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DENTAL

RALEIGH REVIEW

YOUR LOCAL DENTAL SOLUTION PARTNER

Spring Edition, 2011

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ONE SIZE DOESN'T FIT ALL



By Ryan Steck

The question “what’s new?” is quite the favorite for our clients to ask us when we visit their offices. Admittedly, at various times in my 9 years in the industry, the search for a good answer has been difficult, but not today! While walking around the Hinman Dental Conference in Atlanta this past March, it was quite apparent that there isn’t much that is old in dentistry. Technology is taking off in every direction. For example, it wasn’t that long ago that 3-D imaging was reserved for only the edgiest specialist but, at the Hinman meeting, we saw every major imaging company displaying their combo units that take pans, cephs, CBCTs, and bite wings! Give the software a few years to catch up to the hardware, and we will have one machine that is capable of giving all the diagnostic images a clinician could desire.

Chairside CAD/CAM from E4D and digital impressioning systems like Lava COS and Itero are constantly upgrading their software to do more in a user-friendly way. Even composites are being married to sonic technology to offer the handling of a traditional composite with the ability to get into every space like a flowable. Technology is quite simply everywhere!

This creates a new challenge—figuring out what technology is right for you. This year at

Henry Schein’s Field Management Meeting in January, we talked extensively about this new challenge and how the team at Henry Schein must take on this role to serve the dental community. It isn’t about getting all the gadgets. It is about getting the right tools to help the dentist deliver a higher level of patient care while growing their business. One size doesn’t fit all!

This spring as you explore the many new technologies that are available for your practice, I encourage you to meet with your Sales Consultant to figure out the best tools to meet your needs. Maybe a new facility would do more for you than a new piece of technology? See inside for the interview with Dr. Mark Tholen on this subject. The key is to develop a plan based on your desired results and then execute that plan. If you don’t know where to begin, ask your Henry Schein Sales Consultant, they are trained to ask the right questions and serve as a trusted advisor so what comes out the other side is the practice and life you envisioned—not someone else’s dream.

P.S. We look forward to your feedback. Your questions and comments will keep us on-target in bringing you the information you want and need on products, services, and industry changes that impact your business. We also post information on our Facebook page, Henry Schein of the Carolinas.

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CELEBRATIONS

Team Schein Members Shine

Sales Reps from North and South Carolina recently attended a joint Business Developmental Meeting. The two-day event was held at the Little River Golf Resort and featured an awards night banquet. Among those honored were (below: from left to right) Derek Covell, Raleigh Center Field Sales Rep of 2010; Kate Shanahan, Raleigh Center Rookie Sales Rep of 2010; and Ron Parham, Raleigh Center Equipment Service Technician of 2010.



The second day of the joint meeting, all Sales Consultants spent time visiting the booths of the 40 participating vendors. They had the opportunity to learn about many new products as well as the Hinman Dental Meeting Specials to offer their customers.



Charles Debnam

The Raleigh Center honored two recently retired Field Sales Consultants, Charles Debnam and Jerry Ward, with a reception at the home of Ryan and Nicole Steck. Together, Charles and Jerry have over 75 years experience in the dental industry. Both had many loyal customers in eastern North Carolina. Their experience and their willingness to share knowledge and train new sales consultants earned them much-deserved memberships in the Raleigh Center Founders Club.



Jerry Ward

WHAT YOU NEED TO KNOW...

Digital Impressioning vs. Chairside CAD/CAM

An Interview with John DeMark



John DeMark

Phosphor plate versus direct digital sensor or air abrasion versus soft tissue lasers. Any new technology usually comes in many shapes, sizes, and methods and the same is true of Digital Impressioning versus Chairside CAD/CAM. Is one better than the other? The true answer is “it depends.” It depends on your practice, your needs, and your style. We recently sat down with John DeMark, Henry Schein’s Director of CAD/CAM & Digital Restorations to discuss the differences between the concepts as well as the benefits of both methods. Here are the highlights from that interview.

Q: CAD/CAM is a growing category, but one the marketplace has known about for a while, whereas digital impressioning is more in its infancy. What are a few key differences between the technologies that the dental population needs to know?

