



Striving For Perfection & Achieving Excellence

Incisal Edge News letter

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Incisal Edge Dental Laboratory

Thomas Kitsos, RDT

124 Merton St., Suite #302, Toronto, ON M4S 2Z2

T. 416.489.6533 / 1.877.INCISAL F. 416.489.6541

E. incisaledge@on.aibn.com www.incisaledge.ca



October is
Breast Cancer
Awareness
Month



President's Message

POSITIVES FROM THE PANDEMIC



Thomas Kitsos, RDT
President, Incisal Edge

The global impact of COVID-19 is undeniable – socially, emotionally, and economically, and the effects will be felt long into the future.

The shutdown in the spring of 2020 hit hard, leaving many in our profession despairing and wondering what the future might hold.

Now, close to two years later, as we begin to reflect on the lessons learned from lockdown, we have identified some of the positive outcomes.

1. Time to think

One of the things we often talk about is that as business owners we only find time to work in our business rather than on it.

The nature of dentistry is that chair time and lab time utilization and patient management is vital to efficiency and profitability, often leaving principals with little time to consider the direction their business is taking.

The onset of the pandemic and the enforced closure of dental laboratories and practices allowed business owners a once in a lifetime opportunity to take time to look at our business with a critical eye. Those who recognized this positive opportunity were able to review and modernize with many investing in technology to improve their businesses. Workflows were completely reorganized, and the technology to create a 'new' client's journey was adopted.

2. Adoption of technology

The world's acceptance of technology has accelerated at breakneck speed. The much talked about 'Zoom boom' is likely to have changed the way businesses communicate forever.

Dentistry has been a part of this revolution in terms of patient engagement, and I have no doubt that, as an industry, we are well ahead of where we would have been in terms of technological integration, were it not for the unique circumstances in which we found ourselves.

All of the key benefits CAD/CAM implementation, online booking, remote form filling, self-check-in

and contactless payment have proved invaluable to owners.

3. Knowing the numbers

I think that when businesses were first closed, many principals and owners realised just how little time they had historically had to focus on how their business was performing and this lack of knowledge made the future very scary.

The result has been a willingness to seek help in understanding their business from a performance point of view. Owners are now more empowered and knowledgeable about their data and more focused on their numbers.

4. Pent-up demand

From holidays and leisure to dating and hospitality, the media is full of reports of pent-up demand and dentistry is seeing their fair share of this. The 'Zoom effect' of people seeing themselves on camera every day has created a certain sense of personal discontent and now, with the loosening of rules around socializing, people are eager to spend money on improving their smile.

This is an opportunity for the profession like never before, as people come to appreciate not only how critical dentistry is when they are in pain, but also what dentistry can achieve in terms of improvement and growing self-esteem.

5. Clients experience

When the pandemic first hit and business closed, we spoke a lot about building confidence and reassuring clients of providing safety measures for all stake holders.

Many patients have now encountered remote consultations, online booking, electronic form filling and they understand the benefits.

Every cloud

There is no doubt that the pandemic has been a massive global issue, affecting jobs, livelihoods, health and family interaction. But positives have also emerged – global CO2 emissions fell by 6.4% in 2020, people have become more aware and more appreciative of their local surroundings and the importance of family and friends has become more prominent.

Thomas Kitsos, RDT

TIPS FOR BUILDING RESILIENCE

The American Psychological Association (APA) website contains a list of various tips for building resilience during difficulties.

1. **Making connections** – this helps to build social skills and build empathy
2. **Helping others** – this can be empowering
3. **Maintaining a daily routine** – this provides comfort
4. **Taking a break** – use time to reflect and consider the worst case scenario
5. **Practicing basic self-care** – this helps you cope with stressful times
6. **Moving towards your goals** – try breaking them down into small achievable actions
7. **Nurturing a positive self-view** – remember the ways that you have handled hardships
8. **Keeping things in perspective and maintaining a hopeful outlook** – consider the broader context

9. **Looking for opportunities to learn about yourself** – what did you learn after facing a tough situation?

10. **Accepting change** – do not be afraid to re-evaluate your goals.



MARKETING 101 FOR DENTISTS

Four Advertising and Marketing Tips for Dentists

1. **Do not forget the leaflet drop.** Some people say it is a dead method, but a good old fashioned paper brochure slipped into a mailbox is a clever method. Also advertising in free magazines (the kinds distributed by parishes or churches, or travel agencies). If you are targeting a more senior set of patients, it is a great way to market. Marketing success rate relies on knowing your clientele, and the other is knowing where they spend time.
2. **Embrace change** – You cannot stand still you have to embrace changes. Get on Facebook, Instagram. We are in the social media age and one day that will end and we will have to embrace other changes. So keep your finger on the pulse and do not be afraid of trying

new media. Do not be afraid of new technologies such as Invisalign or Smile Designs plugins which enables more powerful consultations.

3. **Give patients choice** – When it comes to making choices about treatment, patients deserve information and the freedom to make decisions. Patient's awareness means they are getting closer to getting started with treatment.
4. **Get your receptionist on board** – The receptionist is the first touchpoint with the office. Make sure that your receptionist gets several pieces of information from the caller (besides basic contact details) so that when they call them back to offer treatment options they can reference those details and show the patient that the practice cares.

PORCELAIN VENEERS

Porcelain veneers are used to cover up imperfections and various cosmetic problems. They are an excellent solution versus dental crowns, which often are more costly and require extensive reshaping.

Instead of one dental veneer, you can have dental veneers for all your teeth. Creating a powerful tooth whitening effect isn't possible even with the most advanced cleaning and whitening procedures.

Naturally, one of the limits of porcelain veneers is that they are designed to be used when the gums and teeth are still healthy. They cannot treat the pain that comes with severe cavities or gum disease.

That is not to say that porcelain veneers have no role in treating dental pain. They can be an effective treatment for sensitive teeth. In cases where some of the enamel has dissolved, dental veneers can serve as a replacement to the outer surface that will protect the tooth from hot and cold sensations.

If the tooth's damage is beyond cosmetic, a more comprehensive solution may be required, such as dental implants or All On 4 dental implants. Even if you believe that dental veneers are the right option for you, there are choices you should consider before beginning the procedure. There are several options for dental veneers, including resins and porcelain. Most prosthodontists prefer porcelain for several reasons.

ADVANTAGES OF PORCELAIN VENEERS

Porcelain enjoys three primary advantages over other materials that are used for the production of dental veneers.

First, they more accurately mimic the look and function of real teeth than any other material that is currently available. Though porcelain is generally the color of real teeth, dental veneers can be made to match the exact look and feel of your existing teeth.



Another advantage of porcelain is durability. Compared to composite resin, it is more resistant to the wear that happens naturally during chewing or talking. It can also stand up better to the stresses of brushing and flossing. Porcelain tends to last about twice as long as resin veneers and requires less maintenance over that lifespan. Finally, porcelain does not present oral health risks and has a high level of compatibility with gum tissue. Foreign materials in the mouth can aggravate gum tissue and cause it to become more irritated or prone to infection. Porcelain also does not irritate the gums of most patients.

VENEERS

- 0.6mm labial and cervical reduction (do depth cuts)
- 20.7mm incisal reduction
- Incisal preparation margins must avoid areas of static or dynamic contact
- Bevel the incisal one third back to the lingual incisal edge
- Lingual preparation is not needed on all veneers. It can be used on the lingual aspect of the cuspid to re-establish canine guidance.



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