport first met, and through the years, the pair has formed a tight friendship. Given the number of hours sales reps are on the road, it's not always easy forming tight bonds with one's fellow reps, they point out. "With no real office setting, it can be difficult to form friendships," says O'Shea. But, the two

managed to do so. And, they made it a point to "never put business between our friendship," he adds.

Indeed, for O'Shea and Davenport, their bond has served to propel their sales career. O'Shea is the tech savvy one while Davenport brings more years of experience to the table. "Steve is more mature with age and experience," says O'Shea. "I can call him after a frustrating day. Sales reps often don't have the advantage of a sounding board." And, since they both are married and with children, at the end of the day, they understand the need to set work aside and spend time with family.

A thousand dollars of chicken fingers

Five years ago, when O'Shea and Davenport explored ways in which they could thank their vendor rep



Ron O'Shea (left) and Steve Davenport .

possibly know each one, and this makes their manufacturer rep partners especially important. Showing their vendors their appreciation goes beyond returning phone calls and scheduling ride-alongs. Each year, following the annual Yankee Dental meeting, the two distributor reps throw a party to celebrate their vendor partners and the value they offer.

partners, the party concept grabbed them. "This was something we decided to do on our own," says Davenport. "It wasn't a company-sponsored event." Their intention was to avoid making the vendor reps feel pressure to reciprocate in any way.

"Instead of making the event corporate-sponsored, we decided to organize it and pay for it all on our own,"

adds O'Shea. "Our rep partners have said we are the only ones they know of who do this."

The first year was, most definitely, an experiment, the pair point out. "We had it catered that year," says Davenport. "We never thought to look into how much that would cost."

"About a thousand dollars in chicken fingers," recalls O'Shea. "We underestimated our popularity that year!"

"Yes, but only about \$500 of those chicken fingers were actually eaten," notes Davenport.

Since then, they have resorted to "lugging snacks and drinks" back to the hotel suite they rent each year, according to O'Shea. "The room gets packed with as many as 75 to 100 attendees (up from 30 who attended the first event five years ago). "We look at our contact lists and

the meeting is going," adds Davenport, who notes that their vendor reps aren't used to being appreciated in quite this way. "One rep felt awkward accepting a gift card he won in the raffle," he says.

"We try to keep each year's event new and fresh," Davenport continues. "This year we are going to try to raise a little money for charity. [We would like to] raise a few hundred dollars and donate it to Henry Schein Cares Foundation. The company usually matches employee donations."

Respecting the vendor rep

Both O'Shea and Davenport agree that, after the Yankee Dental meeting events wind down, this is a nice way to get together. "I have had at least one rep tell me it's the highlight of the meeting," says Davenport.

"We try to keep each year's event new and fresh. This year we are going to try to raise a little money for charity. [We would like to] raise a few hundred dollars and donate it to Henry Schein Cares Foundation. The company usually matches employee donations."

– Steve Davenport

invite everyone (and then some) in the New England territory," he says. "We also have opened the event to some of our customers as well. At this past year's event, it was suggested that we find a larger venue, but we aren't sure we are ready to lose the personal feel of the event." For the most part, the evening is spent enjoying the company of colleagues and industry partners – with some dental and Super Bowl trivia games and a raffle with prizes thrown in for good measure. The entertainment isn't bad, either. "We once had an attendee stand up and recite "The 12 Days of Christmas!" he recalls.

"The event also is a good way for the vendor reps to touch base with one another and compare notes on how

"The Yankee Dental Meeting is in January," says O'Shea. "Vendor reps begin asking us about our event in November. The evening of the event, we have people ask us if it is too late to attend."

But, party or no, O'Shea and Davenport are adamant about showing their vendor rep partners the respect they deserve. For starters, "distributor reps need to respect their vendor reps' time," says O'Shea. "We need to return their phone calls and stay open to co-traveling." The goal is for distributor reps to establish a solid rapport with their vendor partners and be able to reach out to them when it's necessary, he adds. "Eventually, you are going to meet – and need – your vendor rep." **[FI]**

The Fast Lane

After years of kart racing, one rep feels well suited to keep pace with his dental sales career.

