THE MAKING OF MASTER CRAFTSMEN
INSIDE THE GROUND BREAKING
HU-FRIEDY APPRENTICE PROGRAM
EDITOR’S NOTE
We hope you’re already excited about this issue of Apex360. But just in case you’re not, here are five reasons why you should be—plus, a sneak peek at what you have to look forward to in our May–June issue.

THE MAKING OF MASTER CRAFTSMEN
What’s happening in the building just below this text is big—so big that it’s changing perspectives about the future of the US manufacturing industry. Join Senior Editor Zac Kulsrud on this narrative and photographic tour of Hu-Friedy’s apprenticeship program. You just might learn a thing or two.
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LETTER FROM THE EDITOR

THE TOP FIVE

It’s an exciting time for the dental industry, and it’s an exciting time for us here at Apex360. I’ll get right to the point, or rather, the list.

Here are your “Top five reasons to be excited about Apex360 if you’re not already.”

#5—You’re holding a great issue in your hand . . . or looking at it on your screen . . . or whatever. The cover story about the groundbreaking Hu-Friedy apprentice program is a good one, and the photos are even better.

#4—You’re holding a great issue in your hand. OK, I know it’s the same as #5, but I’m serious about this one—so serious that it’s worth two spots on our top five list. There are two great articles on section 179 by Jean Patterson and Gene Redden. Erin Robinson has put together a great article on products for oral cancer treatment just in time for Oral Cancer Awareness Month in April. Plus, the layouts in Apex360 continue to be spectacular. Editorial Art Director Chad Wimmer (who magnificently lays out Dental Economics, too) is the man we have to thank there.

#3—You’re holding a great issue in your hand. Alright! I know it’s absurd, but I forgot about Apex Inspiration. It’s on the last page, and it’s just the tip of the iceberg of what Alliance For Smiles does for children all over the world with cleft lips and palates. Here’s giving a huge shout out to Mary Jensen, RDH, for her work and for bringing back these awesome photos.

#2—We have a new member of the team. Amelia Williamson joined our ranks in January, and she’s been an incredible asset to our editorial staff already. If you’ve happened to notice our digital magazine and our weekly newsletter getting stronger, it’s because Amelia has added her talent to an already talented staff.

#1—IDS 2015 in Cologne, Germany. IDS 2015, the world’s largest dental show, just happened, and we were there to cover it. (In fact, I’m 35,000 feet over the Atlantic right now on my way back.) Over five days, I worked with Dental Economics Chief Editor Dr. Chris Salierno, videographers Charles Eubanks and Derek Lane, National Sales Manager Chris Page, and Publisher Craig Dickson, to capture stories from the show. Many of the videos have already appeared in our daily newsletter from Cologne. We’ll be featuring those videos and additional IDS stories in our May–June issue. Don’t miss it!

Wishing you success in your corner of the industry.

ZAC KULSRUD | Senior Editor
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MARCH–APRIL 2015 APEX360
To enter the Hu-Friedy manufacturing facility in Chicago, you must pass through a room known as the Hall of Fame. On the walls of this room are wooden plaques, each bearing a bronze-colored plate with the name and face of a Hu-Friedy employee. The plaques are organized by years of service, with the first milestone being five years. If you take a close look, you will find a good number of employees at the 5, 10, and 15-year marks. But consider the scene a little longer and you will notice something else: In the Hall of Fame, there are a striking number of employees with 20 years of service, 30 years of service . . . and beyond. Before you've even left the room, then, two things are clear: First, there is no shortage of experience on the production floor at Hu-Friedy; and second, this is a place where you could, quite literally, start and finish your entire working life.

And for Claude Brown, therein lies the dilemma.

As senior vice president of global operations, Claude Brown is responsible for maintaining the manufacturing backbone of this 108-year old, family-owned company. On the one hand, Brown can take comfort in a stable and reliable workforce—one that will continue to age gracefully in the Hu-Friedy Hall of Fame. But on the other hand, Brown knows stability can be a dangerous thing. That's because key areas of Hu-Friedy's business rely on craftsmanship, i.e., the artistic part of the manufacturing process. It's the side of manufacturing that most of us don't think about in a world of robotic automation. You see, to make the world's best dental instruments in the 21st century (the goal Hu-Friedy doggedly pursues), the company relies on both cutting-edge technology and the delicacy of the human hand. That means all those 20- and 30-year plaques in the Hall of Fame can't be replaced by cheaper labor overseas, an expensive machine, or simply hiring off the street. To put it another way, it's as if all those plaques are whispering: “When we finally retire, it will take decades to replace us.”

So if you're Brown, what do you do? How do you revitalize an aging employee-base without jeopardizing Hu-Friedy's legendary commitment to quality? How do you create master craftsmen who can be leaders on the manufacturing floor? How do you give employees tools and opportunities to catalyze innovation? And how do you do all that without breaking the budget?

The answer, it turns out, was simple: You reinvent yourself from within.
Welcome to the Hu-Friedy apprenticeship program, a program that is making other companies rethink what it means to be a US manufacturer in the global marketplace. Established in 2014, the two-year apprenticeship program aims to make Hu-Friedy’s best employees even better.

Starting with a thorough application process, a small group of employees are selected for the program. They are taken completely away from their full-time jobs and go back to the classroom, where they learn key manufacturing processes such as metallurgy and heat-treatment. They shadow other employees and learn how to perform all the key tasks in the production line: grinding, polishing, diagnostics, quality control . . . and on and on. They are sent to Hu-Friedy’s vendors, such as those who supply the company with steel and raw materials, to learn where the process begins. They work with instructors, some of whom are the premier experts in their fields, and take 100-question tests and quizzes. They learn what the dental instruments are used for and why precision is so important when manufacturing a surgical instrument. And at the end of it all, they graduate as the company’s newest cohort of master instrument makers.
Now, you might be thinking, “That sounds nice—understanding each step of the process. But isn’t that what you hire an engineer to do?” If so, you’re not alone. It’s a misconception many people have about the manufacturing business. Brown answers the question this way: “One of the major driving factors at the company is innovation,” he says. “Whenever you develop new instrumentation, it really takes an instrument maker to understand from start to finish what it’s going to take to produce that new instrument. If it’s just an extension from an existing line, that’s one thing. But when you start getting into new materials, new processes, new technologies, it requires a new level of instrumentation […] You can develop and engineer it, but can you manufacture it? That’s what master craftsmen can tell us, and where these individuals really benefit us.”
To select the apprentices, Brown opted for a self-nomination system in which only current employees were allowed to apply. So why not hand pick the apprentices himself or assign a committee to do it? "I really only wanted individuals who wanted to be in the program," Brown says. "It was going to be different; it was going to require a lot of commitment on their part."

