



Striving For Perfection & Achieving Excellence

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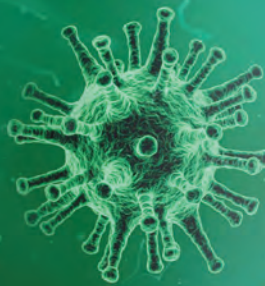
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President's Message



Thomas Kitsos, RDT
President, Incisal Edge

Perspectives on the Coronavirus

The Covid-19 pandemic has been dominating our lives to a great extent for the last eight months. It probably is fair to say that the economic impact has been significant for dentistry as it has for most other sectors of the economy. Most of us have now accepted that this is our new normal and we must learn to continue to provide optimal dentistry safely.

After re-opening, dental practices and dental labs had to come to terms with the new coronavirus reality we continue to face currently. A year ago, we would have never thought that the world would be closing its doors, and we would be living in lockdown mode. Today most of us have accepted the new norm and found various new opportunities to show our resiliency within a global pandemic.

At first there were rumors circulating as to what type of dentistry, dentists could offer. This would have certainly impacted the laboratory side of the dental business. But we soon realized that if the dental team has the right personal protective equipment (PPE) and follows rigorous infection control procedures, then all forms of dentistry, could be practiced. As a lab we too were made aware of what the symptoms of coronavirus are. We too, as our clinical counterpart had to implement screening procedures for employees and other individuals to be followed upon arrival and during their stay at the lab.

Without doubt, the pandemic has caused many challenges both personally and professionally. However, we also

learned that in order to survive this challenge, we had to be resilient and accept the cards we have been dealt and look for opportunities within the current situation.

Certainly, communication between the dentist and lab technicians has become paramount. Within the current coronavirus and as the menacing threat of the second wave becomes clear the digital workflow, that most of us had started to implement is now showing clear benefits in the production of the dental restorations. The traditional workflow, from taking the impression to the final restoration contained many steps including many inefficient yet, essential conversations between the dentists and the dental technician. There were many areas for potential risk of error and chances of miscommunication between the dental team. However, with the intervention of the workflow and the digital alternatives it offers, it is now possible to reduce production times, improve accuracy and enhance the treatment outcome.

Thanks to the digital collaboration, the dentist and the technician quickly address any discrepancies while social distancing. The impact of the COVID 19 Pandemic cannot be put into the space provided in this article. But, in my mind, despite all the challenges we have faced as a society, it has been a perfect opportunity to shift our perspective and clarify the value of relationships and communication.

Thomas Kitsos, RDT

Personal Protective Equipment (PPE) & Computer Protective Equipment (CPE)

THEY ARE BOTH IMPORTANT!

We are all aware that the coronavirus has impacted our way of life and the way we do business. During this time it is evident how dependent we have become on the information highway and digital work flow of business and life. While we were all advised to stay home, we realized that although there are many benefits to the use of the internet there are also some drawbacks to being connected and wired 24/7.

We need to be aware of the exponential increase of cybercrime. This is a growing threat that can affect the healthcare industry, including dentistry. So, Computer Protective Equipment (CPE) has become just as important as Personal Protective Equipment (PPE). There are hackers ready to steal your personal business information. Websites or software are being held ransom by the familiar, daunting and consistent virus threat and not Covid-19. Computer viruses not only disable your computer for days at a time but also your life or business practices.

The internet and the ability to obtain our needs and wants through our phones and computers create a funnel of internet information. Fibres are squeezing more and more online information and data into one central area that was made to handle less capacity than is currently required. The ability of websites to cater to a greater number of people has caused companies to revamp and change the way they handle orders online; the new normal. Online users have drastically increased due to the Covid-19 virus. People staying at home are just clicking away working from home, shopping and fulfilling any wish they desire. Everything is available from food, supplies (home or personal) to bigger items such as cars and homes, all with the touch of a keyboard. With the increased traffic comes the opportunity for hackers to penetrate your firewall and

steal your personal information such as credit cards or passwords and use them for their own personal criminal projects and gains.

Although a personal attack may be critical to you, an attack on your business can immobilize your business as it is being held ransom until you pay in untraceable Bitcoins. Government sites, banks, school sites, courier sites and digital sites have all fallen victim to hackers.

Dental practices could also become an increasing target for hackers. Firstly, dental practices hold vast amounts of personal data for thousands of patients as well as current and prospective employees. Secondly, sensitive personal data is very valuable to hackers because of the different ways it can be used. It can be used to access bank accounts or to impersonate patients to obtain prescriptions for controlled substances. Lastly dental practices do not have adequate cyber security in comparison to the financial sector or big retail stores. They may not have the resources for sophisticated security services and may not enforce employee security policies. So when you don your PPE to care for your patient, also take care of your digital information whether it is personal or business.

As we learn to live with Covid-19 and change our lifestyles, there is so much more that is being stressed through our actions and lifestyle that is new to us. We realize that there are many things that we have taken for granted. We have to be safe physically, mentally and financially because our patients are depending on us. We are here to care for the public and have to be the best that we can be to service them. Be safe and be healthy!

Thomas Kitsos, RDT

Successful Restorative Dentistry with Incisal Edge Dental Labs

The main goal of restorative dentistry is to optimize and restore oral health. Restorative dentistry has the power to provide patients with a healthy and fully functioning smile through diagnosis, prevention, and treatment. The Incisal Edge team can help dental practices with convenient and highly accurate restorative dentistry services to help with case acceptance.

Incisal Edge Dental Labs' Restorative Offerings: We can help dental practices with pre-treatment case planning. We offer both traditional and digital wax ups for case presentations.

