

IMPLANTS

Assessing Practice Readiness

Three of your implant-savvy peers share experiences and tips for efficiently and safely placing implants



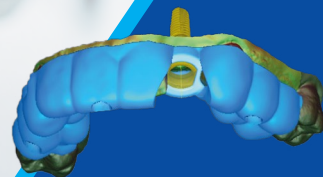
Zachary Evans, DMD, PhD



Kenneth Wright, DDS



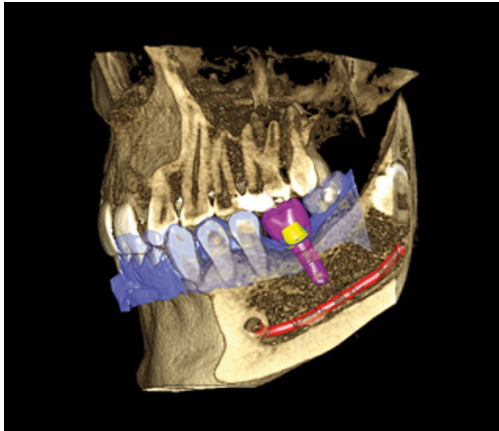
Robert Wertke, DMD



PLANMECA

WHY YOU SHOULD CONSIDER OFFERING IMPLANTS:

- ✔ Patients know and trust you — they don't want to go to someone else
- ✔ Implants preserve bone — they look and function like real teeth
- ✔ Patients of record are more apt to accept treatment from their trusted provider
- ✔ Implants increase practice revenue



As implant therapy continues to be recognized as the proper treatment modality for replacing failed natural teeth, I wanted to be able to offer my patients the best care possible.

My training helped me become comfortable with implants, but the positive impact I have seen it have on patients has encouraged me to want to continue to grow my knowledge and capabilities.

— Dr. Wertke

ROI CALCULATOR

By doing just two implants per month, your revenue opportunities are

\$3,318

based on the assumptions to the right:

Calculating ROI based on implant codes and referrals

Implant fees code	Description	Number referred to specialist per year	Average patient of record case acceptance rate: 50%-60%	Industry average fee*	Revenue opportunities
7210	Extractions	4	2	\$237	\$474
7953	Bone graft for ridge preservation	4	2	\$419	\$838
4266	Resorbable membrane	4	2	\$341	\$682
6019	Implants	4	2	\$1,659	\$3,318

If you also restore those two implants, the production value increases to

\$7,583

Restorative fees code	Description	Number referred to specialist per year	Average patient of record case acceptance rate: 50%-60%	Industry average fee*	Revenue opportunities
6057	Custom abutment	2	1	\$771	\$771
6058	Implant crown	2	1	\$1,500	\$1,500

*Planmeca and *Dental Economics* Board of Advisors teamed up to find averages based on industry trends.

To understand your true implant ROI potential, look at your active number of patients. A practice that has 1750 patients could potentially add over

1.5 million

in additional production.

Calculating ROI based on edentulous active patients

Average active patients needing implants

Active patients (average 1750)	Percent missing at least one tooth 36%	Average patient of record case acceptance rate: 50%-60%	Implant fee (single implant fee + restorative)	Revenue opportunities
1750	630	226.8	\$7,583	\$1,719,824

WHAT YOU NEED TO BE A CONTENDER IN THE IMPLANT ARENA

- ✔ The latest in 3D technologies
- ✔ Training on hardware and software
- ✔ Clinical and manufacturer educational opportunities
- ✔ Team support
- ✔ Communication skills
- ✔ The motivation to move forward — trust the technology and yourself!



Are you ready to succeed?



YOUR INITIAL “MUST-HAVE” TECHNOLOGY

3D CBCT versus 2D imaging

- ✔ Accurate visualization of anatomy allows you to select the appropriate cases for your comfort level
- ✔ More anatomical information including nerve and sinus positions
- ✔ More precision in implant placement due to accurate measurements and bone density determination
- ✔ Less radiation exposure¹
- ✔ Elimination of surprises during surgery
- ✔ More predictable outcomes

Digital intraoral scanner versus analog

- ✔ Digital impressions are convenient, comfortable, and more accurate
- ✔ Merge intraoral and CBCT scans for digital implant planning
- ✔ Scan for a surgical guide design
- ✔ Design temporary and final restorations
- ✔ Easily restore dental implants using a scan body
- ✔ Conveniently send digital files to lab

1. When using Planmeca Ultra Low Dose™ technology. Patient radiation varies depending on resolution and volume size. For more information visit info.planmecausa.com/ultralowdose

