

**Celebrating
40 Years**

*Creating Brighter Smiles
since 1969*



DP Advantage Newsletter

February — March 2009 Edition

Digital Photography Seminar—April 10

Join us for a one-day course featuring Dr. Steven Goldstein, DDS.

Hands-on participation, learn how to select and use equipment, how to manage colors, how to master the digital workflow, and learn how to make patient presentations.

7 CE Credits

\$199 Early Bird - **Save \$50**

(Before March 11)

Limited to 30 Participants

Windmill Inn, Tucson, AZ

Call us to register today!

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Advanced Dental Designs Product Guide

Inside this issue, we are providing an extensive overview of our core product offering. We hope this guide helps simplify the product selection process while giving you an at-a-glance review of each product's ideal applications, preparation requirements, cementation and bonding guidelines, flexural strength, enamel wear, composition, and clinical success.

We will happily assist with any treatment planning and product selection questions you may have as you provide your patients with brighter smiles.

Ask Us for Money-saving Ideas

We recognize that you want to maximize the value of your dental restorations while maintaining the highest level of esthetics, precision, and technical support. Dental Prosthetics, Inc. always looks for ways to save you money as we design and craft your beautiful restorations. For example, if an implant case is heavier than average, we will contact you to review metal options that will maintain the form and function you desire, while keeping fees as low as possible. We will happily review case design options. Please do not hesitate to call us with questions.

Flat-rate Fee Structure Enhancement

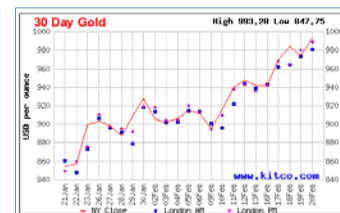
As you know, gold prices continue to fluctuate. Beginning March 1, 2009, we are implementing a more predictable method for you to track flat-rate PFG pricing. As gold moves up or down by a margin of \$100, we will moderately increase or decrease PFG flat-rate pricing. March 1 pricing is based on gold at \$930/oz. We will do our best to keep our PFG pricing as simple and predictable as possible. Please don't hesitate to contact us at 520-722-4484 with any questions.



Implant Experts

We can help you:

- Save Money with Flat-rate, all-inclusive pricing (**No Hidden Fees**)
- Increase Turn-around Time
- Plan & Design
- Select Parts
- Price Implant Cases



Kitco 30-day gold price (JAN 21, 2009—FEB 20, 2009)

1,249 Pounds of Food Collected for the Dental Pro's Holiday Food Drive

The Dental Pro's First Annual Holiday Food Drive was a tremendous success thanks to the efforts of many Southern Arizona dental practices and the employee-owners of Dental Prosthetics. Congratulations to the following practices for their success:

Tucson First Place (162 lbs)

The practice of Dr. Randy Knuth and Dr. Shawn McFarland received a staff lunch.

Sierra Vista First Place (43 lbs)

The practice of Dr. Michael Brace received a staff lunch.

Heaviest Single Box Award (81 lbs.)

The practice of Dr. Carol McGonigle received special recognition.

Best Decorated Box

The practice of Dr. Howie Adams and Dr. Adam Pershing received special recognition.

This Year's Event

We look forward to hearing from you with opportunities and ideas to support our local communities this December. Please email us at dentalpros@dptucson.com with any comments or ideas.

This year's event will occur during the week of December 7—11.