A: Chairside CAD/CAM allows a doctor to provide same-day dentistry to their patients; in addition, the doctor has complete control over the fit, form, and function of the restoration. With CAD/CAM there is also the opportunity for improved profitability by reducing lab expenses and avoiding the costs of a second appointment time for seating. A big win for the busy patient is that they don’t need to come back for a second visit (no second shot and no extra time off from work).

Intraoral impression scanners allow the doctor to maintain the choice of material selection and improve profitability by reducing remakes and retakes. And, company’s like 3M, which make the Lava COS, are offering guaranteed fits.

Q: Many people like the idea of eliminating the impression material but still getting to work with a lab, can you discuss the process of digital impressioning?

A: Digital impression technologies do indeed eliminate the mess and inaccuracies that sometimes come with traditional methods. Patients also report that they prefer the scanning experience over traditional methods. Basically the doctor scans, mark margins, and sends that digital file to a processing center where the

digital model is cleaned up; from there the digital model is converted into an STL or milled. The completed model is then sent to the doctor’s lab of choice and the lab creates the restoration based on the doctor’s prescription. It only takes two days from the time the doctor scans to the time the lab receives the completed model. Speed and accuracy are achieved while maintaining the doctor’s flexibility in material selection.

Q: Henry Schein is unique in that it has options in the digital impressioning category. What are a few key differences between the 3M Lava COS and the Itero from Cadent?

A: They both deliver on speed and accuracy. A key difference is in the technology they employ in the scanner. Really, both get the job done well so taking both for a test drive will help the user better understand the differences in scanning techniques.

Q: How does the learning curve from digital impressioning vary from that of chairside CAD/CAM?

A: With Digital Impressioning you really only need to learn the scanning technique; with CAD/CAM you will need to take additional time in learning the design software and perhaps some extra time in refreshing your skills in staining and glazing. One thing unique about E4D is that they understand that learning something new takes some time. That is why EVERY new E4D owner learns how to properly take advantage of the system right in Dallas where the systems are manufactured; they learn from the source. They also offer a unique support service called SOS (support on sight). This is in place in case you need a little extra help in remembering a software feature or have a question on a design aspect they are just a phone call away, and because all E4D systems are connected to high-speed interact E4D, SOS can literally take over your mouse without delay; no stress or wasted time.

Q: CAD/CAM technology is starting to integrate with Conebeam CT. What technologies do you see augmenting the effectiveness of digital impressioning in the next one to two years?

A: Technology is indeed moving at a lightning pace; the overall goal of these systems is to help the dentist produce better results. Although CBCT integration is here today as you note, I can envision diagnosis technology being integrated into these technologies one day soon. We, as do manufacturers, want to see technologies and advances come to market that help to produce better results and increase efficiency and production while delivering a better experience for the doctor and patient.

E4D
Dentist
System



Lava™ Chairside
Oral Scanner



iTero Digital
Impression
System



PEOPLE AND PLACES

Your Local Field Team

We are dedicated to serving all your practice needs. Your local Sales Consultants are happy to introduce you to Henry Schein’s diverse business-enhancing products and services. We want to do everything we can to help you run your practice as efficiently and profitably as possible.

**JOSH
DEAN**



**Field Sales
Consultant**

Hi! My name is Josh Dean. I am a Field Sales Consultant in the North Carolina area, primarily calling on dentists in the cities of Raleigh, Durham, and Fayetteville.

I was born in Lynchburg, Va. where I attended Hampden Sidney College and graduated with a BS in biology. After graduation, I took a few months off to see the world then took my first sales position and remained there for five years.

My wife Erica and I have three beautiful children: Sophie age 4, who is involved in ballet and tap dancing; Joshua, Jr. who will be 2 years old in July and keeps our lives interesting; and Madeline, born in November 2010. Sophie was born with cystic fibrosis. Erica and I participate in the “Great Strides Walk” for the cystic fibrosis cause. We sponsor our own team; raise money for research; and serve on the Parental Advisory Committee at Duke Children’s Hospital.

A friend, who is a dentist, told me about Henry Schein Dental. Having experience in medical sales helped me transition into the dental industry. My position now allows me to be at home with my family, which I love, and it has also given me the opportunity to work for a company that is committed to the health care of people worldwide. Being a Field Sales Consultant is interesting and allows me to bring cutting-edge technology to my customers. I work with many wonderful people in the dental community. Thank you for all your loyalty and support. I am excited about the future of dentistry and look forward to bringing my customers the latest innovations for years to come.