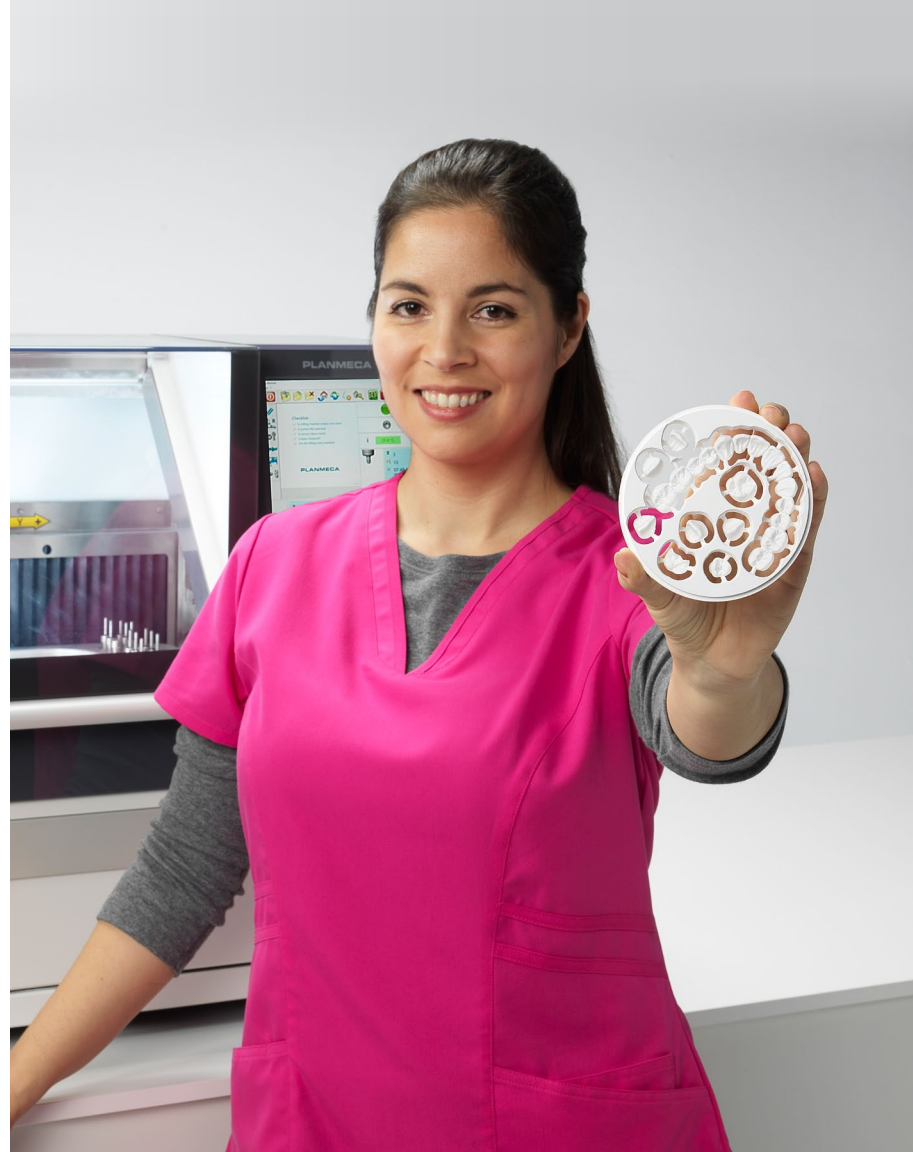
YOUR ADDITIONAL BENEFICIAL IN-HOUSE TECHNOLOGY

Chairside Mill

- ✔ Full control of the design and quality of restoration
- ✔ Optimal esthetic outcome
- ✔ Mill temporary prosthetics
- ✔ Mill final restoration, saving money and time