Full Mouth Reconstruction. We can provide dental practices with hybrid dentures over implant bars, full arch screw retained monolithic zirconia prosthesis (pink porcelain where needed) and emax crowns over titanium framework.

Veneers. Incisal Edge offers two different types of veneers: feldspathic and layered emax veneers. We work with a variety of the industry's leading bondable and cementable technologies.

Implants. We can help with anything from single anterior implant restorations to locator bars. We work with most implant systems.

Removables and Orthodontics. We offer dentures, nightguards, sportguards, various orthodontic appliances.

4 Lessons from COVID-19 that are worth remembering

COVID-19 will probably be one of the biggest tests your practice will ever face; while it has been tremendously hard, it has also offered new opportunities to find new ways of doing things that could mean that you don't just survive this period but actually find a way to thrive.

Below are four lessons you can learn from COVID-19 that might just make your practice an even better place to work and to be a patient.

The importance of communication

Immediately after the country entered lockdown, and in the interceding months, it became apparent just how much good communication mattered. Your patient likely will feel the same about you.

Taking a proactive approach to communicating with your patients - especially during a time that many found extremely challenging - was vital to maintaining and building your relationships with them; and it still is.

Communication may well have come to the forefront during lockdown when you were not busy in surgery or delivering treatment. Now you're open, treating patients, clearing backlog and dealing with new patient enquiries, it is easy to see how this could drop down the priority list, and that is understandable. Managing through COVID-19 has meant dealing with constant changes, and your priorities have needed to adapt alongside this.

However, it is worth remembering how appreciative patients were of the way you communicated with them, during the shutdown and what worked well during this time to ensure they remain happy and loyal patients.

Show patients your human side

Perhaps because of the sense of togetherness or community that was fostered during lockdown, cheesy as it sounds, many professionals found themselves opening up and revealing a little bit more about themselves as a person.

Showing the more human side of the members of our team can help to establish a more personal connection between patients and your practice. Even now that you're back open and have lots

of useful posts to share such as oral health advice, treatment availability, you can still weave in spots that have your human side so patients see you as more than just a clinician, wearing personal protective equipment and continue strengthening those bonds.

Patients are ready for virtual bookings

There has been a lot of talk for a long time about the rise of digital dentistry, however, one of the more positive impacts of lockdown is that it accelerated the number of practices embracing technology that supports things like virtual consultations.

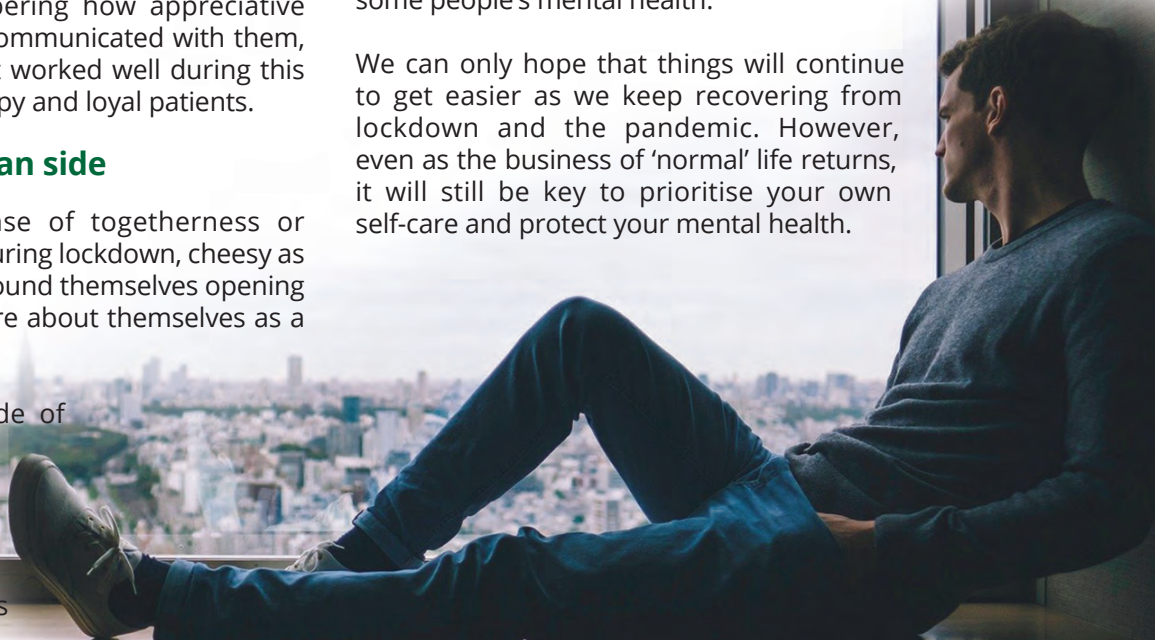
Many practices found that patients were more than happy to attend appointments remotely. Given that so many of us are used to doing so many other things online it wasn't such a big leap for patients to adjust to having an appointment online before they were able to attend the practice.

They have proved to be so popular and convenient for patients and an effective way of ensuring that those who later attend in-person are committed to treatment. Many practices are continuing to offer virtual bookings even after restrictions have lifted.

Your own mental health is a priority

The past few months have been a period of significant change for dentists and their teams. It placed many people in a position of financial vulnerability and left lots of business owners feeling as though they weren't in control of operating their practice. Add to that the personal challenge people were going through such as home schooling, worrying about their own or others' health and caring for dependents. It's easy to see how COVID-19 will have negatively impacted some people's mental health.

We can only hope that things will continue to get easier as we keep recovering from lockdown and the pandemic. However, even as the business of 'normal' life returns, it will still be key to prioritise your own self-care and protect your mental health.



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