Brown continues, "They were going to have to change their hours based on some things. It wasn't going to be a standard eight-to-five job. Sometimes they would have to come in at six in the morning, sometimes they would have to go out on vendor visits. So I only wanted those individuals who were ready to commit themselves to it."
THE BUILDING OF MASTER CRAFTSMEN
The apprentices see the commitment as a rigorous learning process, too, referring to it at times as "Hu-Friedy University." And like a university, there was a financial commitment involved—only the cost was borne entirely by the company. The apprentices aren’t doing their normal jobs, so Hu-Friedy had to backfill their positions. To try to make the program successful in its first year, the company had to develop resources up front. This included investing in classroom materials, training processes, coordination of the program, and ways to be sure the information was truly sinking in.

But if the program was going to be truly successful, it would need to be sustainable. Through the years, it would need to generate enough master craftsmen to support Hu-Friedy’s projected growth. That meant the company had to commit to a new class of apprentices in 2016, 2018, 2020, etc. To build that kind of program, one in which the payoff may not be seen for years down the road, it needed company-wide support. To get the program off the ground, Brown went to those holding the reigns to Hu-Friedy’s long-term business strategy, CEO and Chairman Ron Saslow and President Ken Serota.
When the top executives at Hu-Friedy weighed the merits of a potential apprenticeship program, there was a part that was easy and a part that was hard. The easy part was seeing how the program fell in line with the company’s philosophy. “It made sense to us,” says President Ken Serota. “The way we manufacture our instruments is unique. They’re very much handmade—it’s not just cranked out manufacturing. Quite honestly, we’ve talked about this over the years in various areas of Hu-Friedy beyond the plant: How we make sure to continue to build a legacy that is over 100 years old.”

The hard part, ironically, was what Hu-Friedy does best: Getting the details right. “This is a very significant financial commitment on behalf of the company,” Serota says. “We’ve taken the people out of their full-time jobs, and obviously we didn’t just pick anybody to be our pilots for this program. These are very high-potential, high-performance people who we selected. So first and foremost I wanted to be sure we had a solid plan to replace that knowledge and productivity on the factory floor when we committed to this program.”
WE MADE IT A POINT EARLY ON IN THE PROGRAM TO TAKE THE APPRENTICES TO SIX DIFFERENT VENDORS OF OURS. WE TOOK THEM TO A STEEL MILL. WE WALKED THEM THROUGH A MACHINE SHOP TO SEE THAT GOING ON. RARELY DO ANY OF THOSE EMPLOYEES GET TO GO TO A VENDOR——IT’S TYPICALLY PURCHASING OR ENGINEERING OR MANAGEMENT, SO HAVING THESE INDIVIDUALS GO TO THE VENDORS OPENED THEIR EYES TO THE WHOLE SCOPE OF INSTRUMENT MAKING. PROBABLY ONE OF THE BEST THINGS WE DID EARLY ON WAS TO LET THEM KNOW HOW MUCH THEY DIDN’T KNOW.

— CLAUDE BROWN
Other details included the length of the program (two years was considered to be sufficiently comprehensive), who would do training (the company has brought in experts from across the industry), and how candidates would be vetted (“This wasn’t going to be a ‘one and done,’” says Serota). The result was a program deemed to be financially sound, sufficiently rigorous, and highly sustainable.

Serota points out, however, that the program didn’t arise simply because there was a need for it. Serota believes it wouldn’t have been established were it not for the prevailing attitude of collaboration in the company. “It’s not just [CEO Ron Saslow] or me driving the divisions or coming up with ideas,” he says. “Hu-Friedy is a very collaborative company—it’s one of the things that drew me here. Input is encouraged from everybody. It’s not just Ron or me sitting in our ivory tower making policy. Really our great ideas come from all over.”
In addition to collaboration, the company culture embraces the belief that manufacturing can work in the US. For CEO Ron Saslow, the “made-in-America concept” can still work, despite the word on the street. “You hear so many people in so many places—the media, the government, everywhere—claiming that manufacturing is leaving the US,” he says. “You hear we’ve lost our skill set, and we’ve lost our ability to compete on a global basis. We don’t subscribe to that point of view. But a piece of the apprentice program, and it is an important piece as well, was a little bit of giving back to the community and the people around us. We decided we are in a great position leadership-wise, and even in our area, the Chicago-land area, to turn that [manufacturing] trend around.”

As fewer workers come out of tech schools with manufacturing skills, Saslow says that the commitment to an internal solution was critical. Still, Saslow is realistic. “It won’t be easy and it won’t be fast, but we plan to stay in Chicago for many years to come and we are committed to making this work.”
THE BUILDING OF MASTER CRAFTSMEN
Early showings, however, are positive. When the apprentice program was featured last summer in the *Wall Street Journal*, Saslow received a number of calls from companies who wanted to learn more. "It forced them to look at their organization and ask if they had a similar opportunity to do what we were doing," he says. "As I heard them talk about it, it was neat to hear the congratulations on the piece and that it really caused them to reflect on their own business practices and training and developing the people in their own organizations."

"**HU-FRIEDY UNIVERSITY**"

Antjuan Patterson and Javier Araque are two of the four apprentices attending "Hu-Friedy University," the informal name they’ve given to the apprentice program. They come to the program from different backgrounds. While Patterson has been with the company for eight years, Araque has been with the company for 27. They both, however, have key similarities: They are equally serious about the opportunity. They have equally strong desires to be master instrument makers. They both want to do their part to help the program succeed. They both want others to follow in their footsteps. Finally, they both want to be role models for their peers.

So why did they apply, and why were they chosen? "I would consider myself a go-to guy," says Patterson. "Anything the company needs, I try to do it. When I started here I was actually on the third shift. My position here was from eleven at night to seven in the morning. I started that way just to—I don’t want to say ‘prove myself’—but basically that was it. I wanted to start from the bottom and come up to the top. The company really took heed to that. I guess they appreciated the work I and the other apprentices had done over the years, and that’s why they considered us the best people for this."

For Araque, the program is an extension of everything he likes about working there. "Hu-Friedy is the kind of company that cares about its employees," he says. "When we started, we would go to other companies. And when we did, we would fall more in love with Hu-Friedy. We know the program’s been great because it’s giving us knowledge to understand everything. This is going to be an excellent program for others in the future. This is a great idea."
"The next generation of instrument makers."

As you walk out of the Hu-Friedy manufacturing facility, you pass back through the Hall of Fame. But knowing about the apprenticeship program, you have a different perspective on what all those plaques are saying about the company. Instead of an organization that is aging out, the youngest faces in the Hall of Fame are those who will meet the future challenges facing the company.

For Brown, the future is bright, "We’re training the next generation of instrument makers," he says. "We want new perspectives to help us drive development and innovation. When the instrument makers go into a new area of the program, they’re coming up with some great ideas. With a fresh set of eyes and a little background, they generate unique ideas on how to improve the process or improve the quality. It’s early on, but I’ve already seen signs of this. They’re asking a ton of questions, and they’re not just accepting the status quo. They continue to challenge the process, push to make us better and strengthen who we are today. My hope is that once they graduate and get back on the floor full time, that’s exactly what they’ll do."
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WHAT’S AHEAD FOR SECTION 179 EXPENSING AND TAX REFORM IN 2015?

