

SAN DIEGO REVIEW

YOUR LOCAL DENTAL SOLUTION PARTNER

JUNE 2012 • 4TH EDITION

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Our San Diego Dental Equipment Team Is Here to Serve You!

By Brian Brady, Regional Manager

If you are in the market to replace an old piece of equipment; completely remodel your dental practice; or looking to build the office of your dreams from the ground up, the Henry Schein San Diego Equipment Team is eager to assist you with your every need. In the last couple of years, this equipment team has been a part of opening some of the most spectacular dental practices in San Diego County.

Landon Lueck and Brent Satterley lead our traditional equipment sales. One of the unique things about this duo is that they work as a team. Usually at dental distributors around the country, each equipment specialist works autonomously. Having a true equipment team here in San Diego provides a higher level of customer service to our dental clients and ensures further accuracy, particularly with the more complex jobs we take part in. Landon and Brent have a fantastic network of Dental Specific contractors, designers, finance/lease experts, and realtors who specialize in dental practice sales as well as a variety of contacts for various specialty trades (electrician, plumbing, etc.). Landon and Brent both have an eye for beautiful aesthetics when it comes to designing a dental practice, as can be seen by the

colorful recent photos of practices they have worked on, which are on display in the Schein San Diego showroom in Sorrento Valley. Landon and Brent are organizing a wonderful program that will take place on September 28 in Carlsbad, at the beautiful Ortho Organizers World Headquarters, titled "New Office & Office Remodel Forum." A team of premier San Diego experts will be showcased at the forum and will offer insights and specialized knowledge to dental professionals who are looking forward to remodeling or building a new practice. (See events calendar on page 9)

Matt Wagner is our Hi-Tech expert. He has a plethora of dental experience, primarily focused on dental practice computers and networking. Matt is entering his third year with Henry Schein Dental San Diego and has quickly captured the attention of many dentists in our community because of his vast knowledge base and customer service skills. Matt is also our E4D CAD/CAM expert. He has installed E4Ds in several San Diego practices over the course of the last year and assists our dentists from the initial demonstration to installation of the equipment. He often accompanies



Left to right: Landon Lueck, Brent Satterley, and Matt Wagner.

prospective E4D owners to our E4D manufacturing plant in Dallas, Texas, where he partakes in hands-on demonstrations with some of the leading CAD/CAM experts in the country. If you are in the market for new computers/ software, hi-tech products (digital radiography; 2D/3D cone beam pans), or CAD/CAM, Matt is your go-to contact in San Diego.

To schedule a consultation with our equipment and technology team, call our Sorrento Valley office at 858-625-0019. We look forward to welcoming you to our renovated showroom where we have multiple operatories that have been configured with industry-leading equipment and technology options on display.

Use your Smartphone
to scan with available
QR code readers



858-625-0019 •  www.facebook.com/scheinsandiego



San Diego's *New Team Schein Members*



**JORDAN
KIRSCH**

Field Sales
Consultant

I am honored to be the newest team member at Henry Schein Dental San Diego. I grew up in Boca Raton, Florida and after graduating from the University of Colorado at Boulder, I moved to San Diego to be near a coastline. San Diego has so much to offer. I love having access to many types of outdoor activity. For the past 4 years, I have been the Operations Manager of a thriving dental practice in North County. I learned both the clinical and business aspects of dentistry from scratch and helped my doctor increase profitability and efficiency by transitioning the office to a digital format. This allowed growth of the practice's patient base. As a Field Sales Consultant, I can develop relationships with doctors and staff members while providing solutions tailored specifically with their practice goals in mind. I look forward to meeting you soon and working together with you to help your business achieve success.



**DREW
HORNE**

Field Sales
Consultant

I am honored to be a member of Team Schein as a Field Sales Consultant. I was born and raised in Atlanta, Georgia, where I graduated from Kennesaw State University in May 2012. I am happy to call beautiful San Diego my new home! During my time in school at Kennesaw State, I worked for a sports nutrition company and was able to guide our customers to help them achieve their healthy lifestyle goals. I love to play golf and watch college football in the fall.

I developed an interest in dentistry at an early age. That childhood interest evolved into a deep appreciation for the hard work and dedication that goes into keeping our smiles shining and our mouths pain-free. I'm looking forward to learning about your practice and how Henry Schein Dental and I can help to support you in realizing your practice goals. I'm here to work beside you, every step of the way! I truly look forward to meeting you!



NICK LANZA

Field Sales
Consultant

I'm extremely excited to be a new member of the Henry Schein Team as a Field Sales Consultant. Prior to joining Henry Schein, I considered becoming a dentist during my undergraduate program at the University of Central Florida, but was told by a Business Sales College Faculty member that I have great communication skills, a positive attitude, and an ability to provide creative solutions to problems—especially in dental practices.

