



focus

A horizontal film strip graphic with sprocket holes. The central frame shows a close-up of a person's mouth, split vertically to show a 'before' and 'after' dental procedure. The 'before' side shows yellowed and uneven teeth, while the 'after' side shows bright, white, and aligned teeth. The text 'Cosmetic Dentistry Evolves with a Changing Economy' is overlaid on the right side of the film frame, and 'Before & After' is at the bottom.

Cosmetic Dentistry
Evolves with a
Changing Economy

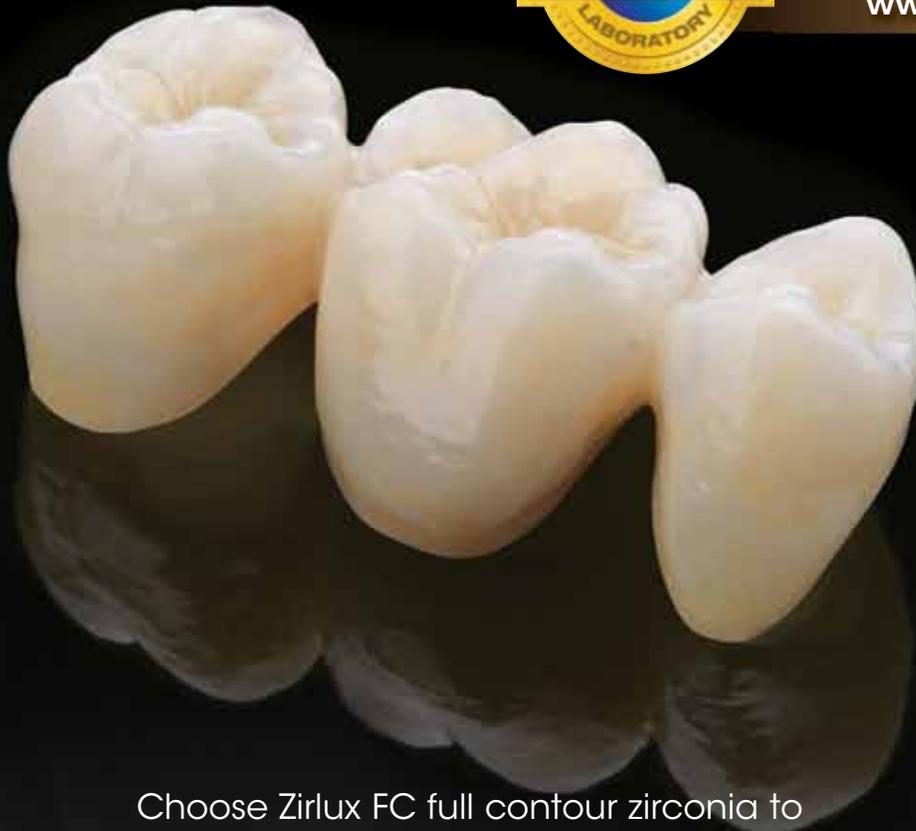
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Opportunities Ahead

“We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next 10. Don't let yourself be lulled into inaction.”

— Bill Gates

Bill Gates is definitely an individual who knows how to put forth action to create change. A little something we're familiar with in the dental laboratory world. For example, there has been a significant change from PFM to all ceramic. In this issue of *focus*, you will be provided relevant information about the growth of the all-ceramic product to better inform you and help with your decision making in regards to this product. In short order all-ceramic products has had a profound impact on our profession and we should not underestimate the change that will occur in the next 10 years. Take the time to study your options, determine where the trends for growth are and act upon your decisions.

One area that is remaining stable even in a down economy, in my experience, is the high-end cosmetic restoration. This line of work takes individuals who are committed to their success and in turn they are reaping the rewards. Being the best takes much preparation and putting in the time to be proficient to do the work. This will allow you to brand yourself within your profession. Inside, you will be able to read a story about how about high-end laboratories are doing just that.

We just started a new year which gave many of us a new opportunity to start new goals or to set out to accomplish old goals that were not quite completed. Our world, as Thomas Friedman said, is continuing to become flat. Remember the lesson to continue to learn how to learn. We have to continue to stay on top of the trends to remain relevant in our profession. As I have said in the past, take the time to plan and then execute the plan. Make sure to attend the symposium on May 9-11 at our new location: Renaissance Orlando at SeaWorld. We are projected to have one of our best educational line ups ever.

I want to add one belated New Year's goal to your list. Henry Ford said, “coming together is a beginning. Keeping together is progress. Working together is success.” I would like everyone who wants to improve their working relationships and increase their successes with their dentists to invite them to this year's symposium. Make this your best year ever!



By Eric Wade, CDT
FDLA president



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- Recognition
- Safety
- Acceptance
- Innovation

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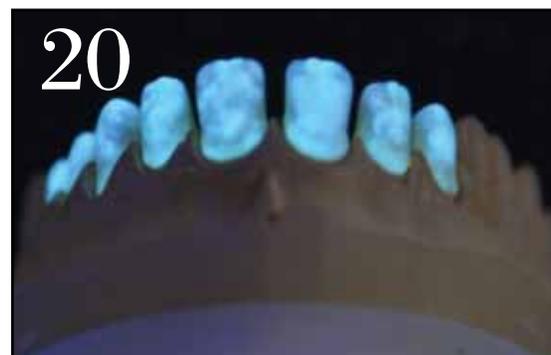
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The All-Ceramic Restoration Advantage

For several decades, the systems used to manufacture all-ceramic dental restorations have drastically improved the ability to restore the natural look of teeth. Patients have begun asking for all-ceramic

restorations and, as a result, more laboratories are being asked to move in that direction.