DP Advanced Dental Designs Product Guide

Points of Comparison	Lava™ Zirconia	IPS eMax®	IPS Empress Esthetic®	Advanced Captek™	Procera™
Ideal Applications	When esthetics, strength, and superior fit are primary objective	When esthetics and superior fit are primary objective	When high esthetics and superior fit are primary objective	When esthetics, superior fit, and advanced tissue health are primary objectives	When esthetics and strength are primary objective
Primary Applications	Single Crowns 6-unit bridges (w/ up to 4 pontics)	Single Crowns & Cantilever 3-unit Bridges Maryland Bridges (call for details)	Veneers Crowns Inlays Onlays	Single Crowns 3-unit Bridges* *Within parameter details. 15—20 mm span between abutments	Single Crowns 2—4 unit bridges Anterior/ Posterior
Preparation Requirements	Chamfer or modified shoulder margin design 1.0—1.5mm Incisal & Occlusion 1.5—2.0mm Facial & Lingual 1.0—2.0mm Axial Reduction 1.5—2.0mm	Shoulder margin design 1.0mm min. at the margin 1.5—2mm reduction at incisal, facial lingual Feather-edge margins accepted	Shoulder margin design 1.0mm min. at the margin 1.5—2mm reduction at incisal, facial lingual Feather-edge margins accepted	Any margin design 0.6mm min. at the margin 1—1.5mm axial wall reduction	Chamfer margin design 1.0mm min. at the margin 1.5—2.0mm reduction at incisal, facial, lingual
Cementation Guidelines	Conventional or Resin Cement	Conventional cementation or Adhesive bonding with dual cure bonding agent	Adhesive bonding with dual cure bonding agent	Standard cementation with any cement	Standard cementation can be bonded
Flexural Strength	1100+ Mpa	When bonded, same as natural dentition	When bonded, same as natural dentition	After cementation, similar to traditional porcelain fused to gold crown	687—1000 Mpa
Enamel Wear	Enamel “wear friendly” if core not exposed	Comparable to natural enamel	Comparable to natural enamel	Low Wear	Enamel “wear friendly” if core not exposed
Restoration Composition	Lava Zirconia cores with layered porcelain	Lithium disilicate core	Leucite reinforced core	89.3% gold coping (22k) with layered porcelain	Aluminous oxide cores anteriors, Zirconia posteriors
Clinical Success	5 Years	4 Years	15 years	10 years	9 years

DP Advantage Program

Enjoy our DP Advantage privileges when your account averages \$4,000 a month or more in a quarter. Benefits begin in the subsequent quarter.

◆ Free Custom Shades ◆ No Rush Charges ◆ 25% Staff Discounts ◆ 1% Increase in Vacation Vouchers

Call us today to learn more about DP Advantage and Vacation Voucher Program!



	DP Blue™ (New All-Ceramic)	DP Elite PFM	DP Elite Full-cast	Cristobal+	Radica®
and ary	When price is main consideration, but esthetics and strength must be maintained	Traditional porcelain fused to metal when strength is a factor, space metal lingual, or metal occlusal. Different gold types available.	When not enough occlusal clearance for porcelain.	Composite restoration where strength and esthetics are not primary concern	Long-term Provisionals & Diagnostic Restorations
s es rior	Single Crowns—Posterior & Anterior Only BL1, BL2, BL3, BL4, A1, A2, A3, A3.5, B1, B2, B3, C2, D3 shades available. Please include stump shade. More shades coming soon!	Single Crowns & Cantilever Long Span Bridges	Molars Singles Bridges Inlays Onlays	Inlays Onlays Bridges — one pontic through 2 nd bicuspid Veneers Single crowns through 1 st molar	Veneers Crowns Inlays Onlays Bridges—All Spans
esign margin ion at qual	Shoulder margin design preferred for optimal fit Feather-edge margins accepted 1.0mm min. at the margin 1.5—2mm reduction at incisal, facial lingual	Any margin design Traditional 1.5—2.0mm axial wall, incisal, occlusal Porcelain shoulder design if needed for porcelain margins	Any margin design .6 mm min. reduction all around	Chamfer margins 90° butt joint towards the occlusion or incisal	Model in-house prep No Special Requirements
ion or d	Conventional cementation or Adhesive bonding with dual cure bonding agent	Standard cementation with any cement	Conventional cementation	Standard cementation and dual cure dental adhesive	Temporary Cementation or Adhesive Bonding with dual cure bonding agent
a	360 Mpa	Yield Strength: 540 Tensile Strength: 800	Yield Strength: 310—540 Tensile Strength: 485—800	200 Mpa	165 Mpa (exceeds other temporary materials)
dly” if ed	Comparable to natural enamel	Enamel “wear friendly”	Comparable to natural enamel	Low wear	Low wear
ore for a for	Lithium disilicate core	HN Brite Gold 89 PF— 89.4% Au HN Deguden H — 84.4% Au HN Euro — 40% Au Noble — 70% Pd, 10% Ag	HN Argenco 77 — 77% Au HN Argenco 60 Type III—60% Au Semi-precious—70% Ag, 25% Pd	Composite Barium, Borosilicate, Glass filler	Glass-filled Urethane
	3—5 Years	40+ Years	40+ Years	6 Years	2 Years

Your Implant Experts

Dental Prosthetics, Inc. is your implant expert. We can partner with you on any type of implant case. We enthusiastically help with pricing, case design, parts selection, and much more. It's like having your own in-house dental lab!