My uncle has a successful international dental practice in Rio de Janeiro, Brazil, so there is a strong family tradition in the dental industry. My professional skills include marketing, fee and practice analysis, social media, and enhancing the patient experience. In my spare time I enjoy surfing, working out, bicycling, and spending time on the beach. I cannot wait to provide excellent service and creative growth solutions to my future dental clients in the San Diego area!



**STEWART
RICHLINE**

Equipment
Service
Technician

My name is Stewart Richline—your new Equipment Service Technician. Although I might be new to your team, I am not new to San Diego. I grew up in the Oak Park area and lived in and around San Diego most of my adult life. After a 10- year hiatus in Phoenix, Arizona, I am finally returning home. I am married and I have a teenage son who will be starting high school this year. I'm a veteran of the United States Navy and was stationed in San Diego on the USS Antietam (CG54). I served on active duty for 6 years and continue my service in the U.S. Naval Reserves. I love the ocean and I am SCUBA certified. I also like outdoor activities such as mountain biking, hiking, and paintball. I look forward to returning to San Diego and meeting everyone on the team!



**BRAD
TROBAUGH**

Equipment
Service
Technician

I am pleased to be your new Equipment and Technology Service Technician. I come to you from the extreme desert heat that is part of living in Phoenix, Arizona. Needless to say, San Diego's ocean breeze is a much-welcomed addition to everyday life! I have 6 years experience in the dental service industry as part of the Henry Schein Dental family. I am a graduate of ITT Technical Institute; and I am currently working toward my Bachelor's in Business. I bring with me my 4-year-old dog Jackson. I know Jackson is going to love all the dog-friendly venues in San Diego. I am an active Crossfit athlete and work out daily. As a person who believes in maintaining an active lifestyle, I can say without hesitation that I am looking forward to all that the San Diego area has to offer. I am excited and look forward to meeting all of you and continuing the high level of service and satisfaction that Henry Schein Dental San Diego is known for.

1st Annual Golf Invitational

Thanks to all of our customers who participated on April 24 at the Encinitas Ranch!



2nd Place Team: Dr. Chan, Christy Conway, Brent Satterley & Kevin Harold



1st Place Team: Dr. Jeff Kimura, AJ Shah, Michael Gordon & Todd Hammer.



3rd Place Team: Daniel Charlton, Dean Raiken, Chris Lanese & Ian Kovacevich



Now Is the Time! Dental Refining Equals Big Money!

San Diego-based (Mira Mesa) ARGEN is turning your scrap into profits!

By Ashley Skitt

In an effort to continually bring more value to your dental practices, the Argen Corporation and Henry Schein have partnered together, combining the strengths of two global leaders to provide you with the highest quality Refining Services available. Henry Schein is the world's largest provider of health care services to office-based physicians and Argen is the world's largest provider of dental gold alloys. This partnership leverages the power of two industry leaders and delivers an additional revenue stream for your practice through state-of-the-art scrap refining.

With over 50 years in the dental alloy industry, Argen has built their business on trust, honesty, and integrity. They understand how important it is for you to work with a company you trust for your refining needs. They also believe through their precise refining process you will receive the highest return available and make the most money for your scrap. Why? The difference is found in the unique procedures and additional steps performed by the experts at Argen during the assay and refining process.

Everything begins when you ship your dental scrap to Argen via FedEx. Argen supplies your office with a FREE shipping kit and pays all shipping costs, including insuring your shipment for no extra charge. When your scrap is received

at Argen, technicians carefully document the contents of your package under strict security protocol and send you a confirmation E-mail of the package's arrival along with an estimated date of completion. What follows is an intricate procedure designed specifically to maximize the value of your precious scrap.

In preparation for the first melt, a disk mill is used to crush the scrap, and proprietary flux is added to extract even the smallest particles of precious metals. After the first melt, the materials are cooled, the slag is removed, and the metals go

back into the fire for a second melt. During the second melt a vacuum pin tube sample is taken while the metals are in a molten state. This insures a homogenous mix and a true representation of the amounts of each metal present in the scrap. Three samples are then dissolved and analyzed by expert chemists using a sophisticated ICP

machine that reads with 99.995% accuracy. Each batch is tested against controls, giving a perfectly clear reading of how much precious metal is in a lot of scrap and how much it is worth.

The superior customer service that accompanies the process also sets Argen's refining services apart from others. You are kept updated throughout the process and provided a straightforward, all-inclusive settlement record with no hidden charges. Each settlement comes with a personal call to discuss the results and to review flexible payment options including check or gold, silver, and platinum bullion alloy. Every batch includes the Argen Guarantee, if



you're not 100% satisfied with the results of your assay, we'll return all materials to you at no cost.

Argen's state-of-the-art refining service is revolutionizing the industry. With record-breaking demand for precious metals, dental refining is worth more than ever.

FREE OFFER!