Jason DeFranco of TLC Dental Laboratory in Orlando has seen a significant increase in all-ceramics.

“In the last two years, we’ve gone from 20 percent to 70 percent,”

he said. “They are esthetically pleasing, easier to handle and there is less margin for error. It’s easy to make money with all-ceramics.”

All-ceramic crown and bridge restorations fabricated with CAD/CAM technology are predicted to grow from 40 percent of overall ceramic unit share to almost 70 percent in 2015, according to Millennium Research Group. The company predicts the global dental CAD/CAM system market will grow strongly to reach a value of more than \$540 million by 2016.

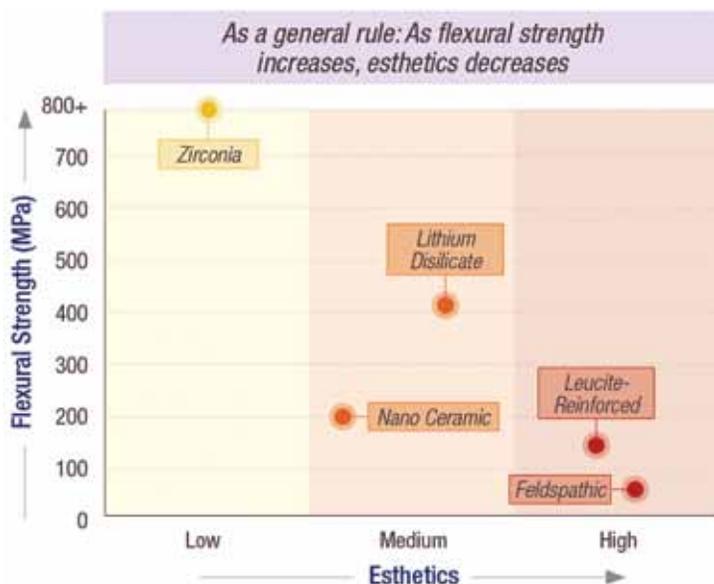
“Of the materials used to fabricate CAD/CAM restorations, high growth over the next five years in all-ceramic restorations will mainly stem from the segment of newer and alternative materials such as lithium disilicate. Lithium disilicate, a glass-based ceramic, is gaining popularity due to its proven durability by monolithic structure, withstanding greater force than zirconia restorations with similar high esthetic properties,” the company states.

The direct ceramic machining (DCM) process is familiar to most in the industry because of its ability to easily, reliably and rapidly manufacture all-ceramic dental restorations with high mechanical strength and good biocompatibility. With DCM, an enlarged framework is milled out of a pre-fabricated porous ceramic blank made of zirconia. After sintering to full density, no further time-consuming hard machining with diamond tools is needed. For individual esthetic requirements, the framework is coated with a veneer porcelain. However, there are areas of concern.

“Ceramic materials are evolving with higher strength and increased translucency to provide improved esthetic restorations. Silica-based ceramics offer the most esthetic option, whereas zirconia ceramics provide the highest strength,” according to The Dental Advisor. “Full-contour, monolithic ceramic restorations are rapidly

“Ceramic materials are evolving with higher strength and increased translucency to provide improved esthetic restorations.”

—Jason DeFranco



growing in popularity, replacing ceramic-metal and layered ceramic restorations.”

Laboratory technicians must consider several important factors when selecting an all-ceramic material. Esthetics and strength should be among the top components to consider when choosing. Still, versatility is crucial and investing in one system that could provide inlays, crowns and veneers is a reasonable solution for many laboratories.

However, DeFranco recommends that a transition to all-ceramics shouldn't be made in a laboratory unless it's running efficiently.

“Bottom line, you need a lean lab, otherwise ceramics are tough to implement because there's a bit of a product mix shift with DCM,” he said. “You have to be ready to train employees and accept a learning curve during the conversion period. The start-up costs and training period can be frustrating. It's a big decision and requires full cooperation from everyone.”

The dentist and technician have to be equal partners in the desire to deliver a quality all-ceramic restoration because precise attention to detail in tooth preparation, cervical margin design and location, soft-tissue management and impression making is crucial to success. Additionally, proper selection of materials and shade-matching are crucial.

Recent advancements in all-ceramics increasingly make it an appealing choice. Options now include pressable porcelain, porcelain to zirconia, CAD/CAM restorations and sub-classes of each that continue to be developed by many different manufacturers. Demand for all-ceramic restorations is expected to continue to grow. Additionally, new digital dental technology allows for instant feedback between the dentist and laboratory increasing the probability of all-ceramic usage.

With so many all-ceramic choices, it's essential to become educated about each system or at least the top systems that make sense for your laboratory.

“I believe things will keep going and we'll see usage get to 90 percent,” DeFranco said about the future of all-ceramic restorations at his laboratory. 



