



WSDLA

# THE Contact

Summer / Fall 2009

## MARK YOUR CALENDARS!

### ***“THRIVING IN CHALLENGING TIMES”***

WSDLA Members Roundtable and Retreat

**October 2-3, 2009**

Tulalip Resort and Casino

Come out and join us at our “Members Roundtable and Retreat”. WSDLA member lab owners and upper level managers are invited to this special event. For those who have attended our regular Roundtable at the Northwest Lab Forum, this Members Roundtable and Retreat is an entire day of specialized presentations geared for you. The opportunity to connect with other laboratory owners and managers is part of the value of this day.

#### **Friday October 2**

**8:00-8:30 AM** Check in and registration

**8:30 -9:30 AM** Bob Pentimonti, Attorney- Making your money work

#### **Break with sponsors**

**9:45-10:45 AM** Tina Janni - Dealing With Change Opportunities

**11:00-12:00** Yada Chaiyabutr DDS, MSD Materials for Today and Tomorrow

**12:15-1:15 PM** Lunch with the stars

**1:15-2:30 PM** Chuck Yenkner- Thriving Laboratories in Challenging Times

#### **Break with sponsors**

**2:45-3:45 PM** Infection Control Panel Discussion-Loren Ford CDT, Mike Shelley CDT, Sandy Stuart

**4:00-5:00 PM** Dave Nakanishi CDT-The Deep, Dark, Dirty Secrets of Running a Successful Dental Laboratory

**5:30 PM** Social time and Dinner

#### **Saturday October 3**

**9:00-12:00** WSDLA Board of Directors meeting

Sponsored By **NOBEL BIOCARE, ASTRA TECH/ATLANTIS, RAND REFINING, MARATHON PROCESSING, VisiPRINTING**

Registration information will be available from [www.wsdla.com](http://www.wsdla.com) or 1-800-652-2212

### WSDLA Calendar

#### 2009

**August 27** – 11:00 a.m.  
Conference Call

**Sep 18-19** – OADL Annual Workshop  
& Exhibit Hall

**October 2-3** – Members  
Roundtable & Retreat,  
Tulalip Resort & Casino

**December 1** – Contact deadline;  
January 31st published

#### 2010

**January 21-23** – NADL Vision 21,  
Las Vegas

**March 25-28** – NW Lab Forum 2010,  
Embassy Suites  
Seattle North/Lynnwood

**April 29-May 1** – Western States  
Conference, Reno

# 2009 WESTERN STATES CONFERENCE

By Matthew Chapman

This year's 36th Annual Western States Conference of Dental Laboratories was held the weekend of April 30th, 2009 in Reno, Nevada at John Ascuaga's Nugget Casino.

The weekend events started off with the Bob McLaughlin Golf Tournament at the Red Hawk Golf Course. It was a great early spring day for golfers to show their stuff, catch up with old friends and meet new ones. Unfortunately, this year there were only had 13 participants. With the great sponsorship of Atlantic Refining and Red Rock Dental, swag was had by all!

On Friday WSC hosted a new, free program open to all registered attendees. This program featuring a panel of three

lab owners and one doctor was titled "Addressing Digital Dentistry". Our own Dave Nakanishi CDT was a member of the panel. This program highlighted several of the CAD/CAM systems used in the industry. The featured systems were the Lava and the COS system by 3M, the Itero system by Cadent, and the CERAC system by Sirona. The speakers highlighted the systems they used and fielded questions from the audience. If you weren't familiar with CAD/CAM, this forum was a good program to familiarize yourself with what is out in our industry.

There truly was a "Digital" theme this year. So much so that the Expo Hall had "Digital Alley" where many of the nearly 50 exhibitors displayed their digital goods. From digital impression systems

to milling, it was all on display. I see the Digital Alley as a very popular attraction for years to come.

Classes were available for every aspect of our industry from marketing your laboratory, discussing essential business practices, to teaching model and die work for the newer technician. All of these classes are essential to help us stay viable in the industry.

Despite the low golf tournament attendance, the overall meeting saw nearly 400 dental professionals.

Hope to see you next year in Reno April 29th-May 1st 2010, at the NEW home of the WSC: The Grand Sierra Hotel.

## DISTRICT #1 REP—SANDRA STUART FIRST IMPRESSIONS DENTAL LABORATORY

The supreme function of a beautifully constructed, well-oiled machine will always capture attention.

For me, that was the attraction offered by the Washington State Dental Laboratory Association board of directors. I wanted to be a part of making this organization well-oiled, more pertinent to the everyday functions of our labs and the challenges of lab owners and managers, and I wanted to help bring our educational avenues back to basics. Not as a bystander, but rather, I wanted to be a contributing part (whether small or large) to the future of this industry.

You may not be aware of the thousands of hours your volunteer Board donates on your behalf. So, let me take a moment to update you on just a few of our significant accomplishments.

We have successfully fought legislative changes that directly effect your bottomline, putting more operating revenue back into your pockets.

We have aggressively pursued educational avenues that offer the best

speakers and courses for not just the elite porcelain technician, but courses are now made available in the basics as well.

We have orchestrated opportunities wherein owners and managers can meet in an informational exchange environment sharing answers to our toughest issues.