Argen is offering a special to all Henry Schein customers. When submitting your first batch of scrap to Argen, include the name of your Henry Schein Sales Consultant and you will receive a **FREE** Silver Eagle Coin as a thank you for trusting Argen with your refining needs.



Take advantage of the opportunity to earn more money for your scrap, contact your Henry Schein Sales Consultant today or visit www.dentistrefining.com to request your FREE refining kit.

Guru: The Link to a Healthy Practice in a Down Economy

By Jerry Babcock

Do you find that many of your patients are apprehensive or unwilling to accept your recommended treatment? Are you losing patients at a rapid rate? Leading dental consultants have suggested that the average case acceptance rate is only from 30% to 40%, and that number drops to 13% on cases costing more than \$5,000. Ninety percent of patients don't accept treatment because of a lack of education.

The best way to combat the down economy, say the consultants, is to focus on your existing patients through improved patient education. Better understanding equals higher treatment acceptance. Let Guru help!

Guru is a company that provides educational software to determine proper dental care. With Guru software, you can present colorful, easy-to-understand video animations to your patients. If a picture is "worth

a thousand words," then a video is worth a million. With Guru's patented "Stop, Draw and Teach" technology, it is quick and simple for you to involve your patients in their own dental needs.

You can drag each patient's X-rays and images into a customized treatment plan. Animations are saved, so when your patient comes back six months or a year later, you both can easily review the information.

Even with this powerful communication tool, doctors are faced with the problem that 87% of all patients' significant financial decisions are made at home with their loved ones. Since patients only remember about 10% of what has been presented, the probability that all the important information gets conveyed to the spouse is minimal.



Educating one patient with Guru.

Fortunately, Guru not only allows you to e-mail the presentation to the patient but also allows you to include your voice, thanking your patient for their trust in proceeding with the necessary treatment. After the patient reviews the e-mailed presentation with their spouse, both can better understand why the patient's dental needs far outweigh the flat-screen TV they may have been considering.

A 2011 study showed a 27.83% increase in case acceptance for practices incorporating Guru into their standard of care. It is the link that creates healthy patients and a healthy practice.

For a demo of GURU or for more info, call our San Diego branch @ 858-625-0019.





A + Family Dentistry

Dr. Justene Doan & Dr. Janice Doan, www.aplusfamilydentistry.com

Interview by: Christy Conway, Field Sales Consultant; Photography by: Wander Aguiar

1. You traveled to Pelton & Crane in Oregon to participate in a Driven to Excellence course. What are your thoughts on that trip and what impact did that have on the buildout of your practice?

It was a great experience! I know how to perform dentistry, but I have no idea about the flow/form/function of the dental office. Instead of trial and error, I learned the principles of design that allow maximum production and decreased stress. Our doctors, staff, and patients love the flow of the office. I'd recommend going to the equipment manufacturer's factory (Pelton & Crane) to any doctor who is thinking of starting or remodeling a dental office.

2. What were your reasons for wanting to move and expand your practice?

We simply outgrew our old space! My sister and I worked together for almost 2 years and decided to partner up. We provide excellent service to our patients; love the community we are in; and wanted a bigger space that would allow us to deliver our services to a larger patient base.

3. Tell us about the timeline of your project from starting to look for a location to completion.

The entire project took one year and three months. Dr. Janice and I decided to partner up in January 2011. We then started looking for a location. It took us a while to find the right location: not too far from

our old office and easily accessible from the main freeways (8, 15, and 805). We secured the location last September and started space planning and construction right away.

4. Why did you decide to work with Henry Schein as a partner for this project?

The staff at Henry Schein Dental San Diego made the difference. Christy, Brent, Matt, and Landon are great. They always stayed in close communication with us—and we felt that they always had our best interests at heart.

5. What technology do you currently have in the practice and what are your plans for future technology?

We are fully computerized with Dentrix and Dexis. In the future, we would like to purchase E4D CAD/CAM technology to provide our patients with more diversified treatment options while increasing our productivity and efficiency.



6. What Social Media platforms are you currently using to promote your practice?

Our main social media platforms are Facebook, Twitter, Google +, and YouTube. These sites have been a great way to communicate with our current patient base and attract new patients through our expanded online presence. Our Web site has been a great spot for us to connect all of these sites. YouTube has been especially useful to post and share video testimonials from our patients and place them on our Web site along with other social media platforms. We post regularly on all of these platforms (at least once a week) on topics including, but not limited to, dentistry. In addition, we also started our own blog page on various dental topics that some of our patients want to learn more about. We have also made an account on an up-and-coming social media platform called Pinterest, an online pinboard that allows you to pin, organize, and share things that are important to our patients. The world of social media and online communities is always changing so it is extremely important to stay current. We keep our eyes open