Trends in Ceramics

As materials evolve, there is a continual push toward a strong yet esthetic restorations. Silica-based ceramics offer the most esthetic option, where zirconia provides the highest strength. Some companies (3M ESPE, Ivoclar Vivadent) have married a zirconia coping with a ceramic overlay, producing a strong core with an esthetic overlay. It is clear that the dental industry is moving toward a more monolithic restoration. As such, newer full-contour zirconia crowns and bridges are being manufactured, offering higher translucency and combined with high strength. While IPS e.max continues to dominate the all-ceramic market for posterior crowns, full-contour zirconia restorations are growing in popularity due to lower cost, higher strength, and minimal preparation.

Ceramic Choices

Feldspathic:

Highly translucent and esthetic ceramic used most commonly for veneers. Lowest strength ceramic, ranging from 70-110 MPa.

Leucite-Reinforced (IPS Empress Esthetic, Cerpress SL):

Excellent esthetics and translucency. The addition of leucite crystals to the glass matrix slightly improves mechanical properties. Ideal for veneers, inlays/onlays, and anterior crowns.

Lithium Disilicate (IPS e.max):

Composed of a glass matrix filled with 70 percent lithium disilicate crystals, resulting in a material that is relatively translucent and two to three times stronger than leucite-reinforced ceramics. It is a universal material that combines strength and esthetics and can be used for veneers, inlays/onlays, and anterior and posterior crowns.

Zirconia (Lava, Crystal, BruxZir):

Highest strength ceramic with highest fracture toughness due to the composition of polycrystals. The lack of a glass component within the matrix results in an opaque restoration, compromising esthetics in some cases. Its use is indicated for anterior and posterior crowns, three to six unit bridges, Maryland bridges and implant abutments. Newer zirconias have improved translucency.

Resin Nano-Ceramic (Lava Ultimate):

Newest class of CAD/CAM materials. The ceramic block is infused with resin resulting in a material that is easy to mill, requires no firing, can be easily repaired and adjusted, and does not wear the opposing dentition.

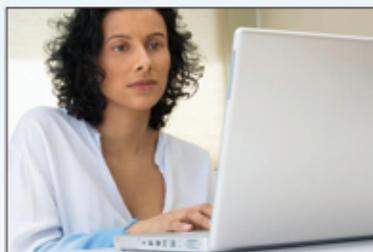
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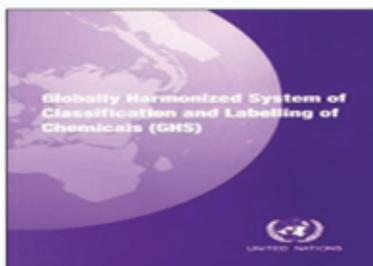
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Before & After

Cosmetic Dentistry Evolves with a Changing Economy

The economic recession has impacted the dental laboratory industry mainly because many patients view dental work as elective, which makes it the easier choice for consumers to put off. Cosmetic dentistry, in particular, has faced the biggest decline, seeing a 13 percent drop since 2007, according to the American Academy of Cosmetic Dentistry (AACD).

A thrifter customer has emerged, which means that businesses offering cosmetic procedures feel pressure to adjust to a value-driven retail market. This shift in consumer behavior requires facing new realities. However, even in trying economic times, some cosmetic-focused dental laboratories in Florida have found ways to stay competitive and reach their goals.

Rachel Powledge, of Suncoast Ceramics in Brandon said the laboratory has felt the pressure of a changing market.

“Everyone at Suncoast has had to make sacrifices to make it through this tough economy,” she said. “As a group, we temporarily did away with paid vacation time, paid sick days and some paid

holidays. But the economy kept falling, so we took pay cuts and shortened our workweek from five days to four days so that jobs could be kept. It’s been three years now.”

Gagliano Dental Lab, based in Tampa, has weathered the storm by focusing like a laser on quality.

“I haven’t really changed anything about my business or lost any accounts since the recession,” said owner Jim Gagliano, CDT. “Dentists are definitely seeing fewer patients, though, and the flow has certainly slowed down.”

Even in a down economy, there are things that dental laboratory owners, whether they focus on cosmetics or not, can do to create growth. Howard

Shore, a business coach with the Miami-based Activate Group, Inc., cites seven commonalities successful business owners share that can accelerate growth in a down economy. They are:

1. **Planning** — Have and execute a written business plan.
2. **Core Customer** — Identify your most profitable and loyal customers. Focus on those customers who will most likely buy your product or services in the quantity required for optimal profit.
3. **Differentiate** — Make sure that your company has an uncommon offering that is targeted toward your core customer that your business will own and leverage.
4. **Invest in Your Sales Force** — Get rid of your C players immediately. Invest whatever it takes to train and develop your A and B players to peak performance.
5. **Improve Hiring Process of Sales Force** — Most companies do a very poor job in hiring salespeople. This costs companies a lot of money on the top line.
6. **Find Top Talent** — Evaluate every employee at least once a year. Get rid of your mediocre employees, and figure out which of your good employees can be developed into great employees.
7. **Marketing** — Great advertising and public relations is what attracts potential business.

On the good news front for cosmetic dental laboratories in Florida, reports show that revenues are stable in certain sectors of cosmetic dentistry. *The 2011 State of the Cosmetic Dentistry Industry* report from AACD states that after a few years of declining revenues, cosmetic dentists are experiencing increased consumer interest in cosmetic dentistry and beautiful smiles. That uptick in demand expected to trickle down to more business for cosmetic dental laboratories.