**LISA
KING**



**Equipment
Coordinator**

My name is Lisa King and I am the Equipment Coordinator for the Raleigh Center in North Carolina. I order all dental equipment for the Equipment Sales Specialist and Technology Sales Specialist in Eastern NC. I coordinate new equipment deliveries and installations with our Equipment Service Technicians and the moving company. In addition, I work closely with our vendors in handling shipping times, pricing and warranty issues, and credit returns on equipment. I also assist the Regional Operations Manager with the center’s stock inventory and showroom inventory.

Shortly before my graduation from North Babylon High School on Long Island, NY, I enlisted in the United States Air Force, where I spent the next twenty years in Distribution and Material Management. After being stationed in several countries around the world, I found myself in Saudi Arabia shortly after Desert Storm only to return and spend 8 years at Seymour-Johnson AFB in Goldsboro, NC.

I began my career at Henry Schein 10 years ago with the Eastern Service Hub in Melville, NY, working as Parts Procurement Person for the service technicians. I transferred to the Raleigh Center in 2007. My daughter AdreAnna and I moved here to be closer to extended family and friends. I see a bright future here with Henry Schein and look forward to working with our customers in scheduling equipment installations and deliveries.

**ROBERT
KIRKLEY**



**Digital
Technology
Specialist**

My name is Robert Kirkley. I am a graduate of NC State University with a BS in economics. I live in Raleigh with my beautiful wife Cindy. Together we have six children. Most are now grown and married. Cindy and I enjoy cooking and spending time together.

I have 18 years in the dental industry; 15 of those years have been spent working with Henry Schein Dental’s Dentrrix Practice-management system. My extensive knowledge in dental practice-management software, digital X-rays, intraoral cameras, and computers help me to advise and support my customers in choosing the technologies that will improve their ability to offer their patients the latest in treatment options. In addition, I have received specialized technical training in products from the leading manufacturers of digital dental equipment. I look forward to working with you and helping you to achieve all your practice’s business goals.

 For the most up-to-date information on our events, along with news and photos, join us on Facebook @ Henry Schein of the Carolinas!

Welcome to Our 2011 Privileges Loyalty Program

Our commitment is to deliver exclusive services with “VIP” treatment to preferred clients who are looking to enhance and grow their practices while providing their patients with the best in oral health care. Your preferred status ensures that you will receive the special attention and benefits that come with your membership.

Levels of Membership

PRIVILEGES Presidential » \$75,000. Annual merchandise commitment
PRIVILEGES Elite » \$35,000. Annual merchandise commitment
PRIVILEGES » \$15,000. Annual merchandise commitment

Member Benefits

Priority Scheduling on In-Office Service

Members receive priority scheduling for in-office service calls.

Guaranteed Emergency Response Time

The ProService Guaranteed Emergency Response Time is based on your office’s location. A response time will be established for your office at the time of enrollment. Our emergency service guarantee applies to vacuum and compressor failures that prevent you from seeing patients. If we fail to respond in the prescribed number of business hours, the labor portion of the service call will be FREE!*

Extended Labor Warranty on New Large Equipment

Members receive, **FREE** of charge, an Extended Labor Warranty (up to 18 months**) on all new large equipment purchases.

Equipment Maintenance Training

Members receive **FREE** of charge, 1-hour Equipment Maintenance Training. This training session will educate your staff on the proper equipment care and maintenance in order to minimize potentially expensive repairs and downtime. This training should take approximately 1 hour to complete.

Labor Discounts

Members receive exclusive discounts off the current in-office hourly labor rate. (Labor rates vary according to location.)

Rental Equipment

Members receive exclusive discounts off our equipment rental rates while their equipment is being repaired offsite.

*We reserve the right to suspend our guarantee if inclement weather makes it unsafe to respond in the prescribed time. Business hours are Monday – Friday, 9:00 am to 5:00 pm local time.

**Our extended labor warranty extends our standard 90-day warranty per the “Benefits at a Glance” chart and only applies to equipment purchased and installed by Henry Schein. Equipment purchases must be invoiced after your PRIVILEGES enrollment is processed. Purchases made prior to enrollment are not covered.