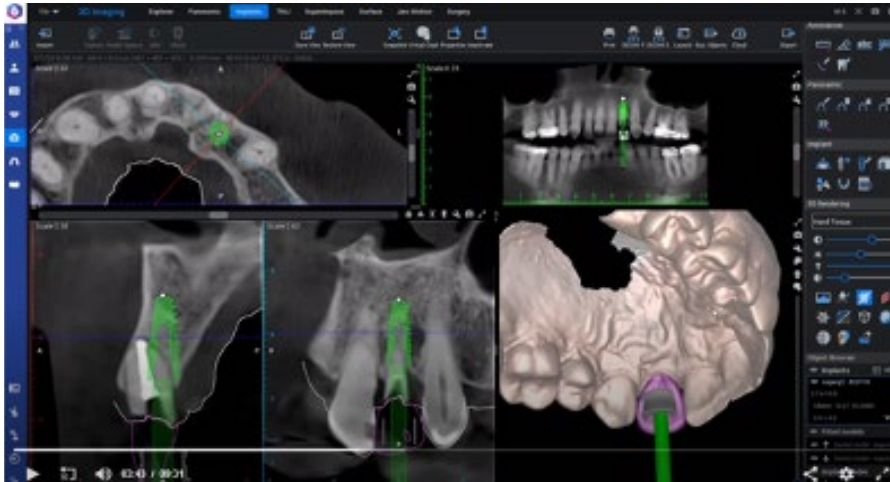
3D Printing

- ✔ Import 3D files to printer
- ✔ Print the surgical guide and models



EXPANDING TECHNOLOGY—IT STARTS WITH CBCT AND FLOWS TO OTHER 3D HARDWARE APPLICATIONS

- ✓ Fully treatment plan within open-architecture software
- ✓ Customize the design based on your individual patient needs
- ✓ Create (in-house or through laboratory) surgical guides specific to the design
- ✓ Use CAD/CAM capabilities for restorative



Fully guided implant surgery allows for much greater accuracy while decreasing complication rates compared with conventional freehand surgery.

– Dr. Evans

THE SOFTWARE BRINGS IT ALL TOGETHER!

The hardware components are only as valuable as our ability to use them AND use them together. The software is the “link” in this productive workflow.



Dr. Zach Evans provides an overview of implant planning with Planmeca Romexis®.

If you do not fully research integration before purchase, you might find that your acquired pieces of technology do not have the capability to “talk” to each other. When these systems have their own proprietary “islands of software,” this can lead to frustration, wasted time, and less return on your investment.

THE PLANMECA ROMEXIS® IMPLANT WORKFLOW

Capture Planmeca CBCT and Planmeca Emerald S intraoral scanner files as appropriate — merge CBCT data and digital impressions for a “top-down” treatment plan.

Customize the design based on your individual patient needs — in Planmeca Romexis Smile Design, virtually “wax” teeth in proper position and define the anticipated restorative margins and emergence.

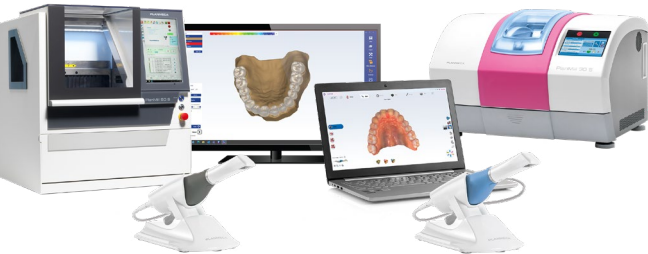
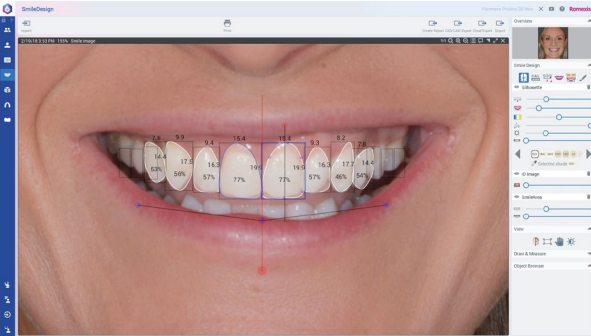
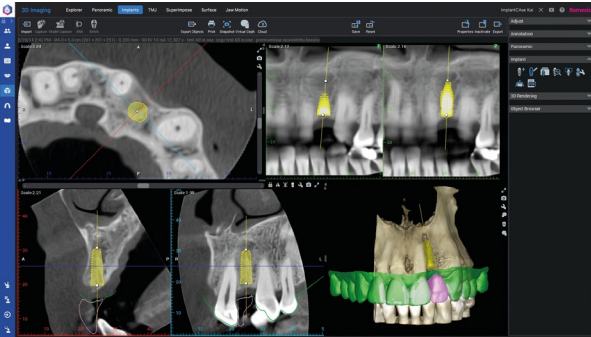
Specify implant position using your preferred implant system.

Design a surgical guide and print in house with 3D printer.

OR
↔

Scan area with Emerald S intraoral scanner. Send digital files electronically to an implant partner for surgical guides, customer abutments and final crowns.

Create in-house restorations with Planmeca FIT® or Planmeca FIT® Plus CAD/CAM system.