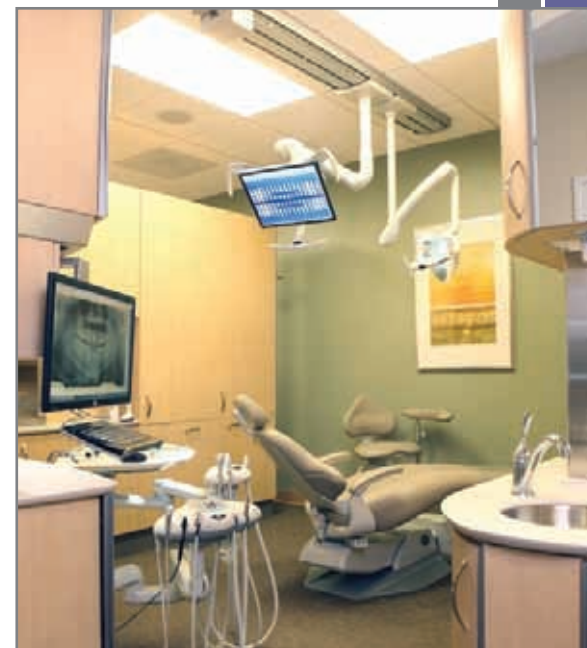
and join online communities with help from our very own Henry Schein Consultant Christy Conway. We also attend her quarterly "Christy's Social Media Study Club" meetings at the Henry Schein Dental branch in Sorrento Valley to learn more about ways to expand our online presence.

7. What is your favorite aspect of your new office?

It's set up for enhanced production and reduced stress. We use our consultation rooms and staff lounge, which we didn't have before, all the time. The new equipment is easy to use and comfortable. It provides a pleasant work environment. We are very proud of it.

8. Your business is about creating healthy, beautiful smiles. What differentiates your practice and how do you make your patients smile?

We truly care about our patients and view them as we do friends or family. We take all the time it



needs to raise a patient's awareness of what's going on in their mouth; gain their commitment to treatment; and work with them to achieve the best results possible. We don't give up on any patient who values their teeth.

9. What did you like most about designing your office from scratch?

We could take inventory of how we've been practicing dentistry; plan on where we want to go in the next 5–10 years; and design the office to support our plan.

10. What is it like working with your sister every day?

I couldn't ask for a better partner! We are similar in many ways, but also act as balance wheels for each other. We each have various strengths and perspectives that work together to produce a very fine partnership.



FRIDAY, JUNE 15: 2nd Annual Summer Kick-Off Party!

We have great weather all year, but there is just nothing like a San Diego summer! Join us to kick off summer 2012 and experience some of the most breathtaking views of San Diego at the ALTITUDE Sky Lounge atop the Marriott Gaslamp Hotel. DJ Ramsey will provide the entertainment for what will be a spectacular event. Complimentary hors d'oeuvres and cash bar.

Begins at 5pm.
ALTITUDE Sky Lounge,
660 K Street,
Downtown San Diego

HENRY SCHEIN DENTAL SAN DIEGO

EVENTS CALENDAR

**TUESDAY,
JUNE 26:
DOXA
Presents:
Dr. Lou Graham**



"Incorporating the Best and Latest Technologies Into Your Crown & Bridge Practice"

This course is all about the simplification of crown & bridge techniques for the anterior and posterior. Whether you use e.max, metal, or the latest all zirconia crowns, this course will guide you through practical concepts to enhance your long-term outcomes. Technology continues to bring us new products that have all been well researched and can be easily implemented into your practice.

RSVP: Ally Jo Frush
(858) 625-0019
\$29 per attendee
3 CE CREDITS

6-9pm at Henry Schein
Center, 6199 Cornerstone
Court East, San Diego

**THURSDAY,
JUNE 28:
Dentsply
Presents:
Karen Hays,
R.D.H.**



"Assessing Anesthetic Options for Nonsurgical Periodontal Therapy"

To deliver optimal patient care, pain management is an essential component of periodontal therapy procedures. Supported by science, this course will provide the dental professional with the information necessary to make an anesthetic choice based on each patient's needs. This course will include information on a new, noninjectable local anesthetic for scaling and/or root planing.

RSVP: Ally Jo Frush
(858) 625-0019
\$29 per attendee
2 CE CREDITS

6-8pm at Henry Schein
Center, 6199 Cornerstone
Court East, San Diego

**WEDNESDAY,
AUGUST 29:
SDI Presents:
Dr. Brian Nový**



"My name is Strep Mutans and I am not your enemy!"

No other bacterium is despised by dental professionals more than *Streptococcus mutans*. However, this unique tiny organism is ubercool, and if you got to know "him" a little better, you may discover how much you actually like "him." After all, what would your life be like if this "invisible" life form wasn't living among us on planet earth? Each participant will leave with a better understanding of the dynamic caries process as well as the principles of caries management by risk assessment (CAMBRA).