ASK THE EXPERTS...

with Kerry & Olivia Straine

“Coaches” Kerry K. Straine and Olivia M. Straine are co-CEOs of Straine Consulting, a national practice management and consulting firm that works closely with Henry Schein. E-mail your queries to olivia@straine.com.

Our ongoing conversation with one of the finest and most accomplished consultants in the dental industry focuses on maximizing potential and understanding the dynamics of a new facility.

1. In your view, what is the single biggest obstacle that a practice owner must overcome to reach their potential as an entrepreneur?

- a. The biggest challenge to reaching the maximum potential of profitability and satisfaction is limited knowledge on how to operate a business, not lack of technical skill. It’s not just the dental graduate who lacks sufficient training on how to own and operate a small business, most small business owners have very little to no training. One question I always ask when speaking to industry professionals is, “Have you heard that dentists are terrible business owners?” The answer is always a resounding, “Yes!” Then I ask if anyone can tell me of more than a handful of their colleagues who have gone out of business; you should see the puzzled looks on their faces. I have never once had someone say that more than just a few practices have failed. This leads me to ask why this is such a well known “urban legend” when, in fact, it’s not supported by real data. The truth is, most practice owners do an exceptional job of treating patients, employing team members, paying venders, and making a living. Ironically the one who experiences the greatest deficit financially is the dentist. Most dentists are significantly underpaid, not realizing their potential, and feel guilty about wanting to own a more profitable business. Someone has perpetuated the message that a successful dental practice can’t be good for patients, when in fact; it’s the low-producing practice that obviously isn’t generating enough production because they just aren’t taking care of their patients. The three primary responsibilities of an entrepreneur are:
- i. To develop the practice’s mission and prepare the business to provide the services they commit to providing, in accordance with the mission.
 - ii. Cast a vision for the practice that includes:
 - 1. The desired type of patient
 - 2. The desired facility, including appropriate technology
 - 3. The desired team member(s) the practice will employ
 - 4. The desired amount of compensation for the owner
 - 5. The desired budget of revenue, collections, and disbursements that make the practice worth owning
 - iii. Develop the:
 - 1. Operating policies that instruct the team on how they are to carry out the strategic objectives and deliver on the mission on a daily basis.
 - 2. A management system that guides the team to identify the daily challenges to be overcome and the opportunities within the practice to overcome them.

2. The next 10–20 years of dentistry have some great potential with new technologies and an aging population, but some challenges from HMOs and the potential of government-driven health care. What should a dentist who plans on practicing for another 20 years be doing today to be prepared for the good and bad of what the future is expected to bring?

- a. We are just moving into the golden age of dentistry. The baby boomer population currently ranges from 46 to 65 years of age. Their families have left home, they have secure jobs, benefits, and incomes to afford them the type of dental services that will keep them on a path of wellness. But, does every patient understand that a good patient:
- i. Commits to continuing care
 - ii. Accepts the recommend treatment

- iii. Agrees to financial arrangements
- iv. Reappoints for every appointment
- v. Keeps their appointments
- vi. Refers their families and friends

The answer is, no. Practices can’t work on the assumption that a patient knows what is expected of them. The leading practices in the years ahead will be identified by strong and secure patient bases. The number statistic a practice owner should set, after defining their cash flow requirements, is the number of people they will have scheduled in their continuing care department six months from now. With the average patient generating approximately \$1,000 per year in treatment, a practice with 1,200 to 1,400 patients in continuing care can predict with reasonable certainty that their annual revenue will be from \$1,200,000 to \$1,400,000.

3. You have worked with a lot of offices that have moved into new facilities. What affect do you see on new patients and productivity after they move into a new office?

- a. Overwhelmingly, the move to a new facility has a powerful impact on the existing patient base, and often to the entire community. The commitment from the practice owner to their patient base is witnessed by the patients in a positive way, in addition to the positive vibe it creates within the team.

4. Building a new office generally means a practice will take on significant debt, which can be very intimidating. What should a practitioner consider from a business perspective before embarking on a new project or substantial remodel?