The speed and precision were enough to capture almost any young heart. For Matthew Fritz, attending the Indianapolis 500 auto race each year with his father, uncle and cousin was a definite attraction. “I wondered how these [racers] became professional race car drivers,” says the Vatech America Inc. sales rep. It turns out, they would get their start as kart racers, he learned. “I grew up in Milwaukee, Wis., where there was a great race track,” he recalls. The sport was a natural fit for Fritz, and before long he was building his own karts and competing regularly.



Matthew Fritz began competing in races at 14.

Seizing the moment

When he began racing at 14 years, Fritz “was looking to have fun and win as many races as [he] could!” But, he quickly learned that with the fun comes a lot of strategizing and hard work. “Building and designing your kart is a big aspect of kart racing,” he explains. The key components – the chassis, the motor, gears, etc. – are available through vendors, he notes. It’s up to the kart drivers to do the research and determine which products will help them meet their goals. In fact, it’s a lot like helping a dentist set up a practice, he adds.

As Fritz continued to learn about the sport, he focused on sprint kart races, which are faster than other types of races and run on a shorter track. Typically, he would race about three times over the weekend. (Judges generally

average the drivers' race times to determine their final score.) "Racers only have so much time during sprint races," he says. "They don't want to be reckless, but they must be aggressive." The challenge is to pass the other racers while rounding a corner of the racetrack, he notes. The driver must determine the optimal time to break (going into the corner or as he or she exits) in order to pass the other racers.

It calls for careful planning, Fritz continues. "Making a pass is something [a racer] works on for a couple of laps," he says. "The driver must trail the other racers and watch them to see where or how they are faster or slower. This calls for some patience, but the driver must seize the opportunity to pass when it comes."

Kart racing is not the safest pastime, Fritz admits. "Karts can tangle and flip," he says. "Sometimes, if two or more karts come together, one might drive over the other. Racers wear protective gear, including a helmet, specialized kart racing suits (which are not flame retardant), racing shoes and gloves. Seatbelts are out. "The driver wants to be thrown from the kart if it flips," Fritz explains. "So, the suit is designed to protect [him or her] while sliding across the asphalt. In some cases, karts tangle and no one is hurt," he points out. In other cases, a driver might break a collarbone or shoulder. For better or worse, the risks of kart racing are no greater than those playing football, he adds. That said, football players don't run at 65 mph on short, curvy stretches, 100 mph on longer ones.

A winner at heart

In his five years of racing, Fritz survived unscathed! In fact, he pulled through quite a winner. He excelled in racing, particularly during his last year, and came to enjoy and appreciate his success. One of his better memories is of winning an annual event held in honor of a fellow racer's father who had recently passed away. "That was always an accomplishment – to win in honor of a teammate's dad," he says.

As enjoyable as winning was, however, Fritz was aware that much about racing is out of the driver's control. If a mechanical error prevents one from winning the race,

"you need to learn your lesson and then move on and give 100 percent the next time," he says. And, a good driver doesn't take time to bask in his or her success, he points out. "When a driver wins, [he or she] needs to quickly re-focus on the next race," he says.

At the end of his sophomore year at the University of Wisconsin – Madison, Fritz decided to invest more time in his studies and less in kart racing. Looking for a way to differentiate himself to prospective employers, he decided to condense four years of studies into 3 ½ and graduate early. "I needed to focus on my course load," he says. In the years to follow, he sold many of his karts. "But, I have kept my trophies and my helmet!"

Fritz joined Vatech America Inc. 1½ years ago, although he has over 10 years of experience in imaging sales as well. It so happens the lessons he learned during his

“Racers only have so much time during sprint races. They don’t want to be reckless, but they must be aggressive.”

– Matthew Fritz

years of kart racing have come in handy throughout his sales career. It takes a competitive personality to enjoy competing in kart racing, he notes. The same goes for sales and business.

His kart racing experience also helped prepare him for the good days and bad that sales reps must confront. "In karting, like any other driver, I had to endure incidents of misfortune and bad luck, which were oftentimes beyond my control," says Fritz. "Such incidents helped me become mentally strong. I learned from them and then moved on and focused on the next objective. Karting helped me learn to deal with failure, [especially] when it was beyond my control.