BY JEAN PATTERSON, CPA, CFE


I previously wrote about this topic, focusing on section 179 and bonus depreciation deductions. The article’s tagline referred to the enactment as “some last minute gifts from Congress.” It now seems that “gifts” may have been the wrong word. A thoughtful gift giver, after all, takes into consideration the wants and needs of the recipient.

There were three kinds of recipients at the end of 2014:

• **Thanks, but no thanks**: Those with no need or desire for the gift, who either made major purchases in 2013 or did not need capital purchases in 2013 or 2014.

• **The lucky recipients**: Those who made purchases in 2014 in anticipation of the provision extension.

• **It’s hardly a gift**: Those few who managed to make major purchases (and have them in place) within the seven working days between the December 19 enactment and December 31—and that includes December 26 as a workday.

I spoke with financial planners and dental consultants about the experiences of their clients and their own thoughts going forward. The messages were all similar to the thoughts of Adam Decker, co-owner of Veros Dental:

> We remind our clients that the economics and need for equipment or asset purchases should be the primary driver for making a purchase, not the tax benefit. Typically, when large purchases are at play, we would prepare projections for them letting them know their expected liability in either scenario.

> The general feeling is section 179 and bonus depreciation will stay around but also that whatever the rules are, they essentially will simply adjust to them.

> Going forward, we continue to advise as we did during all of 2014 except for the last few days! That is, first, let the need for the expenditure be the primary drive the purchase. Second, be aware of the situation related to the law changes and be prepared either way.

In other conversations, I learned that a small number of dentists did make last-minute purchases after the enactment but were limited in what they could buy because of the “in place by December 31” restriction.
A few more made purchases throughout 2014 and will benefit at tax time. Not knowing how the year would turn out, however, meant resources in the form of spendable tax savings were not available until the end of the year. Those tax savings might have even given the 2014 economy some boost if they had been used for durable goods or even a vacation. Going forward, most have indicated that they are taking the same stance as they did for 2014—calculate it both ways and wait.

**BETTER NEWS AHEAD?**

The issue, of course, is not the provisions themselves, but the timing. There is no opportunity for planning when the results of decisions are unknown. A retroactive tax consequence is only helpful if there is such a thing as a retroactive purchase. It also leaves us to wonder if retroactive “fixes” have become the norm.

There is, however, good (maybe great) news on the horizon. On December 10, 2014, Representative David Camp (MI-R) introduced the Tax Reform Act of 2014, which was referred to the House Ways and Means Committee the same day. In his remarks before the House on December 11, 2014, Representative Camp noted that this Act was over four years in the making. It is the most comprehensive change to the US tax system since the Tax Reform Act of 1986. Over 50 provisions are being changed or eliminated. He also noted the reform’s guiding principles are strengthening the economy and making the tax code simpler and fairer for all Americans.

The proposal provides that the maximum amount a taxpayer may expense is $250,000 of the cost of qualifying property placed in service for the taxable year. The $250,000 amount is reduced dollar for dollar by the amount by which aggregate purchase amount exceeds $800,000. The $250,000 and $800,000 amounts are indexed for inflation for taxable years beginning after 2014. In addition, the proposal makes permanent the treatment of off-the-shelf computer software, air conditioning and heating units, and qualified real property (e.g., leasehold improvements) that are eligible for Section 179 treatment.

Many more changes are planned for business provisions, including elimination of the alternative minimum tax and a reduction in the corporate tax rate. The proposed legislation also includes an overhaul to foreign tax matters intended to make the United States a more attractive business environment. For individuals, many deductions and tax credits are slated to be reduced or completely eliminated.

What remains to be seen is if the Act will pass—and if it does, when. The political climate seems to be the worst it has ever been. If members of Congress cannot find common agreement, we are doomed to a system of “patches and fixes” that make planning impossible. It may be that in December of 2015 we will be going through the same exercise but with much more at stake. On the other hand, if the Act is passed, even though it is not perfect, planning opportunities may again be available and time will resume moving forward. Stay tuned—Apex360 will cover future developments.
“DEDUCTIONS MATTER, RIGHT?”

BY GENE REDDEN

TAXES: YOU’RE PROBABLY NOT COMFORTABLE WITH THEM ANYWAY, BUT NOW’S NOT THE TIME TO START KICKING BACK.

When it comes to section 179, the one thing you can be certain of is that it will change. Luckily for purchases made in 2014, this change was an increase to $500,000. Equipment purchases within this threshold qualified for the section 179 advanced tax schedule; subsequently, the tax rate calculated would be the applicable tax bracket. Most often, that number is 38% for dentists, but will depend on advice from your accountant.

In 2014, purchases suggest section 179 fluctuations had minimal effect because numbers were up. The equipment and technology segment—especially as it has gone digital—has led to larger purchases. Bundled purchases are big-ticket items, but they generally also have sensible bulk discounts.

Right on cue, our section 179 deduction is back to $25,000 for 2015. Accountants are dealing with an expected pile of paperwork, but their interests now are in the purchases of last year, not the investments of the current one.

Dentists should be aware that this ebb and flow happens every year, independent of tax law or section 179 changes. Capital investments of any real size will have a clinical effect as well as a business impact, and those decisions should be carefully...
Capital investments of any real size will have a clinical effect as well as a business impact, and those decisions should be carefully weighed. But, I am still betting that we have another end-of-the-year crunch in only ten months or so.

Pulling the trigger on that big purchase in December ought to be the end of a calculated process. There have been many regretful Januaries because of hasty decisions made during December. Much of the large capital purchases are accompanied by installs and training, so signing paperwork is just the beginning. The numbers can be signed, sealed, and delivered, but you don't see your ROI until implementing that decision in your practice.

Making large purchases at the beginning of the year, rather than the end, also has attractive advantages. Practices (and patients) can benefit from a more leisurely timeline for both equipment installation and team training. To qualify for section 179 expensing, equipment must be in place and useable by the year’s end. Purchasing and installing equipment long before the year draws to a close means that your practice will have ample time to meet this requirement, rather than putting in some long hours during the winter holidays.

The smart dentist will have an open and developed relationship with his or her sales rep. I know, that is a big stretch for me to say, right? Sales reps have been through multiple installs and know all of the pitfalls. Many dentists will only make a big equipment purchase one time, so it makes sense to lean on experience. Not only that, but it behooves the sales rep to do it right. Fool up a large purchase and you might just foul up future purchases. Sure, we are the very people encouraging you to take advantage of section 179 in December—however, a good rep will have been talking to you about this commitment for weeks.

So here we are in 2015. Section 179 is back to $25,000, and we are back to hoping for a congressional improvement on that amount by year’s end. Don’t worry, it will likely happen. But when the push is on, be sure you have done your homework already.