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We are what we repeatedly do. Excellence, then, is not an act, but a habit.
—Aristotle



DP Events and Community Calendar

March

12 through 14—AzDA Western Regional Dental Convention—Phoenix

25—SADS Annual Meeting—Hilton El Conquistador Hotel—6:00p to 9:00p

26—Steinburg Study Club—Windmill Inn, 6:45p to 8:45p

26—Successfully Overcome Our Recession Workshop—Tucson Country Club—6p to 8p—Massengale & Associates—No Charge

April

3—STP—Mini Implant Residency #1

10—Dental Digital Photography (7 CEs)
Windmill Inn, Tucson—Dr. Steven H. Goldstein—\$199 Early Bird Registration before March 11—Register with DP

17—SADS Bowling at Bedroxx—Bedroxx—7:00p to 9:00 p

23—Steinburg Study Club—Bob Gess—3D Radiology—Windmill Inn, 6:45p to 8:45p

30—Duel in the Desert—Windmill Inn, Tucson, 6 p.m. to 9 p.m.—No Charge—Register with DP.

May

12—The Honor Roll Study Club for Dental Employees—Insurance Management, Coding, & Write-offs—Tucson Country Club—6p to 8p—Massengale & Associates—No Charge

15—The Larry Yasmer 13th Annual Open Wide Open Charity Golf Tournament—Starr Pass Golf Course

21—Steinburg Study Club—Windmill Inn—6:45p to 8:45p

28—Security Management: Finding and Stopping Embezzlement Workshop—Tucson Country Club—6p to 8p—Massengale & Associates—No Charge

June

12 & 13—STP—Mini Implant Residency #2 & #3

16—The Honor Roll Study Club for Dental Employees—Effective Scheduling—Tucson Country Club—6p to 8p—Massengale & Associates—No Charge

July

23—Customer Service—Tucson Country Club—6p to 8p—Massengale & Associates—No Charge

September

18 & 19—Smile Design and Aesthetics in Action—Dr. Chuck Flume (LVI)—FREE for DP Advantage Account Doctors, \$250 Doctor, \$100 Team Member—Register with DP.

24—The Art of Communication: Overcoming Objections and Building Value—Tucson Country Club—6p to 8p—Massengale & Associates—No Charge

30 through OCT 7—ADA Annual Session—Honolulu Hawaii

October

13—The Honor Roll Study Club for Dental Employees—Referral Management—Tucson Country Club—6p to 8p—Massengale & Associates—No Charge

16—SADS—Dr. Raymond Bertolotti—6 CEUs

24—Ask Me About Implants: The Stimulus Plan for Your Practice—Joy Millis—Tucson, AZ—6 CEs—More details coming soon—Register with DP.

November

6-7—Sequencing—Dr. Jeffrey S. Rouse—Director of the Division of Interdisciplinary Rehabilitative Dentistry at the Scottsdale Center for Dentistry—More details forthcoming—Register with DP.

19—Effective Re-Care & Soft Tissue Management—Tucson Country Club—6p to 8p—Massengale & Associates—No Charge

January 2010

15—STP—Mini Implant Residency #4

March 2010

12—STP—Mini Implant Residency #5

Please call us at 520-722-4484 for further details, registration information, or to add to our calendar.



Our commitment to you is simple. Deliver the finest quality dental restorations on time and exactly as you prescribe—EVERY TIME!

Thank You for Submitting Case Evaluation Cards

Case Evaluation Cards are now delivered with each case. These evaluations allow us to fine-tune our processes as we relentlessly pursue our objective of providing you and your patients with highly esthetic, zero-adjust dental restorations.

Free Office Lunch

We want to reward you for your efforts by offering **10 points** for each completed Case Evaluation Card returned to us. Points are valid towards an office breakfast or lunch from your choice of Bruegger's Bagels, Baggins, or Beyond Bread.

Redeeming Points

We want the entire office to participate so you must accumulate enough points for at least three people to participate.

300 pts. = Lunch for 3 500 pts. = Lunch for 5 1,000 pts. = Lunch for 10

Watch Your Mail

We will begin mailing point statements in March 2009.