"Likewise, karting helped me learn to deal with success," he continues. "It's great to win a race, but it's critical to remain determined to win the next time as well." The same goes for sales, he adds. **[FI]**

Paul Frazier:

He set people up for success

Paul Frazier listened to people, and with the knowledge he gained, he improved his working relationship with them. In the case of the sales reps who reported to him, Frazier used his listening skills to help them improve their performance in the field. Frazier, former national sales manager for Pascal Dental Co., died in June.

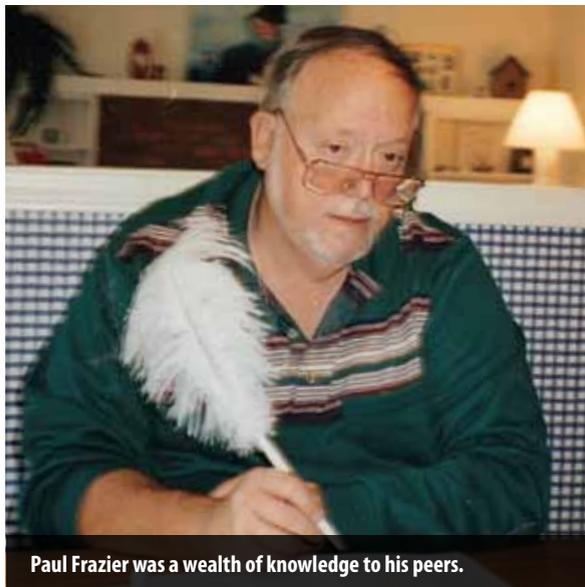
“He set people up for success, not failure,” says Gene Babos, to whom Frazier reported when Babos was Pascal’s vice president of sales and marketing, and then president. “To me, that’s one hell of an attribute. So many people set others up for failure to make themselves look better.”

“I never saw him lose his cool,” says Gary Kusens, customer relations manager, VOCO America Inc. “He had a lot of common sense. He always had a way to figure things out. You might panic; he wouldn’t. And he was always there for his employees.”

Drawn to sales

Frazier was born in Mount Vernon, Ohio, in August 1944, and was raised in nearby Centerburg, says his wife, Margaret. He enlisted in the Navy, explored becoming a naval aviator, but was unable to meet the swimming requirement. So he

underwent training to become a dental tech, or a corpsman. As a tech in Bethesda, Md., Frazier on occasion traveled to nearby Camp David to help provide dental care to President Johnson’s family, though he never worked on LBJ himself.



After his discharge from the service, Frazier pursued a career in the dental industry, working for a number of companies, including Columbus Dental Manufacturing, Dental EZ, Dental Consumables of America and Harry J. Bosworth. Though he was a plant manager at one of the companies for which he worked, he was drawn to sales, says his wife. And he loved the dental industry itself, staying involved long after his retirement from Pascal.

“I was charged with building Pascal and finding the right people to fit into certain territories,” recalls Babos, who, like Frazier, had been in the Navy as a dental tech. Conferring with his national sales manager at the time, he hired Frazier.

“He reminded me of the TV character ‘Cannon,’” played by the actor William Conrad, says Babos. Frazier was methodical, unassuming and yes, moderately heavyset. “He knew what he was doing.” Later, Babos promoted Frazier to a management role, and ultimately, to national sales manager.

“We would have discussions late into the night about who to promote, who to move, how to get the most out of our salespeople.”

– Gene Babos

“He was able to work with people well,” says Babos. He was good with customers and dealers. And he soon proved himself as national sales manager, showing great skill in developing salespeople. In the process, he grew closer to Babos.

“Paul was my best friend and right hand man,” says Babos. “We would have discussions late into the night about who to promote, who to move, how to get the most out of our salespeople. I would give him the big picture, he would make it work. Or he would give me the big picture, and I would say, ‘What tools do you need?’”

The two traveled overseas regularly to develop Pascal’s international business, and Babos made sure Frazier got involved in some of the industry trade associations, including the Dental Manufacturers Association (now the Dental Trade Alliance).