Gene Redden is originally from Mississippi and currently lives in Tennessee. He is currently a CAD/CAM specialist with Henry Schein and has been a road warrior across the Southeast for decades.
OBSTACLE 1: IDENTIFYING AND COMMUNICATING WITH THE DECISION MAKERS

Too often, salespeople will focus solely on their initial contact at an organization. Whether that person is a mid-level manager or an HR executive, they are probably not the only person who is going to have input on the proposal process. Smart salespeople know that there are usually other decision makers who will have input in the deal, and the challenge is to figure out who they are and how to meet with them. In order to get the information you want, you will have to ask your current contact some questions that might seem awkward. Some questions to broach the issue are:

- What is your timeframe for making a final decision?
- What criteria will you be evaluating to ensure you are making the best decision?
- What measurable outcomes are you looking to achieve?

Once you are able to determine who else will be involved in the decision-making process, you can ask this follow up question: "I really appreciate this insight. So that I can propose the best solution that is going to meet the needs of everyone else involved, I would love to talk with these other individuals and get their input. When can I meet with them?"

OBSTACLE 2: UNCOVERING THE BUDGET

Nothing will derail a deal faster than a mismatch between your proposal and the customer’s budget. Unfortunately, prospects are often reluctant to discuss their budgets with salespeople. It is your job to press them further to get a number, or at the very least, a range. There are two options to making this happen.
You can politely—but firmly—suggest that your prospect determine their budget prior to soliciting bids. Stress the importance of an advance figure, and express your interest in receiving them before you reconnect.

This approach puts the focus on the prospect, not you. It tells them that you care about them and their financial security and that you do not want them to make a mistake.

The second option involves framing the interaction through the lens of recommending a program that best suits your prospect’s needs and expectations and expressing how budget parameters can shape the direction for both parties.

If they say they cannot give you a number because they’re not the ones creating the budget, ask to be introduced to those who are. This will minimize price objections later on in the process, especially when you are put in front of people who are not as concerned with budget as they are with ROI.

**OBSTACLE 3: WORKING WITH CUSTOMERS WHO DO NOT WANT TO COMMIT**

There is nothing more frustrating that getting ready to close a sale, only to have a customer say, “I still need to think about it.” When this happens, a seasoned salesperson knows that he or she needs to follow up on the customer’s statement. You should respond by saying: “I can understand you need to think about this. After all, it is an important decision and you need to do what is best for you and your organization. Tell me, what specifically stands out from our conversation that is of interest to you?”

The goal of this question is to get clarification on how much the prospect is really interested in what you have shared and whether the prospect feels that he or she wants to move forward. Is there sincerity in the response, or are you being blown off?

Once you get an answer to your first question, you can acknowledge that the customer has concerns and ask what they are. Ask what is holding him or her back from making a decision. Then, hopefully, you can help alleviate concerns and get the sale back on track.

**OBSTACLE 4: UNDERSTANDING THE CUSTOMER’S VALUES**

Too often, salespeople get stuck on the issue of price. If you sell on price, you lose on price. As soon as someone cheaper comes along, a customer will not give you a second thought before cutting you loose. Instead of getting caught up in price wars, you need to steer a customer’s attention to other issues. This means you need to ask your customers about value. What characteristics does the organization value in a vendor? Is the organization most concerned with good customer service, high quality products, speedy delivery, or ease of use? Once you get a customer talking about these areas, you can determine what the customer needs and how you can position yourself to meet those needs.

**OBSTACLE 5: ESTABLISHING YOUR CREDIBILITY**

Many salespeople spend an initial meeting talking all about themselves and their products. This is a mistake. During an initial call, your goal should be for the prospect to do 70% of the talking. Why? For two reasons:

1. You want to hear about his or her problems, goals, concerns and ideas.
2. You want to qualify if there is a genuine opportunity with this prospect.

You cannot do either of those things if you are trying to sell during the first meeting. As much as you want to sell yourself, you should never bring out a PowerPoint, samples, or company literature during an initial meeting.

What _should_ you do at an initial meeting? You should start the meeting with a unique value opening statement, which is a 30–60 second description of who you are as a company and what you do. The value opening statement should detail the benefits of your company to the prospect, describe the impact that hiring you will have to his or her organization, and include an immediate follow-up question to gauge his or her expectations and interest.

Remember Lucy? She started to utilize these tips and strategies with her customers. She found that she was able to ask great questions of her customers, and this, in turn, led to increased sales and increased overall performance in her office.

Paul Cherry is President of Performance Based Results and is the leading authority on customer engagement strategies. He has more than 23 years of experience in sales training, leadership development, sales performance coaching, and management coaching. He is also the author of Questions that Sell: The Powerful Process for Discovering What Your Customer Really Wants and Questions that Get Results: Innovative Ideas Managers Can Use to Improve Their Team’s Performance. For more information on Paul, please visit [www.pbresults.com](http://www.pbresults.com). You can also reach him at (302) 478-4443 or [cherry@pbresults.com](mailto:cherry@pbresults.com).
STRIVING FOR BRAND SYNERGY: HOW PHILIPS REBRANDED ITS ORAL HYGIENE PRODUCT PORTFOLIO

BY KELLY SHIPP AND ROSALINE BERNSTEIN, MBA

WHEN PHILIPS ACQUIRED THE BREATHRX, FLUORIDEX, AND PERIORX PRODUCT PORTFOLIO FROM DISCUS DENTAL, IT KNEW THESE FORMULATIONS DELIVERED STRONG BENEFITS AND COMPLEMENTED EXISTING PHILIPS PRODUCTS.

Previous studies showed that consumers preferred the taste and consistency of these oral hygiene products to those offered by competitors, but dental professionals were not aware of these newly acquired brands. To increase visibility and recommendation, Philips decided to leverage the benefit and credibility of the Philips Sonicare name to bring these effective oral-care solutions to dental professionals and their patients.
Philips expected that rebranding the Oral Hygiene product lines would create a cohesive brand that would unify the portfolio and make it easy for customers to achieve optimum results by coupling Philips Sonicare power toothbrushes and AirFloss with the appropriate Philips Sonicare Oral Hygiene products. But they still needed to make dental professionals more aware of the products.

GETTING THE WORD OUT
Philips retrained their entire sales staff and armed them with new marketing and clinical materials prior to launch. Then, the rebranded products premiered at the Greater New York Dental Meeting in December 2014, and just before the holidays, Philips began shipping them to offices.

Since the launch, the Philips professional education teams have incorporated the new Oral Hygiene product branding into their presentations for dental students. To further spread the word, the professional education teams are reaching out to existing customers through emails and promotional offers.

Throughout the remainder of 2015, samples of the newly branded Philips Sonicare BreathRx will be available at all major trade shows.

WHAT WE’VE HEARD
Dental professionals are excited about the rebrand because they want to recommend or prescribe products that give patients necessary oral health benefits, backed by a brand that patients know and trust. Now, they recommend the appropriate Philips Sonicare Oral Hygiene products with Philips Sonicare power toothbrushes and Philips Zoom Whitening.

With one cohesive portfolio, Philips can focus on sharing the beneficial synergy of the Oral Hygiene products, the power toothbrush, and the interdental offerings.