RSVP: Ally Jo Frush
(858) 625-0019
\$29 per attendee
2 CE CREDITS

6-8pm at North County
Oral & Facial Surgery Center,
839 E. Grand Ave, Escondido

**WEDNESDAY,
SEPT. 12 & 19
Special Lecture
Event!**

**"Treating the
Special Needs
Patient in the Dental
Office: The Clinical
and Administrative Challenges"**

This presentation is a "must-see" for the entire dental office team! The main focus will provide effective tools from the patient's first contact with the front office to the operator, offering the most successful ways to communicate with those patients who have psychological challenges such as Anxiety Disorders; Attention Deficit Disorder (ADD); Narcissism; Obsessive Compulsive Disorder (OCD), and Obsessive Compulsive Personality Disorder (OCPD) as well as physiological challenges such as Alzheimer's; dementia and arthritis. This lecture will be given by San Diego Prosthodontist Dr. Peter F. Johnson, D.M.D., and Norma Grinfeld, Dental Office Administrator.

RSVP: Ally Jo Frush at (858) 625-0019 \$19 per attendee
SEPT 12th: La Mesa Community Center, 4975 Memorial Drive, La Mesa
SEPT 19th: North County Oral & Facial Surgery Center, 839 E. Grand Ave., Escondido
Choose one date. 6pm-8pm. 2 CE CREDITS. Dinner Included.



**FRIDAY, SEPTEMBER 28:
New Office & Office Remodel Forum**

"Daylong Panel Lecture Event featuring local San Diego experts"

Whether you're transitioning as an associate to a sole proprietor in a brand-new facility or remodeling a dated practice, it is an enormous undertaking. If you are at this stage in your career or about to be and want input from the professionals, join us for this educational event. We are bringing together a panel of experts including local San Diego architects/interior designers, dental lease negotiators, finance experts, dental-specific contractors, dental equipment specialists, and equipment installation technicians. Listen to the experts speak and ask all of your questions on a one-to-one basis. Bring your floor plans with you for tailored advice! Hear from San Diego dentists who have been through this and hear their stories and suggestions. Don't make foolish mistakes. Do it right!

RSVP: Ally Jo Frush at (858) 625-0019. **FREE ADMISSION and Lunch Included 9am-2pm at Ortho Organizers Event Center, 1822 Aston Avenue, Carlsbad**



**FRIDAY, OCTOBER 5:
Dr. Charles Blair, Author of "Coding with Confidence"**

"Stay Out of Jail! The Top Coding Errors!"

Based on several thousand dental practices studied, these common problems were identified: consistent coding errors, clinical protocol issues, and potentially fraudulent activities. Learn the top coding errors—and how not to make them! You will also receive new, valuable information on some of the "hot" sections of the CDT code, which you can use to identify and "fix" coding problems that lurk in your practice. Most practices can expect legitimate net increases in cash flow immediately by learning how to do it right.

RSVP: Ally Jo Frush at (858) 625-0019/\$129 per doctor, \$79 per staff member
6 CE CREDITS—Breakfast and Lunch Included 8:30am-4pm at Embassy Suites La Jolla, 4550 La Jolla Village Drive, La Jolla



WEDNESDAY, NOVEMBER 7: Dr. Chuck Schlesinger

"Implants 101: Introduction to Implant Placement"

This introductory course is intended for dentists who want to integrate both the surgical and restorative phases of dental implants into their daily practice. Patient selection, treatment planning, critical anatomical structures when considering dental implants, surgical placement, and as restorative options with the CAMLOG® Implant system are presented and discussed. CAMLOG is Henry Schein's implant system.

RSVP: Ally Jo Frush at (858) 625-0019. **FREE for Dentists and Staff Members 6 CE CREDITS—Breakfast and Lunch Included 9am-3pm at Henry Schein Center, 6199 Cornerstone Court East, San Diego**



**FRIDAY/SATURDAY,
NOVEMBER 16-17:
San Diego Dental
Convention**

This annual event has evolved greatly over the last few years and now attracts hundreds of local San Diego dental professionals. Don't miss out on this year's event!

RSVP and get more info., including pricing: www.ceadental.com
Earn up to 16 CE CREDITS All Day, Each Day at Marina Village Conference Center, San Diego

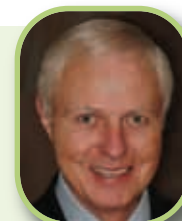


**FRIDAY,
NOVEMBER 30:
Dr. Gordon J.
Christensen**

"The Christensen Bottom Line - 2012"

This fast-moving "bottom line" course includes the areas of dentistry with the most activity and change. Easily understood with numerous summaries to help attendees interpret advancements in the profession. The course encourages audience participation and Q & A, and is presented in an enjoyable manner. Course is presented in conjunction with the CDA Foundation and The San Diego County Dental Society. Proceeds benefit the CDA Foundation and San Diego Dental Health Foundation.

