

# SPECIAL PANEL DISCUSSION

## LMT Lab Day Chicago - February 28, 2009



Ricki Braswell, CAE



Billy W. Drake, CDT



John Haupt, FAACD



Mark C. Jackson, RDT



Bob Williams, CDT

***The Dental Laboratory Business  
in 2009 and Beyond: Factors for Success***

Brought to you by **VITA®** **VIDENT™**

# SPECIAL PANEL DISCUSSION

Noon to 1:30 PM (Lunch Included)

## ***The Dental Laboratory Business in 2009 and Beyond: Factors for Success***

Moderator Mark Murphy, DDS, FAGD will guide this innovative discussion panel, the first of its kind in LMT Lab Day Chicago history. Sit back, enjoy lunch and gain incomparable insight into the future of laboratory management, technology and best business practices delivered directly from many of the best minds in the industry.

This open panel discussion will address the most compelling issues of the day and discuss the future of our market and our place in it. Additionally, panel speakers will take questions from the audience, addressing your specific concerns and questions.

No matter where your day takes you and what new products and systems you wish to explore, you owe it to yourself to add this event to your must list.

Plus, we will provide lunch, allowing you to avoid the crowds and plan your day more effectively. But register early, as attendance is limited and there will be no on-site registration for this event.

**ONLY  
\$35**

**Noon to 1:30 PM**

Includes lunch and panel discussion. Attendance is extremely limited and you must register ahead of time.



Call Today 800-828-3839 ext. 238

**ALL EVENTS HELD AT SHERATON, MICHIGAN ROOMS A and B**

### PANELISTS:

#### MODERATOR



**Mark T. Murphy**  
DDS, FAGD



**Ricki Braswell**  
CAE



**Billy W. Drake**  
CDT



**John Haupt**  
FAACD



**Mark C. Jackson**  
RDT



**Bob Williams**  
CDT

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**7:30-8:30 AM Ceramic Artistry - Materials, Man and Machines**

Ed McLaren, DDS

Technology has significantly impacted dentistry to the point that much of the ceramic processes in fabricating a restoration can be done by computerized machining and rapid prototyping technologies. The number of options available to dental technicians is almost overwhelming. "Zirconia and Cad/Cam" has almost become the mantra of dental ceramics. While both are potentially wonderful they are still relatively new and not without complications. Other materials, such as alumina-based ceramics, glass ceramics and feldspathic ceramics should still have a prominent place in our repertoire of restoration choices. Many times these are not only the better choice but in many instances can be the most economic.

This presentation will cover the evidence-based ideal uses for the various types of ceramics from feldspathic, to glass-ceramic to alumina to zirconia based ceramics. Also covered will be clinical and ceramic tips and tricks for working with these ceramic systems and technologies.

**8:30-9:30 AM Creating the Premium Denture** - T.G. Hornischer, CDT

This seminar will discuss the tools and methods to create 'The Premium Denture'. We will explain techniques to assist your dentist clients and your laboratory to reach the common goal of exceptional prosthetics. These principals can be utilized in your laboratory almost immediately and will improve your current prostheses as well as carry you to the 'next level'. There will be portions of the discussion focusing on lingualized and functional occlusion, along with esthetic waxing for precise processing, implants and attachments, and some of the newest advances in CAD/CAM overdenture bar fabrication along with marketing tips and ideas.

**9:30-10:30AM The Art, Science and Business of Leadership, Management and Measurement for Dental Labs** - Mark T. Murphy DDS, FAGD

Participants will evaluate key systems they can develop and manage for their labs. Learn leadership skills that can engage employees, suppliers and clients better and clarify what to measure and monitor for financial and behavioral success.

A systemized approach to marketing, client retention, pricing, supply and flow helps labs become more organized, less stressful and more profitable. When the mission and values of the lab are clearly articulated, shared and lived in the work we do, our teams and offices are more supportive. Clients, employees and vendors become more engaged with us. This engagement is measurable and develops a level of loyalty that makes our work more fun and our business more profitable. We can't track everything, but we can track the right things to stay on course and manage the financial and behavioral health of our labs. Mark will help you decide what you may want to track on your lab's dashboard to make sure you reach and exceed your goals and objectives.

**10:30-11:30 AM The Art, Architecture, and Economics of Dental Ceramics**

William Mrazek, BS, CDT

The recent development and proven benefits of a variety of metal-free restorations, in addition to the time-tested PFM, have provided the dentist the ability to frequently include both metal and metal-free ceramic restorations in a patient's treatment plan, providing the laboratory with the "combination case".