A listener

As a boss, Frazier was understanding, says Kusens, who worked for Buffalo Dental Manufacturing prior to becoming a sales rep for Pascal. “He would sit and listen to you. He was a great mediator and problem-solver. He made everybody feel comfortable. And even if you didn’t agree with his decision, you were still comfortable with it, and with him. It was pretty tough not to like him.” In fact, Kusens and his wife, Stephanie, socialized regularly with the Fraziers until soon before Paul Frazier’s death.

“He was a wealth of knowledge,” continues Kusens. “You could ask him anything. I was proud to call him my friend.”

When she first met Frazier in the late 1980s during a job interview at Chicago’s O’Hare International Airport, Salli Stretti knew she could learn a lot from him. “I was just getting out of my first job in dental, and he had a wealth of information about the industry,” says Stretti, who at the time was working for Johnson & Johnson Dental Care, and interviewing for a job with Pascal. Today, she is a rep for Holt Dental, covering southeast Wisconsin.

She took the job at Pascal, reporting to Frazier, ultimately assuming sales responsibility for nine states as well as Australia. “This man really listened to what you were saying before he would answer,” she says. “He was a good observer, and he could handle any situation that came his way. You could always go to him. You could call him day or night, and he would always be there.”

At Pascal, Frazier assembled a team to be proud of, she says. “He had a heck of a unit. We were really on a roll.”

Family business

Frazier’s career slowed down after he suffered a heart attack in 1996. “But he couldn’t keep from being in dental, even after he retired,” says Margaret Frazier. In fact, he worked



As a manager, Frazier was understanding

“He would sit and listen to you. He was a great mediator and problem-solver.”

– Gary Kusens

with Babos in the latter’s new venture, Outsource Management Inc., which provides sales assistance to small companies. He also became more involved in his son Bryan’s business, Vacalon, a Pickerington, Ohio-based manufacturer of a variety of dental products. In fact, Frazier had acquired the company in 1979, then sold it to his son in 1991.

“He worked here with our son, doing different things, giving him advice,” says his wife, who, with another son, Carey, works at the company. Another son, Jason, is a sales manager at Talladium, a Valencia, Calif.-based manufacturer of dental products.

“He was a nice guy, somebody you’d like to get to know,” says Kusens. **[FI]**

Inspiration in a tornado-stricken town

Editor's Note: *Atlanta Dental rep Bob Bradley recounts how he spent his Fourth of July weekend, in the wake of deadly tornadoes that swept through Alabama in April.*

For several weeks [after the tornadoes], I wanted to do something in the relief efforts around the state. It has seemed that timing and circumstances didn't allow this to happen up until the Fourth of July weekend. On Saturday, July 2, our church presented an opportunity to help in some clean-up efforts in a community near Birmingham called McDonald Chapel. On that day, five of our church members (Vestavia Hills Baptist Church members Tony Giles, Don Ehrett, Cherri Morriss, Bob Bush and Bob Bradley) had the privilege of working on Ms. Polly Hilton's property. Ms. Polly is 94 years old and has continued to live independently in her home. She built her home in 1945 when her husband was off at war. Her adult life with her husband and children were established in this home.

As Don and I drove into McDonald Chapel, Don explained to me about how we had become involved in this community. Much of the efforts in McDonald Chapel were coordinated through The CBF (Cooperative Baptist Fellowship). Arriving in the community, as in all the areas I saw affected by the storms, it was much the same. Everything looked "normal" to the point of the path of the tornadoes. Then you saw total devastation. Around Ms. Polly's home every tree was either down or the tops broken out. All but one of her nearby neighbors lost their entire home and one neighbor was killed. Following the storm, FEMA removed the structures and the debris, but would not clean up property not involving structure. Ms. Polly had anticipated that her downed trees and the

debris would be cleaned up, but this would not happen through FEMA because of their charge in the relief effort. Ms. Polly would be responsible for the remaining cleanup of her two acres.