Over at Suncoast, Powledge agrees that things are looking more optimistic because the laboratory is getting back to normal.

“Things are beginning to turn around. We’ve added some benefits back, and we have also learned to be more efficient with fewer people,” said Powledge. “Our high quality has remained intact because our

staff is dedicated and still takes pride in the work that they do. I think the sacrifices say a lot about who we are.”

In the wake of what feels like a hope for recovery, those that have made it through should be looking ahead. Suncoast is already making plans for the future.

“We intend to expand our milling department in the near future and our implant department has become busier,” she said. “I feel that our expertise in the cosmetic end has been the thing that kept us in business. That and we do not produce cookie-cutter restorations. We’ve perfected our passion and it shows in our work.”

Despite the economic downfalls, there has to be a response. Those who take the right steps to

Cosmetic Demographics

Three-fifths of cosmetic dentistry patients were female (60 percent) and two-fifths were male (40 percent), representing a seven-point swing toward males since the 2007 survey.
Source: AACD



Cosmetic Demand

The demand for cosmetic dentistry procedures was primarily driven by referrals. The biggest change from the 2007 benchmarking survey is the increase in Internet usage by patients, which was up 25 percent.

Source: AACD

Cosmetic Importance

Procedure appearance is most important to patients, followed closely by cost and longevity of treatment results.

Source: AACD

protect their laboratories can continue to grow. At Suncoast, they started by adding a new product at a lower price point and created products with quicker turnaround times.

“Our new DurusZ® Full Contour Zirconia crown is priced very competitively. It has taken the place of many of our doctors full gold crowns due to the rising cost of gold. The benefit of our DurusZ® Full Contour Zirconia crown is it is priced at a flat rate. There is no extra metal fee involved,” said Powledge. “To quicken our turnaround, we added the DurusZ®, porcelain fused to metal and e.CAD® single unit posterior crowns. DurusZ® and e.CAD® are milled full contour using our Sirona inLab MC XL milling unit.”

Gagliano thinks the key to staying competitive as a cosmetic laboratory in Florida is to keep things local.

“The arguments about offshoring aren’t going to go anywhere. You just have to stick to making a quality product and try to buy American. That’s what is going to help our economy,” he said.

At the end of the day, dental care is still an essential part of overall health and consumers realize that. The American Academy of Cosmetic Dentistry notes that 99.7 percent of Americans think a smile is an important social asset, and 74 percent believe an unattractive smile can adversely affect a person’s chance for employment success. Clearly, there is a market for cosmetic dentistry.

Powledge knows that to find and keep dental clients, you have to be creative and be able to offer a reasonable price. Today’s consumers are not just demanding lower prices, they expect it.

“Be the best you can be at what you do,” said Powledge. “To stay in business, it is simple math, your income has to be more than your out go, or we all know the outcome. You have to be very creative in this market and figure out what your niche is and go with it... at a competitive price. You have to give excellent service and be efficient. Consistent quality is key. That always seems to pay off in the long run. We are also big advocates of continuing education. We believe in investing in our people. The way we see it is even if they decide to leave us, we have still made our industry better.”

Cosmetic dental laboratory owners and managers have to be willing to evolve and adapt, but that doesn’t mean sacrificing integrity or quality. It means that you have to be open-minded to a changing economy.

Meet with your dental clients and find out what motivates them to buy.

Look at your business and see if there are problems that can be fixed without spending money.

Finally, take a hard look at your laboratory and what you are doing to adapt to the evolving economy. If the answer is nothing, then it might be time for a change. 



Even in This Economy

Seven Success Strategies to Grow Your Business Fast

By Diane Estrada



What goes up must come down as Newton so masterfully discovered. Yes, an economic valley does take some maneuvering to skillfully navigate, but by keeping your head while others are losing theirs, and following these seven success strategies, you can thrive during these economic times, and end up growing your business fast as well.

Be Determined to Succeed

The attitude you hold about yourself and what you are capable of makes up the fundamental obstacle keeping you from your business success no matter how the economy is doing. It's hard to imagine, but thought is the only thing that stands in our way of attaining what we want in life. Success is an inside job. Focus on your growth and watch as your self-confidence soars. Competency builds confidence. It builds a virtual circle feeding itself, expanding bigger and bigger. Think bigger. Be bigger.

Stop Micromanaging and Start Delegating

A business owner who tries to manage everything creates a bottleneck and stifles any opportunity for growth. You would be surprised at the number of activities that can be outsourced to free you up for the tasks you enjoy that will actually help you make money and grow your business easily. Since these people and services are sourced on demand you end up paying only for what you need when you need it. Areas to evaluate are office administration, office management, lead generation, marketing support, web site development and maintenance, product fulfillment, event management, and customer service functions. Do what you do best and delegate the rest.

Develop Strategic Alliances and Joint Ventures

Seek out ways to collaborate with others in your industry - even your competitors. You know, one plus one equals five. The key benefits to this approach include:

1. Gaining economies of scale in marketing or production.
2. Sharing and transferring of manufacturing and technical expertise.
3. Access to previously blocked markets.
4. Defeating mutual rivals.

Strategic alliances are one of the most powerful ways to quickly and inexpensively grow your business. In one of my businesses, I went from 200 visitors a month on my website to more than 500,000, with one strategic alliance - and it didn't cost me a dime.