RSVP: Marie at (619) 275-7188 or visit www.sdcds.org
\$249 per doctor (CDA or SDCDS Member), \$149 per Auxiliary, \$299 for Nonmembers/7 CE CREDITS Breakfast and Lunch Included 7am-4pm at Sheraton Hotel & Marina, 1380 Harbor Island Drive, San Diego





Elite Orthodontics

Dr. Nader Eshani, <http://www.drehsani.com>

Interview by: Randee Thompson; Photography by: Wander Aguiar

Dr. Eshani opened Elite Orthodontics with a vision that included a desire to bring the latest techniques and technologies available in Orthodontics to the San Diego community. The environment is welcoming, comfortable, and elegant.

Tell me about your background and education.

"I grew up in a family of medical doctors, so I decided to become the first dentist! My BS degree is in Biomedical Engineering, which I received at New York College in Buffalo, New York. I obtained my DDS and completed my ortho residency in Rochester, New York."

"I have now been in practice for over seven years, and I am delighted to be living in San Diego."

What were your reasons for wanting to move and expand your practice?

"My practice grew too large for my previous location. I had a desire to provide a better facility with the latest and greatest that Orthodontics has to offer so I can deliver the best possible dentistry to my patients. I strive to give them comfort and quality."

"There have been massive advancements in Orthodontics in the past 10 years, both in philosophy of treatment and technology. I spend

each day focusing on this revolution to be sure that I am on the cutting edge of theory and practice for my field."

What are the demographics of your practice?

"We treat everyone—from 7 to 97! More adults are taking advantage of the latest technologies to improve their smiles. It used to be that one quarter of my practice was adults, now it is more than half. A procedure that used to take three years can now be done in eighteen months."

What technologies have you incorporated that you would be lost without?

"Paperless charting, 3-D imaging, and digital X-ray make our days more productive with much less stress."



What has been the biggest change from your prior office?

"I believe this office brings greater patient convenience and more privacy, should it be desired. I have three areas for treatment—an open bay, a semiprivate room, and a closed-door operator. This design was my idea and has proven to be very well received by my patients. I want them to be comfortable at all times and to know that their comfort is of primary importance."

Tell me about your state-of-the-art conference room?

"I hope to one day have a study club where colleagues can gather to discuss cases and share information. The other feature is the video



capabilities. Parents can monitor surgical cases from here so they can see firsthand the quality and care we deliver."

"My vision for this office was to give it the WOW factor!"

Well, you certainly have. It's beautiful! Congratulations.

What is your absolute favorite part of this office?

"My shower! I can work out and then begin my workday immediately. I love being outdoors in San Diego."

Thank you very much for your time and your ongoing relationship with Henry Schein Dental & me.



OralDNA—What's it all about?

OralDNA Labs was founded in 2008 to provide clinical diagnostic testing to dentistry. Medical doctors utilized the clinical laboratory as a diagnostic tool, dentists had not. Six months into OralDNA's existence, Quest Diagnostics, the world's leading provider of diagnostic testing, information, and services acquired OralDNA Labs, Inc. Our company's goal is to help the dental profession achieve better clinical outcomes by providing reliable, definitive, and cost-effective diagnostic tests that drive the detection and prognosis of disease at an earlier, more treatable stage. OralDNA currently offers three salivary DNA tests; two related to periodontal disease and one for the human papillomavirus (HPV).

In an effort to make a more informed assessment of patients with periodontal disease, we offer two salivary DNA tests for dental professionals—MyPerioPath® and MyPerioID® PST®. This reflects the importance of accurate patient assessment. Patients may be at risk for tooth loss and emerging research suggests that periodontal disease is linked to certain systemic diseases. The MyPerioPath test detects the specific type of bacteria that is present in the oral cavity. Once the

dental professional knows which bacteria are in the mouth and at what relative quantity, the office can determine a treatment plan that's right for the patient. The MyPerioID® PST® test can tell the clinician if a patient has differences in his/her DNA that might mean he/she is at greater risk of more serious disease. The information provided by these two tests helps the clinician come up with a treatment plan that's right for each patient.

One size does not fit all.

OralDNA also has a test for the HPV virus—OraRisk® HPV.

Traditionally, patients presenting with oral cancers were older in age and had alcohol- and tobacco-use risk factors. Recently a much younger subset of the population has presented with oral cancer. The HPV virus has been implicated in these oral cancers.

The OraRisk® HPV test can tell if a patient has an HPV infection in the oral cavity. If so, they might have a greater risk of getting HPV-related oral cancer. Like most cancers, it's important to strive for early detection. If the clinicians know that the patient has an HPV infection, they can monitor them more closely for signs of oral cancer and consider further testing or referral.

