The Dental Practice Promotion Kit—The Source for Extraordinary Smiles and Extraordinary Practices

Valplast® — “Think Outside the Box”
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Fundamentals for Success With Valplast®
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The Profitable Advantage for Practice Development
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John H. Jameson, DDS
Trident Dental Laboratories continues to devote resources to assist our clients with practice development initiatives. As part of this commitment, we recognize that patients rely on dental professionals to provide them with the latest treatment options. It is, therefore, essential for clinicians and staff to be well versed in these treatments as well as to feel at ease during their presentation to patients. This concept supplied the basis for the development of our new Dental Practice Promotion Kit.

The Dental Practice Promotion Kit was designed specifically to foster communication between the dental professional and the patient and to stimulate interest in restorative treatment. A unique assembly of informative and interactive resources, including patient recall cards, “grade your smile” brochures, a waiting room video, and educational flip chart, the kit complements office marketing initiatives and provides additional advertising strategies for the practice.

In addition, the Valplast partial denture is now available with a triple option to satisfy every clinical indication. These alternatives offer patients the best of both worlds—strength and esthetics. Enclosed in this issue are two outstanding offers—the purchase of a Dental Practice Promotion Kit for only $50, and a FREE Valplast Practice Development Kit.

From all of us at Trident, we hope you enjoyed the summer season, and as always, we will continue to provide you with the exceptional service and materials that you have come to expect from Trident Dental Laboratories. If we can be of assistance in any capacity, please feel free to contact Trident at 800-221-4831.

Sincerely,

Laurence Fishman
Owner, President
Trident Dental Laboratories
Many of the nearly 32 million denture wearers in the US have worn the same full or partial metal denture for years without replacement or adjustment. While it may be that these patients have simply become accustomed to their current metal denture, they also may not be aware that they need not accept unesthetic metal clasps or a bulky, ill-fitting denture. Hence, it is the clinician’s responsibility to educate patients on the technological advancements in denture therapy and what these advancements can achieve for the patient.

I recommend following a simple three-step formula for presenting treatment advancements to patients—educate, motivate, and activate. Educating patients on the latest treatment options motivates them to take advantage of these treatments; this motivation in turn activates treatment consultation, resulting in an increase in case acceptance.

Partnering with industry professionals such as Trident Dental Laboratories also provides a distinct advantage for clinicians seeking to augment their practice profitability as well as their patients’ treatment options. An assembly of practice development tools is available from Trident that enables clinician and staff to more effectively present these options to patients during a treatment consultation. These tools include educational materials regarding Captek, IPN Portrait Denture Teeth, and Valplast partial dentures.

### The Valplast Advantage

The biocompatible nylon and thermoplastic resin of the Valplast partial provide comfort, flexibility, and stability as compared to the rigidity of a metal partial denture. The Valplast partial also enables the patient’s natural tissue tone to appear through the material without visible metal, thus enhancing esthetics and a more natural-looking smile.

### Patient Education Tools for Practice Growth

As a national practice management consultant and lecturer, I stress the importance of patient education and designing systems for implementing the latest restorative options into the treatment plan. The educational components of the Valplast Practice Development Kit enable dental professionals to facilitate the execution of these systems. For example, a model of a Valplast partial denture included in the kit allows the patient to readily visualize the esthetics and flexibility of the denture as compared to a traditional metal denture. A four-color poster for the reception area and sample recall letter on practice letterhead with a letter stuffer educate patients on the benefits of the Valplast denture, motivate patients to request a consultation or more information, and then activate this interest with an upgrade to the Valplast partial denture.

### Conclusion

Today, successful practices require a distinct strategy for patient education and professional presentation of the latest treatment options. Industry partners such as Trident Dental Laboratories offer Dental Practice Development Kits, videos, and other reception-area materials that provide patients with information regarding a selection of dental treatment options. These products are valuable resources to further demonstrate a variety of available service offerings that can ultimately benefit your patients and your practice.

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Change Your Practice From ORDINARY to EXTRAORDINARY
With Trident’s Dental Practice Promotion Kit

For more than 15 years, Trident Dental Laboratories has supported dental professionals with one common goal—to provide quality restorations, superior service, and exceptional value. With the introduction of the Dental Practice Promotion Kit, Trident provides a valuable resource for practice development and management. The Dental Practice Promotion Kit contains educational and interactive materials to stimulate patient interest in restorative treatment. Throughout these resources, restorative treatment options are presented in a consumer-friendly manner to promote communication between the patient and the dental team.