Focus on Growth Strategies

You've all heard the comment: You have to spend money to make money. Well this is the case. Spend more on marketing, spend more on advertising, give more bonuses, and cut back where you are not profitable. An important element of your growth strategy is to constantly reinvent yourself. Offer



Cosmetic Financing

Seventy-seven percent of practices offer their cosmetic dentistry patients third-party external financing services; of those offering financing, 78 percent said that it helped patients get to a yes decision.
Source: AACD



Cosmetic Revenue

Seventy-three percent of practices reported total cosmetic procedure revenues at \$500,000 or less for the previous year. The average revenue for cosmetic dentistry procedures was \$375,000 per practice.

Source: AACD

Cosmetic Florida

There are 323 AACD member cosmetic dentists in Florida.

creative pricing and inexpensive luxuries. Find out what your customers have re-prioritized as most important to them and figure out how your products and services can best be re-positioned to respond to their concerns. As counter-intuitive as it seems, add new products or expand your product offerings if that is what is needed. To cut back and close off is to succumb to a declining economy and business.

Stop Selling Products and Services and Build Relationships Instead

Strong relationships can help increase cash flow, close deals and promote your business more effectively. Focus on giving first, receiving second. This approach demands an investment of time, energy and genuine interest. Undoubtedly, the way to turn contacts into contracts is to establish a powerful network that utilizes your carefully cultured relationships to gain referrals.

Leverage the Internet

There is no other more powerful medium to gain exposure and add to your growth in cost effective ways than to expand your marketing presence to the Internet; for lead generation, branding, additional revenue streams and promotion.

Internet marketing is relatively inexpensive when compared to the ratio of cost against the reach of a target market, often for a fraction of the cost of traditional advertising budgets. Moreover, internet marketing has the advantage of measuring statistics easily, quickly and inexpensively. There are a variety of methods you can use to trace, measure and test different messages or offerings immediately that are most effective to your audience. Such measurements cannot be achieved through other forms of advertising and promotion.

Develop Mastery in Seeing Strengths

Focus on the best of you and your team's successes, talents, strengths and skills. Many business owners enjoy learning how to spot their skills and strengths, yet few can skillfully see the best in others. Take this comment for example:

"Can't act. Can't sing. Balding. Can dance a little," an MGM executive reacting to Fred Astaire's screen test in 1928.

To see the best in others does require you to see the best in you first. Want more success? Get to know your greatest resources better. Shift your attention to what is going well, what you see as successful. Talk about your wins freely and often. You'll be amazed at how focusing on the positive and the best creates a trust and openness that allows problems to surface sooner, as employees are not afraid of being seen only for their weaknesses.

It is no surprise that my opening and closing success strategies to grow your business fast, even in this down economy, have to do with attitude, focus and point of view. You are the designer of your destiny. Start now in leading your life, your company, yourself from an attitude of greatness, gratitude and appreciation of the best that surrounds you. 

About the Author:

Estrada, the Business Ballerina, is a successful business executive and entrepreneur. She shares tips and lessons learned from years as a ballerina to teach women entrepreneurs how to build million dollar businesses with grace and ease. To learn more about her programs and sign up for more free tips like these, visit her website at www.businessballerina.com.



A close-up photograph of two hands, one from the left and one from the right, holding several interlocking blue puzzle pieces. The background is a gradient of blue and orange. The puzzle pieces are arranged in a way that suggests they are being put together to form a larger picture.

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Bring in the Light

Utilizing Lava™ Plus High Translucency Zirconia for improved translucency.

By Peter Pizzi, CDT

The importance of translucency in a dental restoration cannot be overly emphasized. It is the key to creating lifelike, highly-esthetic restorations that blend into the natural dentition while enhancing the patient's smile.

Materials Used

Ceramic Materials:
InSync.

ATZ Fluorescent Stains:
A Chroma, Violet, and
Orange/Brown

Opaque Dentins:
Caramel, Vanilla, and
Orange/Brown

Modifiers and Mamlons:
Pink, Orange, OD B1,
and B2

Dentins: A3, A2, A1,
and A0

Transluents and
Enamels: Clear, Light
Blue, Neutral, Enamels
57, 58, 59, Salmon, and
Orange



Figure 1

In this case, a female patient presented with a functional pre-existing zirconia type restoration, however, she was unhappy with the esthetics of her new smile. She had eight layered zirconia crowns on teeth Nos. 6 – 13, the manufacturer of which was not revealed to me. The teeth were too long for her mouth and the color did not blend into her existing dentition. As you can see in **Figures 1 and 2**, the light reflectance make the restorations seem esthetically unpleasing.

As much as color and shape play an important role in the final case approval, the ability of light to interact with nature and our restoration can be what makes or breaks the esthetic outcome. In



Figure 2

Figure 3



In addition to improving the esthetics of her smile, the patient requested a metal-free restoration.

There are four patient parameters to consider when creating a treatment plan and deciding upon the materials to be used.

1. Periodontal — In this case the patient didn't have any bone or structural problems. However, some slight gingival recession was noted on teeth Nos. 7 - 10.
2. Functional — In this case the patient had normal wear and tear on her teeth, which was not excessive, and her occlusion was acceptable.
3. Biomechanical — The pre-existing restoration was of a zirconia base with sealed margins and, three months after insertion, no breakage.
4. Dental Facial — This is the main area of concern for the patient and the dental team, so this is where I focused most of my attention during the treatment planning stage because the other parameters did not pose any major concerns.