The challenge for the dental laboratory has been to create restorations for this situation that match perfectly in Value, Chroma, and Hue when placed in the mouth. VITA's VM porcelain eliminates this concern in the fabrication of metal, alumina, and zirconia-supported restorations, as well as pressed-to-zirconia and free-standing pressed restorations.

The economics related to the cost of producing a ceramic restoration, as well as the unnecessary profit-reducing costs of having to make shade adjustments after the case has been completed will be examined. Time-saving techniques to reduce labor, improve esthetics, eliminate shade adjustments and increase accuracy through the utilization of VM porcelain for any dental laboratory, regardless of size and production requirements, will also be presented.

**1:45-3:15 PM • THE HURON ROOM LECTURE****Don't Miss Dr. Mark Murphy in****"Teaching Shade Taking Techniques to Your Clients"**

There is nothing more critical in the realm of esthetic dentistry than obtaining a perfect shade match for your restorations. You can have the most precise marginal fit in the world, perfect occlusion and a reliable, biocompatible material that wears even better than natural enamel... but if the shade is off, even just a bit, the patient will notice, and a remake is in the works.

Most, if not all of us, have studied the research and have a strong understanding of VITA 3D-Master Shades, including Value, Chroma, Hue and the advantages they provide clinically and in differentiating our labs. One of the great challenges is getting dentists and their teams to use this superior, evidence-based approach to taking shades. This program will help.

Mark will give you his PowerPoint slide presentation, a DVD of his lecture and walk you through how to create a lunch and learn for dentists and their teams. Help your clients understand and utilize the 3D-Master shade language that you are using with VITA products. Their shades will be more predictable, their color language more scientific and they will view you as an important educational resource.

**1:30 - 4:30 HANDS-ON DEMOS****MICHIGAN ROOMS A and B****Versatility, Convenience, and Esthetic Results Using Alumina Based Materials with Cutting Edge Technology**

Dr. Ed McLaren

Learn about ELC-processed In-Ceram substructures and why they have a consistent marginal fit that is difficult to duplicate with any other system. In addition to excellent fitting substructures, learn how VITA VM<sup>®</sup> porcelains can be used in the Skeleton build-up technique pioneered by Dr. Ed McLaren to achieve ultimate esthetics.

**Creating the Premium Denture**

T.G. Hornischer, CDT

The demonstration will illustrate the use of the new VITA Lingiform posteriors for lingualized occlusion used in combination with the VITA Physiodens anterior teeth. We will discuss the rationale behind lingualized occlusion and its necessity with implant supported overdentures. We will demonstrate how these denture materials can be incorporated with the new CAD/CAM overdenture bar fabrication.

**A Practical & Functional Approach to Natural Esthetics in a Competitive Market**

William Mrazek, BS, CDT

Even in today's ever-changing world of dental technology, the porcelain-to-metal restoration remains the restoration of choice in many dental practices. VITA VM<sup>®</sup>13 metal-ceramic porcelain provides a foundation for predictable, efficient, and profitable restorations which are directly and ultimately related to two components in the fabrication process: materials and technique. This comprehensive demonstration will include all aspects of esthetic design for the development of natural looking teeth.

**An Esthetic Approach to Layering Zirconia Oxide Substructures**

Bob Williams, CDT

This demonstration will prepare you to create restorations that combine the incredible strength of Zirconia with the highly esthetic properties and accurate shade matching of VITA VM<sup>®</sup>9 porcelain. Use of effect powders, layering for natural appearance, translucency and surface texturing and contouring will also be discussed.

**High Strength and Extraordinary Beauty with CAD/CAM:****The Sirona inLab<sup>®</sup> and VITA Substructures Made Easy**

Jim McGuire, CDT

Learn how to create fast, economical CAD/CAM frameworks and restorations using the Sirona MC XL milling system. Find out the advantages of milling CAD-Waxx, VITA YZ, Zirconia oxide material, VITABLOCS Mark II and TriLux forte to mill restorations that can be marketed as a premium same day service.

**Why Outsource When You Can In-Source For Only \$10 Per Coping?**

Dennis Fraioli, President/CEO, Globalink Solutions Dental, LLC

Learn about ELC processed In-Ceram substructures and why they have a consistent marginal fit that is difficult to duplicate with any other system. The demonstration will cover simple preparation design, through easy and quick fabrication to cementation.

**FREE HANDS-ON DEMOS**  
(Does Not Include Panel Discussion)

**VIDENT™**

3150 E. Birch St.,  
Brea, CA 92821

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