- a. Effective business owners always begin with the end in mind. Therefore, before committing to the investment in the new facility, the owner should assess the following:
- i. Will they be able to generate the cash flow to fund the projected financial commitment that practice will undertake?
 - ii. Does the practice have enough patients to help drive the revenue needed to fund the projected financial commitment or will the new location help the practice:
 - 1. Meet new patients
 - 2. Generate higher rates of reimbursing patients
 - 3. Retain a higher percentage of their patients
 - iii. Does the entire team, including the dentist, have emotional intelligence, social intelligence, and practical intelligence, enabling them to successfully deal with the opportunities and challenges of their changing environment?

In order to chart a course with confidence and unlock the potential within your practice, ask your Field Sales Consultant to arrange for you to receive a free Straine Practice Analysis, valued at \$1,495, which is underwritten by Henry Schein. Take this opportunity to explore a variety of strategies that will support your vision, not someone else’s. Straine Consulting Certified Consultants can be reached at 800.568.7200. Learn more about Straine services at www.straine.com.



Warm Regards,
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AN INTERVIEW WITH DR. THOLEN

New office planning from a design expert

Interview by Ryan Steck



Dr. Tholen

Building a new facility or start-up practice can be one of the most daunting things for a dentist in their career. According to the national average; a dentist will practice in 3 different facilities throughout their career. That is a lot of potential stress related to the design, construction, and equipping of a facility. The good news is that there are amazing dental professionals like Dr. Mark Tholen there to help make this process one of opportunity and excitement.

Dr. Tholen is the past CEO of T.H.E. Design, Inc. and the author of *A Guide to Designing the Elegant Dental or Medical*

Office...The Largest Marketing Tool of Your Career, and has been

involved in the construction of over 3,000 dental offices. He is also the principle educator at Pelton & Crane's Driven to Excellence program, which has been instrumental in providing dentists the with confidence needed to build the RIGHT dental practice for their needs.

Recently, we had the privilege of discussing some of the ins and outs of new offices with Dr. Tholen. Here is summary of that interview:

Q: What are a few key indicators that a practice should be looking at to expand or build a new facility?

A: There are a few "no-brainers" that apply to every office. As a general rule, 70%–80% of all offices are incorrectly sized for what they are trying to accomplish. So, I begin with two questions. First, do you finish on time regularly? And by that I mean do you finish every day and at lunch on time by utilizing your facility to manipulate your time. Most times, the answer to this question is no. Second, I ask how they handle an emergency patient in terms of fitting them into the schedule. As a general rule, getting an emergency patient in involves great upheaval in the schedule for most offices because there is not a pre-planned operator to put the emergency in. This means other patients get backed up and the office runs late because the facility is not set up to handle this relatively normal occurrence.

Q: Part of the title of your book calls the dental practice "the largest marketing tool of your career." Is this what you are talking about?

A: There is more to it than just how you handle an emergency, but yes, how you handle an emergency is key for the marketing of your practice. For example, if a patient has lost a crown that needs to be re-cemented and you don't have time in the schedule for a couple days, that isn't exactly a practice-building moment. The higher end of a practice you want to have requires providing a higher level of customer service—and your facility needs to be in tune with that.

Q: You have been in dental office consultation for years. What is the single biggest mistake you see most practices make when it comes to space planning?

A: First and foremost, there are not enough operatories. Your average middle-aged practice needs at least 5 to 6 operatories just to support a single practitioner. The dentist needs 2 to practice out of 2–3 for hygiene or assisted hygiene; and 1 for emergency patients. That extra room is generally worth an additional 10%–15% in revenue, so it has a strong return on investment. Additionally, there is not enough support space for those operatories. As a general rule, a dental practice needs 500-sq. feet of office space per operator to adequately support it.

Q: In real estate, people preach "location, location, location," but for an established dental practice looking to build a new facility, what should they be looking for in terms of visibility from a major road?

A: First, I would advise any established practice to focus their financial efforts on the equipment and size and functionality of the space rather than the location. For patients, choosing which dentist they visit is not like picking a restaurant to dine at. It is not an impulse buy. From 70% to 80% of new patients come from referrals, which means you will get a lot more bang for your buck by putting money into a great-looking facility with new equipment than you will by moving into a high traffic area.