To learn more about Philips Sonicare Oral Hygiene and other Philips Oral Healthcare products, visit PhilipsOralHealthcare.com or call (800) 422-9448.

Kelly Shipp is focused on bringing customers the latest and greatest in her role as an associate marketing manager at Philips. Kelly joined Philips in January 2013, first as a field sales representative. She graduated from Rutgers University with a Bachelor of Science in 2009.

Rosaline Bernstein, MBA, innovates in her role as a product marketing manager for Philips Sonicare. Rosaline joined Philips in June 2014 after having worked as an MBA intern for Philips Sonicare in June 2013. Rosaline graduated with her MBA from the University of Washington in 2014.
After witnessing his parents’ battles with oral cancer, Matthew H.J. Kim, JD, founded Vigilant Biosciences—a company that is soon to launch a new system of products for oral cancer risk assessment. He now heads the company as CEO.

Vigilant Biosciences’ OncAlert system is comprised of a rapid point-of-care test and laboratory assay. The rapid point-of-care test is a qualitative, rinse-and-spit risk assessment that can be integrated into routine dental appointments. Within minutes, the test can indicate whether a patient is at elevated risk for oral cancer. If a patient is found to be at-risk by the point-of-care test, s/he can be referred to a specialist or oral surgeon who might administer the lab assay, which offers more quantitative results in terms of risk stratification.

Pending CE mark approval for the European Union and FDA approval for the United States, Kim anticipates that the system will be available in the United States during early 2016.

MORE INFO: Click the video still above to watch an interview with Kim, or visit www.vigilantbiosciences.com
Some head-and-neck cancer patients who undergo chemo- or radiation therapy develop oral mucositis, characterized by the atrophy of the mucosal lining of the oral cavity and the development of ulcers—both of which cause patients pain and erythema, as well as difficulty eating, drinking, speaking, and performing oral hygiene. In some cases, patients also develop a layer of white mucus over their gingiva and tongues.

NeutraSal, an oral rinse from Invado Pharmaceuticals, is designed to help heal the oral mucosa in cancer patients, as well as in those who have Sjogren’s syndrome, xerostomia, and more. It’s easy to use: A single-use packet of powder is simply mixed with water to create the rinse, which, with its abundance of electrolytes—including calcium, phosphate, bicarbonate, and chloride—mimics natural saliva. In addition to helping to heal the mucosa, it can also help to reduce the risk of caries.

Although NeutraSal is available by prescription, Invado Pharmaceuticals also offers a direct-access program to support patients who could benefit from the rinse, regardless of their insurance or financial situations.

MORE INFO: www.neutrasal.com
SaliMark OSCC
FROM PERIRX LLC

Developed by PeriRx LLC, SaliMark OSCC is a salivary diagnostic test for the early detection and diagnosis of oral squamous cell carcinoma. Based on licensed technology from the University of California at Los Angeles, SaliMark OSCC is differentiated from other oral cancer tests on the market by its molecular DNA multi-biomarker panel, which offers actionable results. With a 95% rate of sensitivity, this noninvasive salivary assay can help to identify carcinoma—or even dysplasia—if it is present.

Each SaliMark OSCC salivary test kit consists of two components: the sample collection kit and the lab assay. After the saliva specimen is collected, the sample is sent to a lab for testing, and results are returned to the clinician within two days.

MORE INFO: www.perirx.com
Rather than reflected light, LED Dental’s VELscope Vx uses fluorescent light to illuminate cellular, structural, and metabolic abnormalities in the oral cavity. In addition to aiding in the detection of viral, bacterial, and fungal infections within the oral cavity, as well as in the identification of inflammation, the VELscope Vx enables clinicians to identify cancerous and precancerous lesions and oral surgeons to define the margins of those lesions.

Testing with VELscope only takes about two minutes, and the camera solution that comes with it allows for easy digital photo documentation for records and referrals. The VELscope Vx also comes with a rechargeable battery, a charging cradle, patient safety glasses, disposable samples, and literature.

MORE INFO: www.leddental.com
OralID is an adjunctive oral cancer-screening device that uses light fluorescence technology to enable clinicians to identify cancerous and precancerous lesions during recare appointments. Healthy oral tissue fluoresces under the light of OralID, while abnormal tissue appears dark. Yes, this is the same light fluorescence technology used by other oral examination devices … So what sets OralID apart?

It doesn’t require disposables and has no per-patient cost. And it’s a packaged deal: Dental offices that purchase an OralID device are offered a personal, web-based, live training session to familiarize the team with the device and help them understand how to interpret the results. Each OralID kit also comes with a SmartFilterID for photo documentation, two pairs of filtered eyewear, batteries, and a two-year warranty.

MORE INFO: www.oralid.com
TECHNOLOGY FOCUS

LASERS

4 REASONS YOU NEED A DENTAL LASER IN YOUR PRACTICE

BY MICHAEL CATALDO

We're in a wonderful part of human history. A few taps on a smartphone can lead to everything from a pizza delivery to a ride via Uber. Major advancements in science and technology have put nearly a dozen diseases on the verge of extinction. Lasers, once billed as a “technology looking for a problem to solve,” have found game-changing applications in fields such as information technology, law enforcement, and dentistry. The future is now, and it's time for dentists to take a look at lasers and how they can provide today's practices with a significant edge.

Traditional dental tools haven't changed much since they were invented in the 1800s. Given the recent advancements, especially in lasers, it's a great time for dentists to consider an update to their armamentariums. The primary dental laser categories are CO₂, erbium, ND:YAG, and diode laser. Each has its own uses and applications in today's dental practice, but the primary benefits revolve around efficiency, patient experience, dentists' experience, and improved clinical outcomes.

EFFICIENCY

The most challenging production hurdles are related to anesthesia and bleeding. With traditional tools, dentists lose valuable time injecting patients, waiting for numbness, and controlling bleeding. Anesthesia has several negative effects—it increases patient anxiety, dramatically decreases dentists' productivity, causes postoperative discomfort, and limits patients' activities while they wait for the numbness to wear off. Anesthesia also limits practitioners to working in only one quadrant of the mouth per visit, due to the risk of patients biting and injuring themselves. This inefficiency significantly limits practitioners' ability to generate revenue.

Sensing a market opportunity, researchers coalesced around this problem and identified dental lasers as a path toward anesthesia-free procedures. Rather than mechanically drilling into tooth cavities or cutting soft tissue with a scalpel, practitioners can evaporate hard or soft tissue with a laser without the use of anesthetic. CO₂ lasers are traditionally known as soft-tissue-only tools, but a new wavelength of 9.3 microns has reliably performed anesthesia-free and blood-free procedures on both hard and soft tissue. The efficiency from not having to numb patients or spend time controlling bleeding enables laser dentists to perform more procedures each day than they can with traditional tools, which represents thousands of dollars in additional revenues.

