

The logo for Orthodont Connection features the word "Orthodont" in a stylized, cursive font with a registered trademark symbol (®) at the end. To the right, the word "Connection" is written in a clean, sans-serif font. Below "Connection" is the text "Newsletter - Vol.1 No.2".

Orthodont[®] Connection

Newsletter - Vol.1 No.2

In This Issue

Dentistry Continues to Innovate

Mature Marketing

Choosing A Digital Scanner
Points to Keep In Mind

A close-up photograph of several interlocking metal rings, possibly made of gold or a similar polished metal, set against a background of dark, rippling water. The lighting creates strong highlights and shadows on the rings, emphasizing their three-dimensional form and the texture of the water.

info@orthodont.ca

Dentistry Continues to Innovate



Digital Domination

It seems like 2017 just began and here we are planning to ring in 2018. Time seems to be moving at the speed in which technology is changing! I hope that 2017 was successful and profitable for everyone.

Firstly, I would like to take this opportunity to thank all of customers for their continued support. We respect your faith in us, to assist in delivering to you and your patients quality products and dependable service throughout the year. We take your business very seriously. With that in mind, I would like to discuss something very important to me.

Technology

I personally believe that if you don't jump into technology at your office at this point in time, it will become increasingly more difficult with each passing year, until you will unfortunately, get left behind. Just like you no longer use the "One Write" system to bill your patients, soon you will no longer be using alginate to take impressions.

Embracing technology is something that we strive to do here at Orthodont. The digital revolution is still in its infancy, however, it is our goal to be at the forefront of this digital wave, to provide our customers with technology that allows for effective and efficient

communication resulting in the fabrication of the highest quality products, in the shortest amount of turnaround time. From scanning, to design to production, Orthodont will continue to incorporate a vast array of different platforms so that we may interface more effectively and efficiently with whatever technologies you, the doctor have, to create seamless integration and communication. We want to make it as easy as possible for you to work with us and to make your patients happy - a true "win-win-win" situation.

Currently we can upload digital impression files, print out 3 D models, and digitally produce restorations. To learn more about all of the digital services that we offer, please do not hesitate to contact us and we will schedule some time to review what we have and how we can work with what you have. I realize that stepping out of familiar territory can be a scary thing but doing it together makes it less intimidating.

Lastly, I want to wish everyone and their families, a healthy, happy, safe and joyous holiday season!

Here's to 2018! Happy Holidays,

Bill Van Evans
President

Mature Marketing

Inevitably, the neighbourhoods associated with dental practices change demographics. Young families grow up, kids go off to universities and older parents move in with their adult children. It's important that as these changes occur, that you change your marketing strategies to make sure that you retain the people that you already have and to recruit new, more mature people into practice. Patients aged 50-70 are becoming more health conscious. Although they are careful how they spend their hard earned dollars they are ready to work on themselves now that they have taken care of their children's needs. Here are a few things to keep in mind:

1. Review your marketing material to make sure that you are targeting the changing demographics in your neighbourhood. If the patient base is widely mature than talking about nursing bottle caries is not appropriate!
2. Remember that more mature patients were not raised on technology and will appreciate thoughtful gestures such as cards to mark important celebratory milestones or sending flowers after a comprehensive treatment.
3. Review your practice decor. Primary colours may have been great when your practice was filled with kiddies, but the more mature patient has different expectations. Many mature patients have experienced some kind of unpleasant dental moment in the past and as a result are looking for clean, neat, tidy, professional and welcoming spaces. Have a good choice of magazines for both men and women and some beverages. TV in the waiting area that is muted or calming music may add to de-stressing the nervous patient.
4. Make sure that there is plenty of information available on restorative options. This age group will be experiencing attrition, tooth fractures, root canals and extractions. It's also important for staff to be trained on each of these topics so when questions come up they are answered by each team member consistently. The

reinforcement instills confidence that everyone knows what they are talking about and that your entire office is on the same page!

5. Speaking of staff... mature patients begin to experience some diminished senses like eyesight and hearing. It's important for staff to adjust for these concerns by speaking clearly and to be friendly and patient!
6. Offer appropriate incentives! April is cancer screening month so why not do cancer screenings at no charge? This age group is also more globally conscientious - consider food bank drives or sponsorships of local events that your community participates in.
7. Offer a variety of methods to confirm appointments. Some people will want the good old fashioned telephone call while others have jumped on the technology bandwagon and will want e-mail or texted confirmations.
8. Lastly, this age group needs to be informed about the health risks associated between gum disease, heart disease and diabetes. Have smoking cessation material handy for those who are looking to quit smoking.

By making a few sensitive changes to your marketing strategies you can be sure that your practice will continue to thrive as you and your patients mature



Choosing A Digital Scanner

Points to Keep In Mind

Congratulations! You have decided to embrace going digital and are jumping in with both feet! As you ponder just where to begin, you might consider making an intra-oral scanner one of your first digital equipment choices. Always do your “due diligence” and research the manufacturers of these products. Ask your peers who have already invested for their reviews before making the purchase. Here are a few tips when purchasing an intra-oral scanner:

Open .stl File Format - Working seamlessly with the lab of your choice is crucial to maintain a smooth and efficient workflow. Choose a scanner that saves files in an open .stl format as it gives you the ultimate flexibility in that your scans can go to any lab regardless of the software they are using.

Small Camera For Precision - Scanners with small camera heads enable fast, accurate scans that are a more comfortable experience for the patient.

Opt For Guidance - A scanner with a digital guidance system helps the operator in creating fast, accurate scans the first time.

Distinction Between Hard and Soft tissue - Make sure that your scanner is able to make the distinction between hard and soft tissues. This will allow you to see the whole “picture” and make treatment planning more efficient and less stressful.

Knowledgeable - As a dental lab we have worked with pretty much all the scanner manufacturers out there. At Orthodont we are happy to give you our insight and assist in answering any questions you might have from the lab’s perspective. Don’t hesitate to call us and make an appointment to discuss!



Feature Product

Full Contour Zirconia

- Full contour zirconia crowns and bridges without a ceramic veneer
- No chipping
- Cost effective and Aesthetic metal free restorations
- Biocompatible and durable
- Suitable for cases where occlusal space is limited
- High Translucency and Aesthetic



311 Viola Street, Oshawa, ON L1H 3A7
T: 905 436-3133 TF: 800 267-8463 F: 905 723-2331
info@orthodont.ca