The Kit consists of a unique assembly of interactive promotional tools that can be used to build awareness of and interest in the practice and its range of restorative services. Several of these resources are provided for the patient waiting room. Featuring before-and-after photographs as well as key considerations for prospective dental patients, Kit components such as the Dental Patient Handbook, “Rate Your Smile” Brochures, and Posters increase patients’ understanding of esthetic dentistry and encourage them to further discuss treatment options and expectations with the dental team.

From crown and bridge to removable prosthetics, the Dental Practice Promotion Kit can transform your practice from ordinary to extraordinary. Get Yours Today!

To purchase a Dental Practice Promotion Kit, contact Trident at 800-221-4831.
A phrase that is frequently used in corporate management is “thinking outside the box”, suggesting that business professionals try something new or take risks. How does a dental professional take a risk when treating a patient? This dilemma often causes clinicians to adhere to tried-and-true treatments rather than investigate innovative options. Hence, it may be the patients themselves that challenge us to think outside the box.

Upon initial introduction to Valplast partial dentures, I was concerned that patients might consider them inferior to metal ones or not as durable or well fitting. With patient educational materials such as the Valplast display model (Figure 1) from Trident Dental Laboratories, patients can readily visualize the esthetics of the Valplast partial.

Using these educational materials, I developed the following presentation technique for partial dentures. I instruct the patient to hold a metal partial denture in one hand and a Valplast partial in the other (Figure 2). Patients can feel the lighter weight of the Valplast partial as compared to the metal framework denture, and observe the translucency of the Valplast material that allows the natural shade of tissue to show through. Squeezing the denture model also confirms the flexibility of the material (Figure 3) compared to the rigidity of the metal. Since Valplast is fabricated from a tough, yet flexible, nylon thermoplastic resin, it offers strength, resiliency, and most importantly for the patient—no visible metal. Following this exhibition, the expression on the patient’s face confirms his or her preference for the Valplast partial. I realized that satisfying my patients forced me to think outside the box. It only took a few cases to convince me of the value of Valplast partials, and since then I have regularly incorporated the denture into my treatment plans.

Case Presentation
A 73-year-old female patient presented to the office, expressing dissatisfaction with her current acrylic dentures. The Valplast model—a component of the Practice Development Kit—enables patients to readily visualize the esthetics of the Valplast partial denture.

FIGURE 1
The Valplast model—a component of the Practice Development Kit—enables patients to readily visualize the esthetics of the Valplast partial denture.

FIGURE 2
The light weight of the Valplast partial can be compared with the traditional metal partial denture.

FIGURE 3
The flexibility of the Valplast partial denture is demonstrated compared to the rigidity of the metal denture.

FIGURE 4
View of 73-year-old patient who was successfully treated with Valplast partial dentures.

Valplast®—“Think” Daniel Cianflone, DMD, PhD
partial denture, which was poor fitting, bulky, and unesthetic. The patient understood that she required comprehensive treatment, but was especially concerned about the visibility of metal clasps on her anterior teeth.

Clinical and radiographic examinations were performed, and impressions were taken for diagnostic models. The treatment plan included extraction of teeth #12 and #13 as well as replacement of the restorations in the maxillary anterior teeth. The mandibular anterior dentition would be restored to regain lost vertical dimension. Teeth #21, #28, and #29 were to be restored with porcelain-fused-to-metal crowns. It was emphasized that maxillary and mandibular removable partial dentures were required to maintain occlusal stability and to protect the anterior dentition from deteriorating under the stress of mastication without posterior teeth.

The aforementioned approach was used during this consultative phase to confirm patient acceptance of the recommended treatment—inclusive of full-coverage crowns and the partial dentures.

Six months later, the extractions and the restorative treatment were performed. After vertical dimension was restored, Captek (Precious Chemicals, Inc, Altamonte Springs, FL) crown restorations were placed on teeth #21, #28, and #29. Impressions and models were then obtained for the fabrication of the maxillary and mandibular Valplast partials. Following fabrication, the partials were inserted; only minor adjustments were necessary. The patient was extremely satisfied with the strength and esthetics of the Valplast partial dentures (Figure 4).

Fellow of the Academy of General Dentistry and the American College of Dentists. He maintains a private practice emphasizing restorative and cosmetic dentistry in New Kensington, PA.