MAXIMIZE *YOUR INVESTMENT* WITH THE PROPER TRAINING

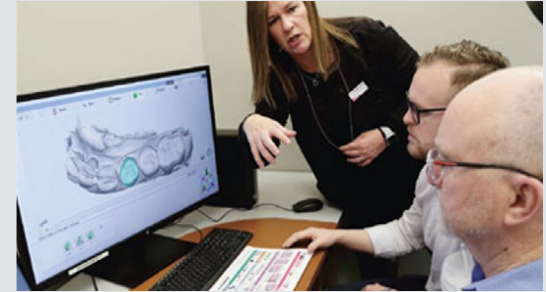
There are many opportunities for education. Dentist and assistants can take advantage of built in tutorials and Workflow Wizards from within the Planmeca Romexis software.

Continuing education courses are offered to help accelerate learning and build confidence.

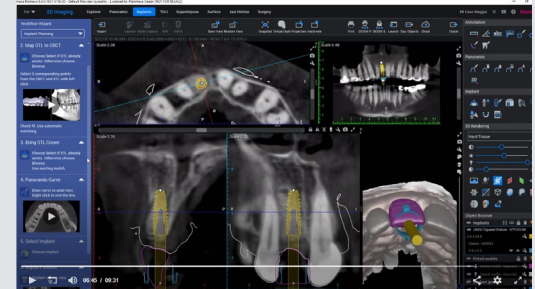
Courses include:

- ✔ CBCT Basics, Interpretation and Implant Workflow
- ✔ Red Carpet Elements Training
- ✔ Integration Day
- ✔ Advanced courses in both CAD/CAM and imaging

A complete listing of courses from Planmeca can be viewed [here](#).



Integration Day at Wright Dental—the Planmeca trainers guided the doctors and team members through the workflow of the new digital equipment showing how to make their tasks easier and more efficient.



Romexis built-in tutorials and intuitive navigation help new owners adapt quickly.

MAXIMIZE *YOUR TEAM'S PRODUCTIVITY* WITH COMPREHENSIVE TRAINING



Dr. Wright, his associate, Dr. Robert Wertke, and their team of dental assistants, hygienists, and front-office staff were involved in this transition to digital dentistry. Everyone was excited to discover the impact on workflows and patient care.

Your team must take this digital journey with you. Making their cooperation and training a priority can help to protect your investment in technology.

In-office and virtual training on 3D digital technologies will give you the confidence that they are:

- ✔ Proficient in image capture
- ✔ Know how to use additional integrated devices
- ✔ Up-to-date on other general procedures

The hygienist's role in clinical success for the implants you place requires special education in these areas:

- ✔ Technical training in cleaning techniques for implants
- ✔ Patient education on biofilm as it pertains to implant longevity

BOOST *YOUR* PATIENT COMMUNICATION SKILLS

Patients need to know that you offer the best in care and the most modern technologies. Construct a protocol whereby you educate patients in the same manner.

Dr. Evans states, “Starting with Romexis Smile Design in front of the patient, I educate the patient as I build their case. This is where esthetics and functional outcomes are determined.”



Software visuals and your clear direction can positively drive case acceptance. Being able to see themselves in the images helps patients become personally connected to the case and its outcome.

It's exciting knowing that we have the technology in-house to definitively tell patients that they have great bone for an implant procedure and that we can make a surgical guide to use during surgery that will set us up for a great restorative outcome.

– Dr. Wertke

BOOST *THEIR* PATIENT COMMUNICATION SKILLS

Your team should be able to communicate a consistent message about your technology and benefits that lead to better outcomes.



Jeannie Klaassens, Office Manager at Wright Dental, shares how their team informs patients:

Having this incredible technology and the ability to provide low-radiation scans and same-day dentistry is huge for the practice. We continually build patients' awareness about our options—gag-free impressions, that they can get a new crown in a couple of hours, or have an implant placed—all by their family dentist who they know and trust.

We not only physically show patients our new technology and tell them about services, we blast it in newsletters and on all our social media accounts.



YOUR PATHWAY TO ADOPTION

Dr. Evans shares that “undergrads are using 3D technology from the start. As residents, they naturally gravitate to it for complicated cases especially when they find that this technology can yield a better outcome.”

While some might think that the technology is most challenging for the more experienced dentist, Dr. Evans has found the opposite. He thinks that the dentistry is the harder part, understanding the anatomy, function, and how to restore. “Dentists who are already skilled in surgical and restorative procedures can become very successful at the computer part,” he states.

More than half of his hands-on courses are comprised of dentists who have been practicing for 20+ years. He says, “Once they make that conceptual leap, they see how the technology can make them better at what they do on a daily basis. It just makes sense.”

