



▲ Planmeca PlanScan

Driven by E4D Technologies, this innovative ultra-fast intraoral CAD/CAM system can help deliver great restorative dentistry.

Productivity, profits and predictability

Why one CAD/CAM veteran chose to incorporate the Planmeca PlanScan to ensure his practice delivers the best results for his patients, bottom line. [By Dr. Mark Morin]

The second dilemma is the increase in taxes due to the changes in FICA, Medical Device Tax, Medicare Tax, and Obamacare. This means the average dentist will pay somewhere between \$4,000-11,000 more than they did last year. Put another way, we will have to produce approximately 10-12% more just to break even. Lastly, the economy is still struggling, which is causing consumer spending to remain stagnant. The American Dental Association projects this spending to stay unchanged for the next 10 years.

Solutions

One way to reduce the threat to our profitability is to increase productivity. Dentists must learn how to do more procedures in less time without sacrificing quality of care. How can we increase our hourly production while differentiating our practices by offering the patient a fantastic service? The answer is innovative technology.

The right technology makes all the difference. Dentists need technology to free up operative time so they can be more productive providing

Obstacles to overcome

So what are some of the challenges that are threatening the profitability of our practices? One of the major issues that we are facing is with insurance companies. PPO type insurance plans have grown at an alarming rate and now represent more than 80% of insurance plans offered by employers in the U.S. If that isn't enough, over the past couple years they have taken the bold step of reducing insurance reimbursements by 5-15% in many states.

dentistry have come full circle and now it's how we get to that final restoration that matters the most. Dentistry is currently facing numerous challenges. It is time we take a long, hard look at how we do things on a daily basis. There are now three new P's to consider if we are going to rise to meet these new challenges: Productivity, Profitability, and Predictability.



MARK MORIN, DDS

SOME 25 YEARS AGO, MY FIRST article on CAD/CAM was about the three P's: Prep, Powder, and Picture. At that time, all I was worried about was the final product. Was it going to last? Could we do full crowns with it? Will it stay in place with bonding alone?

But technology and digital

TIPS & TRICKS TO A PRODUCTIVE PRACTICE
THE NEW 3P'S

PRODUCTIVITY

- **Practice Same Day Dentistry**
Consider the economics of a single visit vs. multiple visits
- **Involve your TEAM**
Delegate scan, design and finishing to the team
- **Consider Scheduling**
PlanScan improves work-flow and indirect restorative cases
- **PLANMECA Romexis**
Open STL allows easy import and export with any system
- **Support**
Clinical and technical support is just a click away with Planmeca's unique remote Support Service

PROFITS

- **Check your PPO codes**
- **Incorporate PlanScan into your practice**
Eliminate fabrication and reduce material fees
- **Grow your Practice**
Treatment planning for specialized cases such as implants can be completed in-office using PlanScan with Romexis

PREDICTABILITY

- **Consistent results you can count on**
PlanScan digital restorations deliver predictable, high-quality restorations that demonstrate an excellent fit, higher strength and lifelike aesthetics

more services, while lowering their overhead and continuing to deliver high-quality care. Offering patients the opportunity to have their restorations completed in a single visit is a great way to increase case acceptance thereby increasing productivity. People are very pressed for time with jobs, children and other responsibilities and, let's be honest, no one really enjoys going to the dentist any more than they have to. So if the dentist can provide a restoration in a single visit by making the restoration with the Planmeca PlanScan (formerly the NEVO restorative system - E4D Technologies) that eliminates one of the objections we hear in the dental office. Not to mention the technology allows the dentist to conserve more natural tooth as well as manufacture the restoration out of materials that are some of the closest dentistry has ever had to tooth structure all while being as long lasting as gold.

Efficient workflows

Another way to increase productivity is to delegate much of the imaging and design portion of onlay/crown appointments to the dental assistant.

PlanScan is one of the easiest ways to do this. If you consider what is accomplished in a prep appointment, the doctor is only needed to anesthetize the patient, prep the teeth, and seat the restoration. At the beginning of the appointment the doctor can add a buffering solution to their anesthetic that decreases the onset time of anesthesia and makes the injection more comfortable for the patient. This allows the procedure to be started within 1-2 minutes of administration increasing the efficiency as well as allowing the doctor to stay with the patient offering comfort and building rapport. This product lends itself well to PlanScan's ability to increase efficiency and workflow. By adding CAD/CAM technology to the practice, doctors can utilize their assistants to free up time of their own to accomplish more procedures and increase their productivity greatly. It also increases the job satisfaction of the assistant giving them additional skills and responsibilities as well as a sense of autonomy which most tend to enjoy. The front desk schedules overlapping chair time knowing that the doctor will be needed for the first 20 min-

“It can help increase hourly production and profitability by delivering predictable, high-quality restorations. This incredible portable scanner can ... make the workflow so much faster and predictable.”

utes of the appointments and again for 15 minutes at the end to bond.

The right technology partners

After more than two decades of using CAD/CAM, I think I can strongly assert that finding the right company and the right technology is the key to success. The PlanScan system, distributed through Henry Schein, is the restorative system solution to achieving the new three P's. It

can help increase hourly production and profitability by delivering predictable, high-quality restorations. This incredible portable scanner can be easily moved from room to room, which makes the workflow so much faster and predictable. The software allows quick design with accuracy and very little “TOOL WORK” to get to the final result. This allows the doctor to produce a high-quality restoration efficiently. It also allows the doctor the ability to delegate many of these steps to the auxiliary team and to free up even more time to be productive in other parts of the practice. Another advantage of the PlanScan system is it allows us to be very conservative in placing inlays/onlays and to save tooth structure, which should be every dentist's goal. You should also consider the added benefits of extending more specialized treatments that you will be able provide to your patients such as bridges and implants. The fact that you can provide these additional services enables you to grow your practice.

In conclusion, the decisions we dentists make today about technology are the decisions that are going to set our offices up for success in 2014 and beyond. Don't make the mistake of choosing the wrong technology. When looking to invest in new technology, do your homework and make sure you choose the technology that sets you up to achieve productivity, profitability, and predictability. My choice today is Planmeca PlanScan without a doubt. ●

ABOUT THE AUTHOR

Mark R. Morin DDS, FRCR, lectures globally on the subject of CAD/CAM and various aspects of practice management, productivity, and digital dentistry. With his energetic and engaging style, Dr. Morin teaches dentists how to utilize technology to differentiate and elevate their practices to the next level of success. Because of his passion for this area of dentistry and his dynamic delivery, he has earned numerous continuing education honors over the years. Dr. Morin maintains a private practice that remains in the top 1% of dental practices in the U.S.