We arrived at Ms. Polly's home at 7:30 a.m. on what we knew was going to be a very hot day. We were anxious to get to work, for we knew the daunting task ahead. Then we met Ms. Polly and our agenda was somewhat changed. Ms. Polly wanted to tell her story. We spent time looking

Everything looked "normal" to the point of the path of the tornadoes. Then you saw total devastation.

at her pictures of the property and the community of McDonald Chapel. Ms. Polly told us of how her home came to be. She pointed out her garden spots and tomato plants she had planted around the house and even among the tree debris in her yard. She spoke of the polk salad crop that was growing and offered to cook and serve us some if we came back. All the time she was sharing, I know we were all anxious

to get to work and keep ahead of the heat of the day, but I know listening to Ms. Polly's sharing was probably the most important time we spent there. We did manage to cut down a couple of large trees, cut up some downed trees, hauled several loads of debris to the road and do some cleanup around the house. I managed to lose a couple of pounds and had sore forearms and hands for a week after using a chainsaw.

As we completed our work for the morning, I thought of how overwhelming this task was going to continue to be, how much we had accomplished, but how much was left to do, how hot and tired I was, and how ready I was

to go home and get along with my weekend. As we left, Don offered a surprise request. He asked if I would like to go with him to check out what was going on at the local Ministry of Miss Lottie Green. I was not anticipating this change in my agenda, but I agreed and this is where I received an unexpected blessing of inspiration.

As we pulled into the parking lot of a vibrantly painted green block building, Don explained to me that Lottie Green's Ministry had become the focal point of information and help in the community of McDonald Chapel. Lottie is an energetic woman who has a ministry in the community to help young girls. After the tornado, her facility became the clearinghouse for relief, food, clothing, and volunteers in McDonald Chapel. Lottie has a special calling for helping in this community.

As we entered the building we saw stacks of clothing, canned goods and all forms of relief supplies. There was a young girl sorting clothing and a few people visiting and catching up on the activity in the community. We spoke to men from Shades Crest Baptist Church and discussed some of the things that would be happening in the community over the next few weeks. Lottie had been involved in another discussion and we were about to leave when she became available. Don introduced me to her, and as we talked, she shared a story that has stuck with me and inspired me since last Saturday. The story keeps leading me to the story of "The Good Samaritan."

Sandwiches and support

This story had taken place earlier in the week. Lottie does some speaking around town and it seems she had a couple of opportunities during the week to talk with some groups. One of the groups was a group of young girls, and she was looking for some inspiration for her meeting with them. On this day it also seems that there were volunteers at her center who needed to be fed. Also, on this day it seems that Don Ehrett woke up early, and because he wasn't sleeping well, decided to make some peanut butter sandwiches and take them to the center. Lottie says she didn't

really know what she would be feeding the volunteers that day, but knew that the Lord would provide. Don says that he wasn't planning to make sandwiches that morning and was just going to take bread and peanut butter to the center, but because he couldn't sleep, he made the sandwiches. After making the meal, Don found some bags in his basement, sacked the sandwiches and took them to McDonald Chapel and left. This is where the story gets interesting.

Lottie explains that before she was to leave, she took one of the sandwich bags for herself. As she opened it, a green slip of paper the color of her ministry colors (lime green) fell out of her sack. She looked inside and there was a stack of these slips of paper. All of the slips had some form of situational question about how children should treat or

I would have to say that as our family expression goes, "this was the finest Fourth of July."

help others. This was the inspiration Lottie needed for her visit with the children she would be working with that day. Lottie looked through the 25 or 30 other sacks to see if they too had the papers, but none did. Don says he didn't put them there, nor did he know where they came from. On reflecting back, he believes they were a part of a Sunday school class he and Mille had taught a few years earlier.

As I think back on my Fourth of July weekend, the three or four hours I spent in McDonald Chapel showed me so much about being a Christian and a citizen. The rest of the weekend was spent enjoying friends, several good meals, and time with Becky. I would have to say that as our family expression goes, "this was the finest Fourth of July." My prayer is that I can continue to carry the lessons in my heart, see and do the little things that make a difference, and uphold the responsibilities of my citizenship and my life in Christ. Thank you, Vestavia Hills Baptist Church, for helping find the opportunities to serve. **[FI]**

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.

Henry Schein New Appointees

Michael Haskett - Field Sales Consultant - Haskett will



represent Henry Schein Dental at its center in Milwaukee, WI. He has 30 years of experience in the dental industry and was previously employed as a national sales manager. Haskett received his B.S. from Marian University.