Historically, zirconia has been difficult to work with for esthetics because of the opacity of the material. Technicians are sometimes not sure how to treat the zirconia substructure and tend to utilize it with similar concepts to porcelain to metal, which makes light transmission difficult. Also, the poor or inadequate selection of colors available for zirconia made it even more challenging for the technician thinking through the process.

However, Lava™ Plus High Translucency Zirconia (3M ESPE) is a more manageable reflective index based on translucency of newer materials that allows for more natural light transmission through the zirconia without sacrificing strength. The patented shading technology ensures the color is not on the surface of the material, but comes from within and is an excellent color match to the VITA® Classical Shade Guide and Vita System 3D

Figure 4



Figure 5



Figure 6



Figure 7



Figure 8



Figure 9

Figure 10



Figure 11



Figure 12



Figure 13

Master® shades. The warm, natural shades and shade gradients from the inside thanks to dyeing liquids are another unique aspect to this zirconia.

Lava™ Plus High Translucency Zirconia and Lava™ Plus Highly Translucent Frameworks are indicated for single crowns, bridges as long as 48mm, splinted crowns, crowns on implants, cantilever bridges, inlay and onlay bridges and anterior adhesive bridges. The material allows the technician to decide whether to create a monolithic or layered restoration.

At this stage of treatment planning, however, neither the dentist nor I was ready to commit to a specific material. First, we needed to conduct an esthetic evaluation. **Figures 3 - 5** show the patient's pre-existing restoration. As you can see, the teeth were 1mm - 2mm too long. The dentist shortened the pre-existing restorations and used this modified version to create the provisionals. This allowed the dentist to better explain to the patient where the incisal edge needed to be for optimal esthetics.

The length and position of the centrals is different for every patient. However, when he or she smiles, there should be between 1mm and 4mm of tooth displayed, depending on the patient's gender, age and bite classification. The true key though is that the restoration should look esthetic in the patient's face. This can be a time when science goes out the window because while science can give us data to follow, that data doesn't always fit the patient protocol. As technicians we have to be able to recognize that and act accordingly when manufacturing a restoration.

In **Figures 6 - 7**, you can see that the shades of the pre-existing restoration do not blend in with the patient's natural dentition. While it's true that no two natural teeth are the exact same shade, they do harmonize. For example, centrals tend to be in same shade family while the same is true of bicuspids, incisors and laterals. But when you look at this patient, you see disorder in the color story of her smile.

Once I'd evaluated all of these patient parameters, I made my final material decision to use Lava™ Plus High Translucency Zirconia based on the final tooth preparation. The Lava™ Plus High Translucency Zirconia system includes 18 natural, warm colors; seven effect shades and a fluorescent effect shade for unlimited individualization before sintering.

After the dentist submitted the final impression (**Figure 9**), the model and die work was done in the usual fashion. Next, the provisional index and provisional cast become the guide for the case moving forward.

The zirconia framework, designed according to the provisional index, forms the foundation of the restoration. I like to look at framework as being a baby version of the final tooth and the goal is to design framework to be functionally and esthetically supportive of the ceramic. The zirconia framework can be designed via CAD or it can be designed by hand utilizing a dual scan. For this case, I designed by hand and scanned it.

The framework was milled using a Jensen Mill (Jensen Dental). This process took approximately 10-15 minutes per tooth (**Figures 10 - 14**).

In its green state, the zirconia framework can be colored. In this case, that was not as important because of the darker stump shade such as seen in No. 7. Because I'd decided to use a more translucent material in Lava™ Plus High Translucency Zirconia, the framework didn't require much colorization. The final value of the case was to be in a whiter shade range and although I wanted the light transmission into the natural tooth, I still needed the masking ability of the whiter core. This is a true advantage for technicians with this material. In this case, I wanted to use the whiteness of the coping to mask the stump shade of the teeth and create more value and brightness in the final restoration.

That's not to say I didn't make any additions. I treated the zirconia framework with a florescent material (Lava™ Plus Effect Shades, 3M ESPE) to treat the core. This step allows the technician to start at the base of the restoration to get the light right so he or she can mask the coping edge. By using colorants, you can make the restoration absorb and reflect light where you want it to.

Figure 15 shows the opacious dentin build up.

Figure 16 is the dentin build up. The dentin steps help transition the restoration's value and chroma. As I'm building the dentin, I keep a provisional with me but have the index on the model to easily reference as I'm building.

The next step is to complete a wash bake (**Figure 17**). This allows me to ensure that the restoration is progressing on the right path for the first bake.



Figure 14



Figure 15



Figure 16



Figure 17



Figure 18



Figure 19



Figure 20



Figure 21



Figure 22



Figure 23

Figure 18 shows the wet ceramic layered onto the zirconia framework. After that, translucent material was layered onto the restoration. A final glaze bake is done (Figure 19) and the restoration polished. The final restoration's luster was achieved with a pumice stone.

The case was delivered and seated without problems. Both the patient and dentist were happy with the final restoration (Figures 20 - 23).