BETTER PATIENT EXPERIENCE

Recent Gallup Well-Being research found that more than one-third (35.3%) of Americans had not visited the dentist in the past 12 months. Major contributors to this oral health-care epidemic are traditional dental tools' sounds, smells, and sensations. Just hearing the whirring of a drill elicits teeth clenching and white knuckle grips from many people. Lasers can change all of that by eliminating a majority of these negative stimuli.

Unlike traditional tools, dental lasers transform the patient experience. Eliminating virtually all of the sounds, anesthesia, and pain associated with dental appointments goes a long way toward alleviating dread. Because of this, dental lasers will serve as the primary tool in improving consumer sentiment toward dentists.

THE CHANCE TO PRACTICE DENTISTRY, NOT PSYCHOTHERAPY

A common complaint among the hundreds of dentists I've spoken with is that they practice psychology more than dentistry. Terrified people make it difficult to operate effectively. Relaxed patients are infinitely easier to work with and can contribute to a laser practice's calm, cool environment.

Delivering an excellent patient experience is a critical component in generating goodwill and referrals. Laser dentists routinely find themselves being sought out by patients who are looking for a unique and more pleasant experience.

IMPROVED CLINICAL OUTCOMES

Dental lasers are very good at taking routine, traditional modalities in dentistry—from cavity preps to surgical excisions—and making them much faster and less painful, with better hemostasis and less morbidity. Furthermore, lasers are biostimulating, and they kill bacteria. The science behind dental lasers is sound and represents a huge step forward in improving clinical outcomes.

If you haven't taken a look at dental lasers recently, now is the time to do it. They represent an exponential improvement in just about every facet of dentistry. They have the potential to completely revitalize dental practices with vast improvements on production, patient referrals, and revenues.

Michael Cataldo is the CEO of Convergent Dental, maker of the Solea CO₂ laser.
PERSONNEL MOVES

AMERICAN DENTAL ASSOCIATION

The American Dental Association (Chicago, Illinois) (ADA) named Stephanie Moritz the organization’s new chief communications officer. Moritz will lead association-wide communications, reputation, and brand management efforts from the ADA’s communications and marketing division. Moritz will report to ADA Executive Director Dr. Kathleen O’Loughlin.

“I am thrilled to have Stephanie join the ADA executive team as chief communications officer,” said Dr. O’Loughlin. “She is an extraordinary leader with an entrepreneurial vision that complements the goals of the ADA, and she brings fresh, expert perspective to the organization.”

In addition to overseeing public affairs and public relations, marketing campaigns, and executive and staff communications, Moritz will focus on amplifying critical components of the ADA’s communications strategy, including digital media, social media, and video production.

Moritz joins the ADA from ConAgra Foods, where she served as the senior director of public relations, social media, and experiential marketing. She managed external brand communications for all of ConAgra’s consumer foods brands. She was instrumental in shaping ConAgra Foods enterprise-wide social media strategy, content marketing team, multi-brand public relations, first-response consumer findings approach, and real-time marketing and public relations news room.

Moritz was recognized as one of Media Post’s Online Marketing All Stars in 2014, and prior to joining ConAgra Foods, she led communications and product publicity for The Hershey Company and Jim Beam Brands. She also held communications positions at EBS/Porter Novelli Convergence Group, Illinois House of Representatives, and Walt Disney Attractions Inc.

Moritz resides in Naperville and is an alumna of Eastern Illinois University, where she earned her bachelor’s and master’s degrees in speech communications.

BOYD INDUSTRIES

Boyd Industries (Clearwater, Florida) is proud to announce the promotion of Keith Gilkes to sales director. Gilkes will be responsible for all of the company’s sales activities, focusing on top-line growth of the business by leading its domestic and international sales team, identifying new market opportunities, and managing all sales reporting and analytics.

“Keith has proven to be a versatile member of our leadership team with a demonstrated skill to thrive in an entrepreneurial environment,” said CEO Adrian E. LaTrace. “I look forward to his future accomplishments to enhance the customer experience throughout the sales process.”

Joining Boyd in 2013, Gilkes initially served as supply chain manager until he assumed his most recent position in 2014 as business development manager. Among his recent accomplishments, he was instrumental in the successful launch of Boyd’s second-generation LED exam and surgical lights, development of the E2 iPad product line, and forging the company’s relationship with Dental Fix Rx.

AURUM GROUP

The Aurum Group (Calgary, Alberta) announced Angus Barrie has joined its team as general manager of the Vancouver location. The company also announced that Jeff Zeilstra has transitioned from territory manager to operations manager. Aurum Ceramic Vancouver.

Barrie brings over 25 years of in-depth experience in laboratory operations and management. Since 2002, he has specialized technically on implant and CAD/CAM restorations, acquiring broad expertise with major implant systems, CAD/CAM software, and implant restoration planning. He has supplemented this by attending courses with Kois, 3M, Dental Wings, Nobel Biocare, Panthera, and many others.

Joining the Aurum Group in 2012 as territory Manager for both Vancouver and Victoria laboratory locations, Jeff Zeilstra has taken the lead on customer relations, business growth, and local CE initiatives. A graduate of the kinesiology program at the University of British Columbia, Zeilstra has experience in all aspects of CAD/CAM dentistry, modern restorative materials, implant dentistry, and intra-oral scanning technology.

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Good oral health starts here

**PROPHY PASTE**

Gelato Prophy Paste provides smooth, pliable and splatter-free application. The 1.23% fluoride ion Gelato paste, 3-peat winner of The Dental Advisor’s Top Prophy Paste (2013, 2014, and now 2015!), is perfect for high-luster polishing and stain removal, but it remains gentle enough on the enamel with minimal enamel loss.

The Gelato 20% Benzocaine Anesthetic Gels are fast acting with no systemic absorption. The 20% benzocaine provides temporary relief of pain during procedures, including local anesthetic injections, periodontal curettage, impression taking, scaling, intra-oral radiographs, root planing and prophylaxis. The gel comforts patients with ulcers, wounds or other minor mouth irritations. Also, Gelato has no bitter aftertaste.

**PROPHYBRITE**

Bosworth ProphyBrite™ Air Polisher provides quick and gentle patient care. This unit delivers a fine sodium bicarbonate and water slurry for easy removal of plaque and stains. Ideal for cleaning and preparing teeth prior to placement of orthodontic brackets, sealants, bleaching, and fluoride treatments. Offers chair side convenience.

Sodium Biocarbonate powder for use with air prophylaxis cleaning units.