Q: How does new technology play a role in office design today versus 10 years ago?

A: Everything is networked today, so you need to have your wiring protected (in PVC) using Category 6 cable that is easy to adjust on the fly. Be prepared to be flexible on where your technology goes. Second, you need a place to store this new technology. I would call it a "High-Tech Parking Lot." This needs to be built into the plan so you don't just have a piece of technology sitting in a main hallway because there is no place to house it. Finally, server rooms have become like second mechanical rooms and need to have access for

technicians along with excellent ventilation.

Q: Lastly, the Driven to Excellence program has been met with rave reviews. What is your favorite part of the day-and-a-half program?

A: There are several "a-ha" moments throughout the program, but the moment a new facility goes from an idea to a belief that a dentist can actually build the practice he or she has dreamed of and it will produce the desired results is special. Most people come to DTE with an idea of what they think they need, and after the program they generally leave with a completely different idea of what they want and the confidence to make it happen. We open with why it is important to consider the environment, but we close with a case study that everyone in the room can relate to. This case study demonstrates what happens to the patient base and financial results of a practice for 3 years after building a new facility. We show this across several different locals and the results are the same. New facilities attract new patients, drive referrals, and increase production—significantly!

driven to excellence

A DENTAL PRACTICE DESIGN EXPERIENCE

DESIGN THE PRACTICE OF YOUR DREAMS

- GROW YOUR BUSINESS USING DESIGN
- LEARN TIME AND MONEY SAVING TECHNIQUES
- REALIZE THE FINANCIAL PATH TO YOUR DREAM
- ENHANCE OFFICE PRODUCTIVITY

Driven To Excellence is a 2 day course featuring Dr. Mark Tholen DDS, MBA, author of best selling dental office design book "A Guide to Designing the Elegant Dental or Medical Office... The Largest Marketing Tool of Your Career." Dr. Tholen, former CEO of one of the country's leading dental office design firms, brings rich experience from designing thousands of dental offices. At DTE, you will gain the knowledge and confidence to build the practice of your dreams. Participate in interactive floor-planning workshops and use financial calculators to bring your dream office within reach!

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FEATURED OFFICE

Raleigh Periodontics and Implant Dentistry

One step inside of Raleigh Periodontics and Implant Dentistry’s new facility at 7501 Falls of the Neuse Road in Raleigh, and you know you are not in your average dental practice. The combination of aesthetics, convenience, and superior clinical care and the smiling faces of the team members are both effective and welcoming.

The new office is beautifully designed with all the latest conveniences in the patient’s waiting area, including coffee bar, fireplace, and TVs. The office colors are calming. The patients also have a view of the Ravenscroft baseball field. The office features a state-of-the-art conference room that is ideal for study clubs and team meetings.

Featuring dental equipment from top line manufacturers such as Pelton & Crane, Biotec, Marus, and Ramvac, the office also utilizes the Dentrax Practice-Management Software to manage their practice efficiently and effectively. A highlight of Raleigh Periodontics is the latest in 3-D radiological technology from i-CAT. Referrals are welcome as is the use of the i-Cat’s imaging for area dentists in their personal treatment planning.

Dr. Steve Hamrick has been practicing periodontics and implant dentistry for over 25 years in Raleigh. Dr. Hamrick was a general dentist in Florida until he returned to UNC for his perio training.

Dr. David Simpson has been practicing at Raleigh Periodontics for over eight years. Dr. Simpson recently served as President of the NC Society of Periodontists.

Dr. Shep McKenzie is a Raleigh native who is a board-certified periodontist from UNC. He has been with Raleigh Periodontists for three years.

For more information on the practice, visit: www.raleighperio.com



THE RALEIGH CENTER

The construction dust has cleared and the RaleighCenter has a beautiful new Conference Room to show off. The room features a ceiling-mounted projector and seating classroom style for up to 40 people as well as a fully stocked kitchen. If your dental association is in search of a convenient, well-appointed classroom, contact the Raleigh Center Admin, Linda Ward to reserve the room — (919) 832-8962 or linda.ward@henryschein.com

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*Poh C., et al; "FluorescenceVisualization Detection of Field Alterations in TumorMargins of Oral Cancer Patients"; *Clinical Cancer Research*; November 2006

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