As a technician, I'm never 100 percent happy with a restoration. I'm too much of a perfectionist for that. However, what I've learned in my years of experience is that you cannot judge the esthetics of a finished restoration on the model. What really matters is how it blends in with the patient's natural dentition and how it looks intraorally. Looking at these final photos and the patient's genuine smile, I'm very pleased with the results achieved using Lava™ Plus High Translucency Zirconia. 📍

About the Author:

Pizzi is the owner and manager of Pizzi Dental Studio Inc. in Staten Island, N.Y., and is a board member of the ASMDT and a member of ICIO and AACD. He is an educator in the master dental technician program of New York University. In addition, he is a technical fellow and board member of the Northeastern Gnathological Society.

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Training Today's Younger Workforce

By Rob D. Jones

“You should be clear in your mind as to what it is that inspires you to train.”

It's said that the key ingredient of being an excellent trainer is passion. But I think what's more important is to ensure that that passion can be seen, heard and felt by your audience. This is especially so for today's younger workforce. Demonstration of passion for imparting knowledge and skills to others creates a dynamic engagement — it motivates, inspires and builds rapport far greater than any extrinsic motivators, and it's free.

Experiential learning is the most effective way of learning, so provide this for them with plenty of practical application during training. Exercises, small group projects, outcome-focussed discussions and on-the-job activities all provide opportunity to embed new learning. Whatever you do, make it meaningful — Gen Y (born from the late 1970s to late 1980s) will appreciate this, not activities for activities sake. Link everything to their real-life context.

As a trainer, you need to ensure you enter the training room in the right mind-set, or training state. The right state is founded in your values and beliefs as a trainer. You should be clear in your mind as to what it is that inspires you to train, not just because training is something you do for a job. For the trainer, every training session should be eagerly anticipated, an opportunity to spark curiosity, provide challenge, excite, inspire and entertain, and learn. That's your training state.

Think about your training values. What drives you to train? What you want to gain from training? How do your values make you



feel? It should be a positive feeling — if it's not quite as positive as you feel it should be, take some time to re-align your training values.

Trainers are inspirational, they are mentors, trainers should utilize any activities or opportunities that encourage learning — there are no rules. Your values should not be something you air occasionally, but every time you stand up and train.

Key points for trainers:

- Demonstrate passion.
- Provide experiential learning opportunities.
- Support trainees learning in the workplace.
- Provide learning resources that trainees can access on-the-move.
- Provide coaching — you are seen as a mentor as well as a trainer.
- Be in a training state at all times.

It really doesn't take much to keep our younger workforce motivated — respect their values, personalize what you do, train to inspire and show them you mean it. If you do, you will find that many employees will become more motivated in your multi-generational workplace, and it'll be a great motivational environment to work in. There'll be a buzz, a dynamic, a natural intrinsic motivator that carries everyone along with it, and that's got to be good for everyone.



About the Author:

Jones is a business coach at Sequential Coaching.

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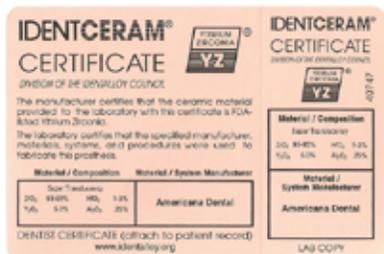
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Download the scholarship application from FDIA's website at www.fdia.net. All applications must be submitted to FDIA by April 15.



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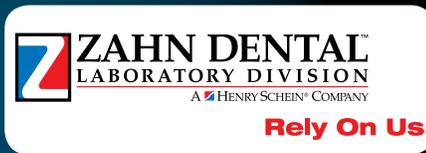


Deep Sea Fishing Tournament

April 13, 2013

Clearwater Municipal Marina • Clearwater, FL

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The 2013 FDLA Deep Sea Fishing Tournament

The 2013 FDLA tournament will be limited to 70 Registrants, so sign up early! Anglers will be grouped randomly to six to a boat, along with a professional charter boat captain (6 people to a boat maximum). Some of the fish you might catch include Kingfish, Spanish Mackerel, Bonito, and Barracuda (of legal size). Children over 12 are welcome to join their parents on this exciting day of deep sea fishing and camaraderie.

Date and Location

Clearwater Municipal Marina • 25 Causeway Blvd • Clearwater, FL 33767

The tournament will be held on Saturday, April 13, 2013 at the Clearwater Municipal Marina in Clearwater, Florida. Boats will depart at 7:00 a.m. and return at 1:00 p.m. for a group lunch and awards presentation at Crabby Bill's Restaurant located adjacent to the Marina.

Cost

\$175.00 per person (adult or child)

This cost includes participation in the Fishing Tournament, a ticket to the group lunch and awards presentation to be held at Crabby Bill's Restaurant immediately following the tournament and a tournament t-shirt.

Not Fishing? Lunch Ticket

\$25.00 per person (adult or child)

This cost includes ticket price for angler's family members to attend the group lunch and awards presentation at Crabby Bill's Restaurant following the fishing tournament and a tournament t-shirt.

Registration Deadline

Due to the nature of this tournament, all registrations MUST be received by FDLA no later than Friday, March 15, 2013 in order to secure enough fishing guides for each boat.

Refund Policy

All refund requests must be received in writing at the FDLA office no later than Friday, March 15, 2013. No refunds will be given after 3/15/2013. All refunds are subject to a \$30.00 administrative fee. Registrations are transferable.

Hotel Reservations

There are several hotels located within 1 mile of the Clearwater Municipal Marina. Please contact hotels directly for hotel reservations.