- Six Great tasting flavors: Grape, Spearmint, Orange, Strawberry, Raspberry and Lemon-Lime
- Less abrasive than prophy paste
- Use to remove stubborn stains, plaque and soft debris
- Compatible with most air-polishing units
APPOINTEE ANNOUNCEMENTS:
FIELD SALES CONSULTANTS

MAX COOPER
SYRACUSE, NEW YORK

JORDAN GILLESPIE
SALT LAKE CITY, UTAH

LANI LLANES
ORLANDO, FLORIDA

CHAS PAJARES
AUSTIN, TEXAS

GARRETT ADAM ENRIQUEZ
INGLEWOOD, COLORADO

CHRISTINE GRAY
SYRACUSE, NEW YORK

JAY LOWERY
BIRMINGHAM, ALABAMA

BRIT SEXTON
NASHVILLE, TENNESSEE

XAVIER FAURE
NORTHERN VIRGINIA AND WASHINGTON D.C.
METRO AREA

BRETT JOHNSON
LITTLE ROCK, ARKANSAS

CHRISTOPHER MANIATIS
WALLINGFORD, CONNECTICUT

BRET ZEITLER
HOUSTON, TEXAS

SCOTT FOSSEN
MINNEAPOLIS, MINNESOTA

SHEREE KONG
DUBLIN, CALIFORNIA

BETH MCGLINN
CHARLOTTE, NORTH CAROLINA

MARK MORRISON
ST. LOUIS, MISSOURI
DELTA DENTAL PLANS ASSOCIATION

The Delta Dental Plans Association (DDPA) (Oak Brook, Illinois) board of directors has appointed three new officers. President and CEO of Delta Dental of Colorado, Kathryn Paul, was elected chair; President and CEO of Delta Dental of Washington Jim Dwyer was elected vice chair; and elected as secretary/treasurer was Rodney Young, president and CEO of Delta Dental of Minnesota.

“I look forward to working with our new board leadership to continue the success of the Delta Dental brand in driving forward our mission to bring great oral health to our customers and our communities,” said Steven R. Olson, president and CEO of Delta Dental Plans Association.

DELTAUSA

Also making appointments to its board of directors was DeltaUSA, the separately incorporated affiliate of Delta Dental Plans Association. DeltaUSA enables Delta Dental to centrally administer national dental benefits programs.

David Haynes, president and CEO of Delta Dental of Missouri, was named chair, and Allan Allford, president and CEO of Delta Dental of Arizona, was named vice chair. Dennis Wilson, president and CEO of Delta Dental of New Jersey, was elected secretary/treasurer.

Both the DDPA and DeltaUSA Board of Directors made the appointments at their November meetings, and the officers’ terms became effective January 1, 2015.

THE ETTERS GROUP

The Etters Group (Elmhurst, Illinois) announced Dr. Ivan Valcarenghi, a cosmetic and neuromuscular dentist for 28 years in Elmhurst and Chicago, Illinois, will be joining The Etters Group, a dental practice management consulting firm. “Dr. Ivan,” as he is familiarly called, will be conducting seminars and webinars, as well as consulting and training dentists in the Etters practice management systems and communication skills. Dr. Valcarenghi has helped dozens of dental practices as a consultant since 2005, as well as other professionals and small business owners with the communication and management skills needed for business and practice growth. Contact Dr. Valcarenghi by email at drivan@toothbiz.com.

SCION DENTAL

Scion Dental (Menomonee Falls, Wisconsin), a dental benefit management company, announced the appointment of John Schaak as the new president of the organization. Schaak comes to Scion Dental from a career in the legal profession, where he recently served as a partner at the national law firm of Quarles & Brady LLP. Schaa will be responsible for delivering on the company’s strategic vision and business plan.

“Our team is very excited that John has decided to make this career change and join our family of companies,” said Chairman of the Board Craig Kasten. “We are confident that under John’s leadership, Scion Dental will achieve its goal of being recognized as the top dental benefit management organization in the world.”

AWARDS & GRANTS

PERIO PROTECT ORKOS AWARD

Greg Gist, DDS, of Southlake, Texas, is the latest recipient of the Perio Protect Orkos Award. Perio Protect presented Dr. Gist the award for his case study that resulted in successful long-term treatment of a patient with gum disease.

The patient in Dr. Gist’s case study resumed treatment after a four-year absence. A comprehensive exam revealed generalized periodontitis, moderate bone loss, and gum recession. A routine probing indicated the patient’s pockets were 4-6 mm deep and that bleeding during the exam was heavy.

Following the exam on January 28, 2013, Dr. Gist began the first of four debridement and scaling procedures. After mechanical therapy, Dr. Gist delivered Perio Tray prescription, customized periodontal trays worn by patients to hold medication in periodontal pockets to kill the bacteria responsible for gum disease and gum infections. The patient was advised to wear his Perio Trays twice a day for 10 minutes to deliver 1.7% hydrogen peroxide gel and three drops of an antibiotic.

At the end of March, approximately two months after the initial visit, the patient exhibited no bleeding on probing, and over 90% of his pockets measured healthy depths. A periodontal maintenance visit on June 26, 2013, confirmed additional improvements. At the patient’s most recent dental appointment on September 9, 2014, inflammation remained under control. Gums did not bleed. All periodontal pockets remained at healthy depths. Gum recession had decreased.
THE FOLLOWING HAVE MET PATTERSON DENTAL SALES TRAINING REQUIREMENTS AT THE PATTERSON COMPANIES CORPORATE OFFICE IN SAINT PAUL, MINNESOTA.

MERRITT ALLSTON
SEAN BESHWATE
JAIRO CASTILLO
LIBBY EMMER
LAEL FISZ
RON GATUS
GAVIN HAVARD
SKYE HOLLIDAY
TERESA KALICIAK
RAYMOND MANKEVICH
PHILIP MATHESON
SAL MENDEZ MARRON
DEBRA NICHOLS
JUSTIN ROBINSON
JUSTIN STARNES
KRISTINE VACHA
CHANTAL WEDTHOFF

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Dr. Gist attributes the long-term success of this case study to his focus on both the destructive symptoms and bacterial causes of the disease. “So much medicine today focuses on what has happened, not how to fix a problem. I am concerned with comprehensive treatment and prevention that addresses the sources of disease.”

GORDY AWARD
The Nash Institute for Dental Learning (Charlotte, North Carolina) is proud to announce that Debra Engelhardt-Nash has been awarded the Gordon Christensen Outstanding Lecturer Award for 2015. The Christensen Award was established in 1990 to acknowledge Dr. Gordon Christensen’s many contributions to the dental profession. The award was presented at the 2015 Chicago Dental Society Midwinter Meeting.

“It is such a genuine pleasure to award this,” Dr. Christensen said when he called Engelhardt-Nash to stand beside him in front of her classroom and receive the plaque. “She’s telling you how to produce more and enjoy dentistry, and she does it with vivacity, you can hear that she’s passionate.”

Engelhardt-Nash is believed to be the first non-clinician to receive this award. She is a consultant, lecturer, and trainer at The Nash Institute. She has presented workshops internationally for study groups and other organizations and has served as a contributing author and editor for several journals. Engelhardt-Nash has been recognized for more than 10 years as a top consultant, educator, and leader in continuing education and was named one of the Top 25 Women in Dentistry in 2014.

FULLBRIGHT SPECIALIST PROGRAM GRANT
Jonathan Shenkin, DDS, MPH, has been selected for a Fulbright Specialist Program grant in public/global health at Belarusian State Medical University. The Fulbright Specialist Program promotes linkages between US scholars and professionals and their counterparts at host institutions overseas.