User-friendly for novices and robust for highly experienced dentists alike, Planmeca CBCT systems and Planmeca Romexis software can improve the quality of clinical outcomes. That’s the real benefit it brings to both practitioners and patients.

Dr. Evans reminds dentists, “Remember, you already know how to do dentistry—technology just makes you better at what you’re already doing.”

THE ESTABLISHED DENTIST

Investing in digital dental technology can result in questions and Dr. Kenneth Wright who has practiced for 30 years, shares his personal path to 3D digital dentistry...

Will I be able to fully embrace the technology?

“For me, it started with a hands-on course by Dr. Zachary Evans—I recommend this process to get started as well as Dr Evans’ course in particular. This was a way for me to test the waters and to become comfortable with the equipment and the software aspects. This, along with my research about equipment and techniques, gave me the courage to make the leap of faith in the technology and myself.”

Will I choose the right products?

“I then chose Planmeca as my digital partner because they offer a completely integrated solution, high-quality equipment, and a comprehensive training and long-term coaching program for the entire team—all this provided peace of mind for me, especially at the beginning of my digital journey.”

Will my team fully support me in the transition?

“When I approached my team, I found that they were actually excited to make the transition. Knowing that we would get the training we needed let us all be involved, and I can see how they have developed their own separate strengths.”

Will my patients appreciate the effort?

“With all of these technology tools, we can offer new treatment options and project clearer outcomes for our patients. Plus, this investment in technology serves as a visual reminder to patients that we are and always have been dedicated not only to their treatment, but to keeping them safe.”

THE NEW DENTIST

Since more dental programs have adopted new technologies, many students and new graduates feel very comfortable with 3D dentistry. Dr. Robert Wertke relays his pathway to digital dentistry.

“In dental school, I was fortunate enough to gain exposure to technologies like digital 3D scanning. During my 4th year, I helped lab techs design, mill, glaze, and stain crowns. This helped pique my interest and get acclimated to the many uses of digital technology in dentistry. Once I entered into my residency program, I was exposed to CBCT and 3D imaging and learned how to perform guided surgery.

In making the transition from the education world to private practice, I was fortunate to find an opportunity that shared in my desire to continue growing in the use of digital technology. I had come to see both the information it affords you for planning purposes and the impressive outcomes it can provide for patients were essential components of the type of dentistry I wanted to offer.



As I continue to use these 3D digital systems in private practice, my confidence level in scanning, designing, milling, and characterizing has increased exponentially to the point where I’m able to think through restorations more strategically. It has also afforded me the opportunity to expand my comfort with more conservative types of preparations such as inlays/onlays.

I also enjoy the surgical aspect of dentistry quite a bit, so I’m excited to be bringing guided surgery to our patient base and to place implants with a good understanding of how predictable the outcome will be.”

WHAT ADVICE DO YOU GIVE YOUR PEERS?



Dr Wertke:

"Have a plan, start off small if you cannot jump in fully , and figure out what type of technology will have an immediate impact on your specific patient base and the type of procedures you do most commonly. Also, continue to take advantage of the wide array of educational opportunities that expose to you to 3D technology and how they can benefit your practice.

Planmeca has an immense amount of material on their website and in their support groups that help guide and make the transition to regular use of 3D technology straight forward. I have always been impressed by the leaders who run their educational programs and how willing everyone is to share and help you grow. Although on a much smaller scale, I also enjoy helping my peers whenever possible to learn and adopt the technology I have grown to appreciate, and I am always looking for opportunities to share and collaborate."



Dr. Wright:

"The addition of a CBCT system has provided our practice with amazing images that allow us to more confidently diagnose and treat our patients. We are able to see pathology and structures that are only hinted in the previous 2D world. The image and software change the "could be" and "maybe" into a solid clinical impression.

Combining all these 3D technologies has transformed our practice and the care we deliver. We have achieved this intuitive software and hardware integration, and you can too."

Dr. Wertke sums up technology adoption this way:

“I think it’s important to provide patients with the highest level of care, and equally important for clinicians to stand behind their work. Having this new Planmeca technology and the ability to plan out implant surgeries, for example, gives us the opportunity to offer a very predictable and stress-free experience for our patients.”

Now is the time to assess your implant readiness and bring 3D digital dentistry into your practice. Planmeca makes it easy for you to begin your journey!

Schedule a consultation today by calling 1-800-718-4598 or [find a sales rep](#) near you.

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Disclosure: The doctors featured in this ebook have no financial interest in Planmeca. The opinions expressed are their own.