Mark Phillips - Field Sales Consultant - Phillips will



represent Henry Schein Dental at its center in Denver, CO. He has 25 years of experience in the dental industry and was previously a territory sales manager.

Eddie Cooley Jr. - Field Sales Consultant - Cooley will



represent Henry Schein Dental at its center in Philadelphia, PA. He has ten years of experience in the dental industry and was previously employed as a sales representative. Cooley received his degree from The State University of New York College of Agriculture and Technology at Cobleskill and was a U.S. Marine in the Gulf War.

Marylou Bostock-Hurd - Field Sales Consultant -



Bostock-Hurd will represent Henry Schein Dental at its center in Louisville, KY. She has 23 years of experience in the dental industry and was previously employed as a territory sales representative. Bostock-Hurd received her B.S. from Indiana University.

M. Lou Keller - Field Sales Consultant - Keller will



represent Henry Schein Dental at its center in Los Angeles, CA. She has 33 years of experience in the dental industry and was previously a registered dental assistant.

David List - Field Sales Consultant - List will



represent Henry Schein Dental at its center in Lexington, KY. He has 17 years of experience in the dental industry and was previously employed in sales.

Kelly Ladner - Field Sales Consultant - Ladner will



represent Henry Schein Dental at its center in Montgomery, AL. He was previously employed in sales. Ladner received his B.S. from Auburn University and his B.A. from Troy University.

Raphael Toll - Field Sales Consultant - Toll will



represent Henry Schein Dental at its center in West Palm Beach, FL. He has six years of experience in the dental industry and was previously employed as an oral care consultant. Toll received his M.B.A. from St. Thomas University and his B.S. from Florida International University.

Cindy Siragusa - Field Sales Consultant - Siragusa will



represent Henry Schein Dental at its center in Rochester, NY. She has 16 years of experience in the dental industry and was previously employed as a territory representative.

Hazel Plummer - Equipment Sales Specialist - Plum-



mer will represent Henry Schein Dental at its center in Indianapolis, IN. She has 30 years of experience in the dental industry and was previously employed as a branch manager.

Justin Birkley - Field Sales Consultant - Birkley will



represent Henry Schein Dental at its center in Chicago, IL. He has eight years of experience in the dental industry and was previously employed with Henry Schein Endovations. He received his B.A. from Northern Illinois University.

Fred Paskell - Equipment Sales Specialist - Paskell



will represent Henry Schein Dental at its center in Houston, TX. He has four years of experience in the dental industry and was previously employed as a marketing consultant. He received his M.B.A. and B.B.A. from the University of Houston.

Samantha Glucksman - Equipment Sales Specialist -



Glucksman will represent Henry Schein Dental at its center in Denver, CO. She received her B.S. and B.A. from University of Central Florida and received the Henry Schein Professional Selling Program Scholarship in 2009.

Lynette Solack - Equipment Sales Specialist - Solack will



represent Henry Schein Dental at its center in Wilkes-Barre, PA. She was previously employed as a sales manager for eight years. Solack received her B.A. from Lock Haven University.

Brooke Bewley - Equipment Sales Specialist - Bew-



ley will represent Henry Schein Dental at its center in Orlando, FL. She has three years of experience in the dental industry and was previously in sales management. Bewley received her B.S. from Florida State University.

Ryan Carr - Equipment Sales Specialist - Carr will



represent Henry Schein Dental at its center in Indianapolis, IN. He received his B.S. in accounting from the University of Cincinnati.

Peter Landgren - Equipment Sales Specialist - Land-



gren will represent Henry Schein Dental at its center in Philadelphia, PA. He was previously employed as a senior diagnostic practice consultant for seven years. Landgren received his B.S. at the University of Colorado.

Kevin Broad - Digital Technology Specialist - Broad



will represent Henry Schein Dental at its center in Albany, NY. He received his M.S. and B.S. degree from Rensselaer Polytechnic Institute.

Jason Jackson - Digital Technology Specialist - Jack-



son will represent Henry Schein Dental at its center in Louisville, KY. He has 13 years of experience in the dental industry and was previously employed at Zahn Dental as a national sales manager in the CAD/CAM division.

Curtiss N. Briggs - Digital Technology Specialist -



Briggs will represent Henry Schein Dental at its center in West Palm Beach, FL. He has 10 years of experience in the dental industry and was previously employed as a national sales manager.