Hilton Clearwater Beach Resort
400 Mandalay Avenue
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(727) 461-3222

Holiday Inn Hotel & Suites
Clearwater Beach
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(727) 447-6461

Awards

Trophies will be given to anglers in the following categories:

1st Place Boat
Largest Fish
Smallest Fish

(make copies for additional registrants)

Registration Form

Mail registration forms and payment to FDLA, 325 John Knox Rd, Ste L103, Tallahassee, FL 32303 or fax credit card payments to FDLA at (850) 222-3019.

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If you have any questions regarding the FDLA Fishing Tournament, contact Jillian M. Heddaeus, CMP in the FDLA office at (850) 224-0711, (850) 222-3019 – fax, or by e-mail at jillian@fdla.net.



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Benefit of Experience

After more than 30 years as a dental laboratory owner, Lenny Herrera, CDT, still loves coming in to The Surveyor Dental Arts, Inc., and helping patients.

We Want You

Here at *focus* we are constantly on the hunt for Florida Dental Laboratory members to feature in our Focal Point interview. If you, or someone you know, would like to be featured, please e-mail us at cassie@thewritemessage.net with Focal Point in the subject line. We want to see you in *focus*.

The two-employee laboratory specializes in partial dentures and has since Herrera bought the laboratory in 1980. He spent the first few years building up the client base, improving quality and increasing fees to reflect the better quality of the finished restoration. All the while, he's made a sustained effort to give back to the community through Donated Dental Services/ Dental Lifeline Network.

Herrera, along with 226 other dental laboratory owners and 420 dentists donated \$342,473 worth of dental services to 95 disabled or elderly Floridians who needed oral health care assistance in 2011 and 2012. Donated Dental Services is a collaborative involving dentists and dental laboratories who provide care for disabled, elderly or medically-compromised individuals who cannot afford necessary treatment nor get public aid.

“Being involved makes me stay on top of things, be aware of what’s going on and learn from other technicians and laboratory owners.”

“I do tons of donated work and it makes me proud that my work is going to somebody who needs it,” he said.

That philosophy carries over to his involvement with his professional peers. Herrera is a Florida Dental Laboratory Association board member. That volunteerism means a sacrifice of time, which no laboratory owner has in large supply, but for Herrera, it's worth it.

“Being involved makes me stay on top of things, be aware of what’s going on and learn from other technicians and laboratory owners. I have learned quite a bit since I joined the FDLA,” he said.

State-level awareness that Herrera gets as an FDLA member is important for all dental laboratory owners, managers and technicians in Florida, he argues, because regulations continue to evolve and the need for business acumen increases.

“It’s extremely important,” he said. “The reason is because we small lab owners tend to open up a lab and sit down and just work. We have no experience in how a business should be run and we get so involved in the work that the business becomes a rat race instead of a business. We concentrate on the work and ignore the business part and that part is extremely important.”

Being an FDLA member can really help small dental laboratories because of its business and regulation benefits including the Florida State Laws Affecting Dental Laboratories manual; FDLA insurance services; the free human resources hotline and discounted services on credit card processing and shipping.

“By joining FDLA, laboratory owners can stay on top of any new information and enjoy the benefits. Why not join and exchange information with everyone else?” Herrera said. 

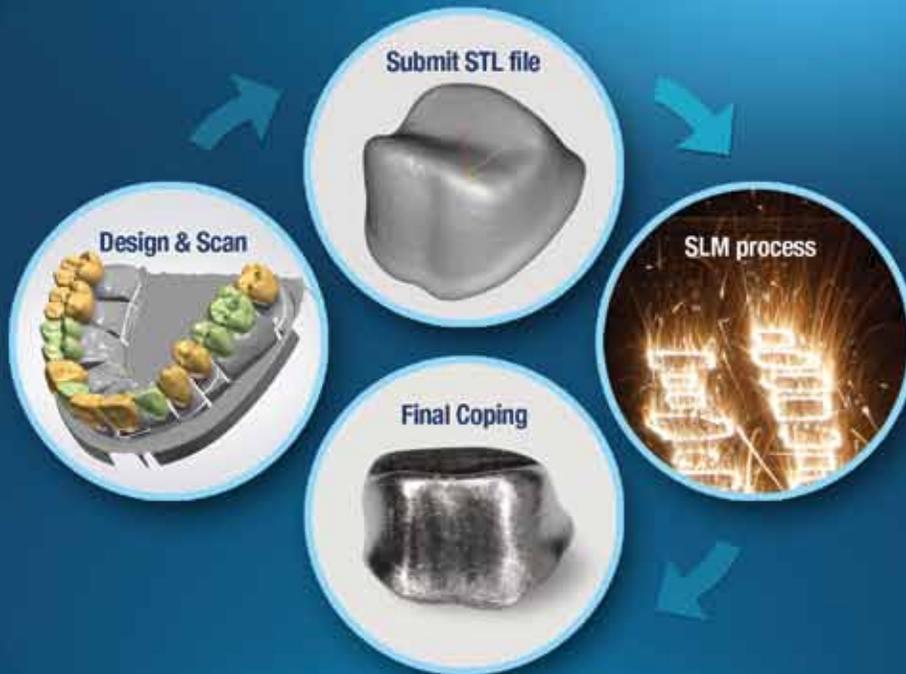


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