All three tests are performed using a noninvasive oral rinse sample that is



collected in the dental office. The patient simply swishes (in the case of OraRisk HPV; swishes and gargles) a sterile saline solution in his/her mouth and spits it into a tube. The sample is then sent to our lab, where the test is performed. Test results are returned to the dental office for evaluation. These reports act as a third-party validation,

giving the patient a visual of what's going on in their mouth and whether or not the bacteria or HPV virus or infection is present. Our tests can help communication with patients about the need for therapy or further monitoring. For more information, please contact Chris Wildes, OralDNA territory manager at Cwildes@oraldna.com



CHRISTOPHER WILDES is a graduate of Chapman University and holds a degree in Organizational Leadership. During his studies, he lettered in collegiate football and baseball. After leaving the university, he aided in the start of a family business. The business still exists today in North Hollywood, California. Moving on from the family business, he ran a division of Canon business systems for approximately ten years. Today he is a territory manager for Oral DNA with diversified expertise in the dental lab industry, dental implants, and general business.

Chris enjoys playing golf, cycling, traveling, and cooking.

Did you know CAMLOG is based in San Diego?

Carlsbad based CAMLOG offers so much more than just dental implants

CAMLOG, Henry Schein's implant division, recently moved its U.S. base to Carlsbad, California to allow more efficient operations and increased support for the growing implant business. The support you need to grow your practice by offering the surgical placement of implants in your own practice with the support of Henry Schein is right here in San Diego. The opportunity for you and your staff to attend a two-day introductory course and/or 20-day fellowship courses is now in your own backyard. If you are already placing implants, ask us how you can get started with CAMLOG and take advantage of the technology and service that Henry Schein is known for.

Today, only 3%–5% of the cases that could appropriately be treated with an implant are being performed. And, as baby boomers continue to spend money for better health and better appearance, more patients are choosing implants over other dental solutions. The market continues to grow as more general practitioners add implant dentistry to their practices. You cannot afford to miss that opportunity!

Based on many years of experience in research and development and the highest quality standards, the CAMLOG® Implant System has been designed to be a very user-friendly, well-organized, and reliable implant system.



Excellent esthetic results can be achieved—thanks to specifically designed system components.

Innovative design: The heart of the CAMLOG® Implant System is the innovative implant-to-abutment connection, known as Tube-in-Tube™ design. With this reliable connection, restorations stay in place. CAMLOG continues to add innovative system components, including CT-guided surgery, CAD/CAM abutments, and pre-angled abutments that are designed for full-mouth restorations.

Simplicity: The CAMLOG® Implant System stands out for its extremely easy handling properties. Drills with depth stops, color coding, well-organized instruments, and the unique implant-to-abutment connection allow for

The Henry Schein Dental Specialties Group facility in Carlsbad, California is headquarters for CAMLOG USA.

efficient work without any compromise in quality. The result is minimal treatment time for both user and patient.

Reliability: The CAMLOG connection is what makes CAMLOG® implants exceptional. With the unique connection, very little strain is put on the retaining screw. The abrasive-blasted, acid-etched Promote® surface conforms to current scientific innovations. The results of many in vivo and in vitro studies support the reliability of the surface and its ability to provide fast osseointegration.

To learn more about Henry Schein's CAMLOG Implant System, contact your Henry Schein Field Sales Consultant.



Stay Healthy While Working at the Dental Office

NYC-based personal trainer David Nekava offers expert advice

By David Nekava, NASM CPT, CET



During my years as a health and fitness professional, I have found that assisting clients in achieving optimal health most often requires change in areas that are often undermined and overlooked. Lifestyle habits, mental fortitude, discipline, education, and the application of key techniques are central elements that dictate

the potential of the individual's health and well being.

Here are my top 10 tips for laying the groundwork of optimal health. Upon this foundation, recommendations for nutrition and exercise can be capitalized on much more effectively than without these guidelines in place.

1 GET ORGANIZED: Why? If we are out of order our lives are less productive. Why take on a new fitness program if we can't even find the time to stay consistent with it or see it through thoroughly? Start with this process first as life can easily throw many distractions our way that can sabotage progress.

Let's clear out the clutter from the office, the car, the home, etc. Let's be as efficient and as organized as possible; it will also lend itself to a greater sense of control, which breeds confidence and increases the likelihood of compliance with a new health initiative.



2 SLEEP: Now that we are sure that our time is being managed efficiently and we are organized in the home, office, and at work, we can focus on being more diligent about sleeping a full night to give our bodies the much needed recovery time from all of our days' stress. I suggest making the bedroom a sanctuary that is free from any distractions. Turn off any visual stimulation such as TV, cell phone, iPad, etc. well over 30 minutes prior to bedtime. Making a conscious effort to get at least 7–8 hours of sleep will have a profound effect.