Patterson Dental Sales Graduates

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



Nicole Altese



Brian Brown



Joey Brown



Dan Hughes



Jamie Imeson



Sarah Longanecker



Kevin Mahowald



Richard Martin



Lisa McKoy



Brent Meador



Travis Nye



Tyson Osborn



Matthew Rittenberg



Hunter Rozakos



Barry Scheinthal



Jimmy Schlosser



Nik Stanisic



Katrina Sullivan



Matt Thompson



Janelle Wolfe

Burkhart Dental Supply pledges scholarships to UW, makes donation to special clinic

Burkhart Dental Supply pledged \$110,000 to support a series of Burkhart Dental Supply Scholarships over the next six years at the University of Washington, School of Dentistry. Four students, one from each class, will receive the annual award, renewable each year, with the preference of the awards given to under-represented minorities. Burkhart President, Lori Burkhart Isbell, said “these scholarships were our first step in fulfilling our vision. Hopefully we will have the opportunity to make additional impacts in the world by supporting small businesses, and if we’re able to do that through supporting future dentists who can turn around and positively influence the people in their circles, all the better.”

Burkhart Dental Supply also made a \$12,000 in-kind donation, in addition to donating space planning services, contract layout, coordination of the job-site, selection of equipment, installation of the equipment, and training and maintenance for the equipment to the Swedish Community Special Clinic. The clinic, located in Seattle, Wa., provides state-of-the-art medical care at no cost to low-income uninsured or underinsured patients who have exhausted all other resources. Patients will now have the opportunity to receive advanced dental care at the clinic thanks to Burkhart Dental Supply and other contributions.”

NDC Announces 2012 Dental Forum



The ADC and UDD groups of NDC will hold their annual Dental Forum on February 1-2, 2012. The NDC Dental Forum brings independent dental distributors and manufacturer partners together for networking, strategic discussions and education. Mark the dates: February 1-2, 2012 at the Sawgrass Marriott Golf Resort in Ponte Vedra, Fla. Visit www.ndcdentalforum.com for more details.

Dentsply confirms acquisition of AMD Lasers

Dentsply’s chairman and CEO confirmed that the company has acquired AMD Lasers. Dentsply’s deal with AMD was finalized in Q2 and gives Dentsply access

to a product category the company had not previously participated in. AMD launched its first soft-tissue laser, the Picasso, in 2009, followed by the Picasso Lite. Both products sell for less than \$2,500. For more information, visit www.dentsply.com.

Crosstex announces management changes

Crosstex International announced the addition of Leann Keefer, RDH, MSM as general manager of the Confirm Monitoring Systems facility in Denver, Colorado and as the company’s director of education. Keefer brings more than 20 years of dental industry experience, having recently served as manager of professional relations and education with DENTSPLY International (York, PA). Keefer will formulate and develop the company’s educational program. In this capacity, she will be responsible for the design and implementation of a long-term global professional strategy for Crosstex to assert leadership within the oral care field, as well as within various institutional educational organizations. For more information, visit www.crosstex.com.

ACTEON North America releases new Crest Splitting Kit for the Piezotome 2



ACTEON North America has introduced a new set of ultrasonic tips for the Piezotome 2 and Implant Center 2 LED devices for piezoelectric bone surgery. The Crest Splitting Kit includes six tips that can be used with a specific protocol to allow clinicians to perform safe, effective ridge splitting during pre-implant bone surgery. The ultrasonic frequency of Piezotome makes the instruments active only on bone so there is reduced risk of damaging delicate structures such as gingiva and nerves. These uniquely designed tips are the first of their kind and can only be powered by Piezotome 2 technology exclusively from ACTEON. Please contact your local dealer or ACTEON, www.us.acteongroup.com, for more information.