Dr. Shenkin will travel to Belarus this spring for two weeks and help develop strategies and curriculum for Belarusian State dental faculty on how to train local pediatricians about the oral health of young children ages six months to three years.

“Belarus has a state-funded dental system where all care for children is provided in clinics for free,” Dr. Shenkin said. “I hope this project bridges a common divide between dentists and physicians that exists worldwide.”

Dr. Shenkin is a pediatric dentist in Augusta, Maine. He is also a clinical associate professor of health policy, health services research, and pediatric dentistry at Boston University, and serves as the vice president of the American Dental Association. Dr. Shenkin is a past president of the Maine Dental Association and served as the chair of the Maine Dental Association’s Political Action Committee.

LEADERS IN TRANSPARENCY AWARD
Dental Associates (Milwaukee, Wisconsin), Wisconsin’s largest family-owned dental group practice, is one of six organizations nationally to be recognized with a 2014 Press Ganey Leaders in Transparency Award. The award honors innovative health-care organizations that have implemented solutions to capture the voice of patients and have shared patient experiences online. The other recipients include Integris Health, Piedmont Healthcare, Stanford Health Care, University of Utah Health Care, and Wake Forest Baptist Health.

Earlier this year, Dental Associates began posting patient evaluations of its dentists and clinics on its website, DentalAssociates.com. The evaluations are based on surveys, conducted by Press Ganey, of Dental Associates patients.

“As a company, we’ve always pushed ourselves to be a leader in the health-care industry and deliver the best patient care possible. I’m proud to say we’re the first and only group dental practice in Wisconsin that’s implemented a completely transparent way for patients to review and select a doctor,” says Anthony G. Vastardis, CEO of Dental Associates. “Since 2003, we’ve conducted ongoing surveys with Press Ganey to hear our patient’s voice. In September, we decided it was time to share that information in a public way.”

Each dentist at Dental Associates has a profile page on the company’s website. The pages feature an overall five-point rating for the doctor, nine ratings based on specific questions related to the patient’s interaction with the doctor, and patient comments from the past 18
months. The page also includes a headshot of the doctor, details his or her education, and lists any professional associations he or she is involved in.

“The transparency movement is advancing the patient experience by providing public access to performance data to both improve engagement and increase accountability among physicians and employees. The organizations honored with the Leaders in Transparency Award are at the forefront of this movement,” says Patrick T. Ryan, CEO, Press Ganey. “I am pleased to honor Dental Associates for their leadership and vision. Through their efforts, they are paving the way to dramatically improve the health-care delivery system.”

**INDUSTRY UPDATES**

**KEYSTONE INDUSTRIES PARTNERS WITH APVIA**

Apavia (Eastlake, Ohio) and Keystone Industries (Cherry Hill, New Jersey) entered into a partnership in February to increase the introduction of water treatment products to the dental market.

Keystone will allow customers direct access to purified dental water, an ISO-certified amalgam separator to mitigate European Union-regulated mandates for waste water discharge, and a chemical-free disinfectant for dental unit water lines, surface disinfection, and odor control.

A statement about the partnership said, “The collaboration with Keystone Industries will allow Apavia to bring many years of water treatment and disinfection know-how to the international dental community. The agreement will enable Apavia to provide increased value to dental customers worldwide with expanded service and responsiveness, as well as product and technology advancements with a well-known and trusted name in the water industry.”

Since 2013, Apavia has provided the dental community with innovative water filtration solutions from the point of entry to the point of exit. The company recently launched the AVTMax Amalgam Separator as an alternative to meeting EPA regulations in dental office equipment rooms.

The agreement will continue the companies’ shared commitment to cost-effectively solve water and filtration concerns faced in the dental industry.

Keystone Industries, which was started in 1908, has added a new pharmaceutical manufacturing facility in Gibbstown, New Jersey, and offers international service with their Sigen, Germany, headquarters.

**KEYSTONE INDUSTRIES ACQUIRES THE HARRY J. BOSWORTH COMPANY**

Keystone Industries (Cherry Hill, New Jersey) announced the acquisition of the Harry J. Bosworth Company (Skokie, Illinois). Both companies will remain headquartered in their current locations.

Milly Goldstein, president of The Bosworth Company, said, “By blending our strengths, the laboratory and dental trade markets we serve will benefit from a greater continuity of service and products. We are truly excited about this endeavor and look forward to the projects we can accomplish together.”

“To have an excellent group such as The Bosworth Company come onboard with our Keystone Companies is an impressive move for the advancement of the dental industry,” said Otto Voit, President of the Keystone Dental Group. “By leveraging our combined strengths we can provide an unparalleled opportunity for growth in this challenging market today while ensuring that our core values of maintaining a family-oriented business are secured for future generations.”

**BIGGEST IDS OF ALL TIME IN COLOGNE, GERMANY**

Approximately 138,500 visitors from 151 countries and 2,201 exhibitors from 56 countries attended the 2015 International Dental Show (IDS) in Cologne, Germany.

This was the 36th annual IDS, with this year’s show being held from March 10–14. The attendance for the biennial event was an almost 11% increase compared to the previous show (2013). IDS also achieved new records in terms of the number of exhibitors and the exhibition space sold. 2,201 companies (+6.9%) from 56 countries presented on exhibition space covering 157,000 square meters (+6.2%). There was an over 70% share of foreign exhibitors (+2%) and a 17% increase in the number of trade visitors from abroad. At the same time, the number of trade visitors from Germany also increased markedly in comparison to 2013 (+4.3%).

“We succeeded in making the International Dental Show in Cologne even more attractive, on both a national and international basis. It is thus the most successful IDS of all time,” summed up Dr. Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI).

Get industry updates delivered to your inbox each week. Subscribe to the Apex360 newsletter.
“I HAVE HAD THE GOOD FORTUNE OF PRACTICING DENTAL HYGIENE ON FOUR CONTINENTS AND IN SIX COUNTRIES. WHAT HAVE I LEARNED? THAT PEOPLE ARE THE SAME ALL OVER THE WORLD. THEY WANT THE SAME THINGS . . . FOR THEIR CHILDREN TO BE HAPPY AND HEALTHY, LOVED, AND RESPECTED.”

– MARY JENSEN, RDH

JENSEN RECENTLY RETURNED FROM BANGLADESH, HER NINTH MEDICAL MISSION TRIp FOR ALLIANCE FOR SMILES. SHE VOLUNTEERS AS A MEMBER OF THE DENTAL TEAM, WHICH HELPS SCREEN PATIENTS AND PREPARE THEM FOR SURGERY.

Alliance for Smiles (AFS) provides free reconstructive surgery to children with cleft lips and cleft palates in China, Africa, the Philippines, and Bangladesh. Supported by donations and Rotary Grants, AFS takes full medical and dental teams on two-week mission trips. These trips are life-changing . . . for both the child and the volunteer. Visit www.allianceforsmiles.com for information on donating and volunteering.