3 MORNING ROUTINE: Getting up a little earlier than usual to make sure that we have plenty of time to get ready without rushing, breathing deeply, and enjoying a full breakfast are very important. This time of day sets the tone for the rest of our day and, if it is riddled with stress, we can expect the rest of our day to be stressful as well. Stress is detrimental to health, so let's not even put ourselves in a position to suffer its consequences.

4 HYDRATION: Carrying a water bottle around and ensuring that we are drinking at least 64–96 ounces per day of filtered water is vital for optimal health. Why try to exercise harder or improve nutritional habits if hydration is not even addressed?

5 LOW-GLYCEMIC EATING: Let's take the time to learn about eating foods that have a low immediate impact on blood sugar so that we

can keep blood sugar steady throughout the day without spikes and insulin crashes. Seek the education; it is a worthwhile investment.



6 NUTRITIONAL SUPPLEMENTATION:

Ensuring that your body is fully and optimally nourished simply requires supplementation. Consuming nutritional support items that are 90%–95% bio-available, such as isotonic-capable supplements are the most ideal method of doing so. Getting complete nutrition from food alone in the United States is nearly impossible. Did you know that an apple today only has 20% vitamin C activity when compared to the same apple from only 50 years ago?

7 PREPLAN & PREPARE FOODS:

Eating every 3 hours is also extremely important for maintaining health and energy. Haphazard eating really doesn't work. Items that can be easily packed and carried to the office that make great staple foods are: soft-boiled organic eggs, washed and chopped fresh fruit, nut butters, bean salads, lentil soup, rice pilafs, yogurt parfaits, brown rice protein smoothies, mixed walnuts/almonds/raisins, chopped vegetables, etc. If all else fails, sign up for a good meal delivery service to get complete meals.



8 HIGH-INTENSITY CIRCUIT TRAINING:

Barring any pre-existing limitations, moving from core exercises to lower body and upper body pull and push exercises in a quick fashion with minimal rest is an ideal method of exercising for a variety of reasons. It results in greater muscular endurance, increased cardio-respiratory capacity, maximal fat burn, and strength/hypertrophy gains—all of this in 25–30 minutes per session. Regardless of age, gender, or physical limitation, I have all of my clients working through some form of circuit training; it also keeps the time engaging.

9 RECOVERY: Massage, Epsom salt baths, steam baths, jacuzzi baths, stretching, meditation and breathing, and yoga are all very import and effective methods of recovering from the stress of life and from exercise. Spacing out exercise sessions and employing recovery techniques are essential for optimal health.

10 EMOTIONAL HEALTH:

Life balance; creative expression outlets; and positive, supportive relationships are also highly important for an individual's sense of well being and for achieving optimal health. My tip is to stay connected to close friends and family; laugh frequently; and find one or many outlets for creative expression to engage in often.

For more information, contact David Nekava NASM CPT, CES at dnekava@gmail.com



Two Upcoming San Diego Lecture Events

By: Brian Brady, Regional Manager

As you may have noticed on our events calendar, we are proud to be sponsoring two major speakers for fall 2012. We have always prided ourselves on bringing our customers fantastic events and speakers, but these two speakers really stand out due to their national prominence on the dental lecture circuit.

On Friday, October 5, Henry Schein San Diego will welcome Dr. Charles Blair, author of *Coding with Confidence*, to San Diego. He will present a full-day lecture titled, **Stay Out of Jail! The Top Coding Errors**. The lecture will present in-depth tips on many major concerns surrounding the coding process. Dr. Blair is a regular speaker at Henry Schein's Career Development Workshops in Wisconsin. His insights and instruction keeps Schein Sales Consultants from around the country on top of relevant coding errors and coding tips and tricks. I have had the pleasure of attending a half-day seminar by Dr. Blair, and I was very impressed by information presented on all of the existing codes that I was unaware of. There are so many errors made by dentists and



DR. CHARLES BLAIR



DR. GORDON CHRISTENSEN

staff when it comes to coding. It is clear that Dr. Blair is the go-to, dental-coding expert! You will leave this fantastic lecture as a better-informed professional. Bring the entire staff, particularly those involved in insurance billing.

Sometimes referred to as the "Godfather" of dentistry, Gordon Christensen will present his lecture, **The Christensen Bottom Line–2012**, in San Diego on Friday, November 30. The San Diego County Dental Society and the California Dental Association Foundation approached Henry Schein San Diego to be the corporate sponsor for this event—and we could not be more proud. It's important to keep in mind that this event, via admission costs, will raise funds for the CDA Foundation. I am proud to sit on the Advisory Board of the CDA Foundation. The work that the Foundation does each year, particularly in San Diego, is remarkable. Be sure to visit the Foundation's Web site at www.cdafoundation.org.

Dr. Christensen's lectures never disappoint and typically draw hundreds of attendees—be sure to register early. I am looking forward to seeing you at both of these phenomenal upcoming San Diego dental lecture events!

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