ACTEON North America releases the new Implant Center 2 LED



ACTEON North America has introduced a new, LED version of the Implant Center 2. The most powerful, versatile implantology device on the market just got brighter. The Implant Center 2 LED combines powerful, effective Piezotome 2 piezoelectric bone surgery with the I-Surge LED implant motor in one convenient console to perform everything from pre-implant bone surgery with Piezotome 2, to implant placement with I-Surge LED motor, as well as implant maintenance with the optional Newtron LED function. The Piezotome 2 LED handpiece is the first autoclavable LED lit surgical ultrasonic handpiece on the market and we now include the same, 100,000 lux of bright, white, autoclavable lights in the I-Surge motor as well for superior

visibility. The I-Surge LED motor has a wide speed range of 100-40,000 rpm, very high torque of 6 Ncm, and is compatible with all e-type contra angle handpieces with or without optic capabilities. Please contact your local dealer or ACTEON, www.us.acteongroup.com, for more information.



DUX introduces Dental Calculator app

DUX Dental recently introduced its Dental Calculator, allowing reps to answer common customer questions in real-time. With the app, the dental office simply answers a few questions about their practice and the calculator delivers a customized shopping list. The list can be used for product orders and planning. Visit www.duxdental.com/calculator for more information or to download the app.

Socially (Media) Awkward

Connecting with your customers via social media is all the rage in the dental industry. If you aren't currently engaging your customers via Facebook, Twitter or LinkedIn ... where do you start?

Some dental companies have defined social media policies where reps must keep separate social media accounts, one for personal and one for business. Other companies help provide content that you can place on your page. Still others have said stay off of Facebook and Twitter completely. It certainly is confusing trying to figure out the right way to handle your social business activities online, but to ignore connecting with your customers via social media could be a big mistake.

Are the dental reps and their companies communicating with customers via Facebook, Twitter and LinkedIn making sales? Maybe, maybe not. If not, they are certainly laying the ground work for deeper relationships, and those sales are more likely to occur and grow because of this online interaction.

Is the risk worth the reward?

Let's take a look at the risk first. If you or someone at your company says something "wrong," there are consequences. Is your company liable if a salesperson makes an onerous statement online regarding a product? Possibly.

What about the reward? Connecting with your customers outside of the dental office can give you a huge advantage over your competition who simply stops by the office once every three weeks. You can also get

to know customers on a more personal level via their activity on the various social networks. As mentioned before, this online social enhanced relationship is almost sure to increase sales and customer retention.

Not only can you help your sales by leveraging your online social presence, but you can help your customers grow their practices via social media. It may be free, but you have to devote some serious time to make it work.

It's not just about Facebook or Twitter or LinkedIn. It is about understanding social media as a whole, how you can use it as a sales rep., how your company can use it to help you increase sales and how your offices can use it to grow their practices.

The topic of using social media for business will continue to be a hot one for the foreseeable future. If you want to figure out how to best leverage social media for the dental industry, check out the Dental Trade Alliance and First Impressions social media webinar on December 8 from 1-3 p.m. (EDT) to help understand the sales and marketing opportunities available to you via social media. **[FI]**



By Bill Neumann

Connecting with your customers outside of the dental office can give you a huge advantage over your competition who simply stops by the office once every three weeks.

Please send me your suggestions, comments or stories to wneumann@mdsi.org.



Follow me on twitter
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® | PROTECTSSM
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

*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  **CONNECT**

888-276-7783 • crosstex.com

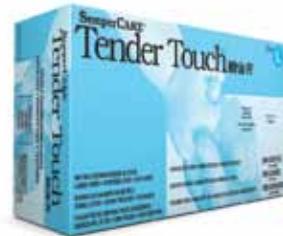


MINIMIZE THE IMPACT.

Glove the Planet™ is Sempermed USA Inc.'s commitment to reducing our environmental impact. By thinking ahead and consuming less we're able to do more to minimize our global footprint with every step we take. Our ethos of sustainability drives innovative production and distribution practices that lead to greater efficiencies, resulting in less waste, reduced emissions, and a healthier planet for future generations. To learn more, visit www.GlovethePlanet.com.

For your free box of Tender Touch™ gloves,
email us at DentalGloves@SempermedUSA.com or call 800.749.3650.
For more information visit www.SempermedUSA.com/FirstImpressions

Sempermed®
We are people protection.®



GLOVE the PLANET™
Learn how eco-friendly practices minimize our global impact at www.GlovethePlanet.com

Follow us on Twitter SempermedUSA.com/Blog Connect on LinkedIn

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