We have made available through our annual Forum, classes that speak to the business end of running your business; how to navigate the tax quagmires, how to deal with difficult employees, how to work with financials and financial institutes, helping those of us more easily understand the proper function of business.

There has been so much accomplished on your behalf and more to go. I didn't come into this with nearly the depth of background and wealth of experience which most of you have. I can only offer a limited talent and amount of time. What's your passion? How could you effect change? What can you offer to your industry?

Join the Board. Attend the meetings and conferences. Join the Task Force,



the planning sessions. Volunteer to assist at the conferences. Your passion, talents and time may too be limited. But, I encourage and challenge each of you to become an integral part of this well-oiled machine. Every one of us can, bit-by-bit, inch-by-inch, really make a difference.

"Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere." President Teddy Roosevelt, 1908



Steve Gerhauser

# PRESIDENT'S MESSAGE

Steve Gerhauser, President WSDLA

end. By the time you decide to buy a product or system it's already being replaced by a new or improved product. As your Association, we try to provide you with information that will help you make the right choices.

WSDLA not only offers technical speakers and seminars but we have speakers that provide information for every aspect of your business. Large or small, there is something for everyone. Combine that with the mini clinics that we do through out the year for your benefit, we feel we are providing a wealth of information for your business.

Oh, you say you've been in the lab business for a long time. You're set in your ways and don't intend to change or try new ideas or concepts. Don't feel alone. I was the same way. I've only been a member for a short time and I now realize how important it is to be a member. I've learned as much from other technicians as I do from the speakers. Have you ever had a problem with a product and felt maybe you were doing something wrong? That it was your fault.

So have I. Then I go to a meeting and find out several other techs have the same problem. Then someone else explains how to correct the problem. I've

saved a ton of money and headache finding out what other labs use, what works and what doesn't.

Speaking of money, are you one of those that says I can't afford to be a member or to go to the forums? Your WSDLA has saved you hundreds of dollars a year. Your B&O tax was reduced from 1.5% to .0444% on your gross sales. You could still be giving that money to the state. Why not give it to your Association. A big "Thank You" to the ones that made this possible. Without your support and membership, your WSDLA will certainly struggle to provide you with quality speakers and education. It may come to a point where we can't provide you with enough hours for your CDT credits. So what is your excuse? If you're not a member, please consider becoming a member. If you are a member, thank you and please think about how you can help your Association. We have openings on our board, call and let us know what you would like to do.

Steve Gerhauser, President WSDLA

Hello Everyone,  
I hope your businesses are doing ok. This economy has everyone on edge. Businesses are down by 30% to 40%. WSDLA is feeling the crunch also. We are seeing fewer sponsorships from companies, making it harder to pay for speakers as well as finding speakers that we can afford.

So how do we meet these challenges? In my opinion - Membership. New members are going to be a vital necessity in this economic climate.

What are the benefits of being a member? That's easy. WSDLA has been offering great speakers and seminars for our Northwest Lab Forum and our Members Roundtable & Retreats. We try to keep on the cutting edge of new technology and there seems to be no

## WSDLA 2009 OFFICERS AND BOARD MEMBERS

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Website	Robert Coghill	206-550-4668
Executive Director	Peg Greiwe	800-652-2212

# HELLO WSDLA MEMBERS AND FRIENDS,



Some of the Roundtable speakers:

- Bob Pentimoni, a tax attorney from Tacoma, spoke to our Business Success 101 in 2006. Those who heard Bob said he was very professional and they would like to hear him again.
- Tina Janni comes to us from the Business Management School of Bates Technical College, I have had the pleasure of listening to her presentation and working with her. She is a dynamic speaker with a wealth of business knowledge. She is also available to work with your business to streamline or strengthen your resources for a minimal fee.
- The rest of our speakers come highly recommended by those in the know.
- Since our Infection Control Panel was so successful at the NW Lab Forum, we are offering it again at the Roundtable. Panel members are Mike Shelley CDT, Loren Ford CDT, Sandy Stuart. All of these

panelists are on the ground in the laboratories and know first hand about infection control and how it affects your laboratory operations.

The Northwest Lab Forum held in April of this year was a resounding success! The Embassy Suites in Lynnwood was an excellent venue. We will be back there again next year on March 26, 27 & 28, 2010. Your Workshop Task Force is working on speakers. If you have anyone in particular that you would like to hear, please let us know (1-800-652-2212).

Your WSDLA officers met with the officers of the Washington State Dental Association recently to discuss problems and needs of the industry. It was a productive, informative meeting. We plan to meet again.

We hope that you have a wonderful summer!

Peg Greiwe,

Executive Director, WSDLA

Your association is alive and well with a very active and devoted Board of Directors, Plans are just about complete for the "Members Roundtable and Retreat" on October 2nd and 3rd 2009. The striking Tulalip Casino and Resort is once again our venue. I've never heard our members say "Come up and get a tour of my room – it is awesome!" until this past Members Roundtable at the Tulalip. The staff at the Tulalip was always at hand to take care of our needs, almost before we told them. And the food was outstanding! We are looking forward to another memorable Roundtable in October. Come join us!

## WSDLA ESTABLISHES SCHOLARSHIP FUND AT BATES TECHNICAL COLLEGE FOUNDATION

WSDLA has set up the Washington State Dental Laboratory Association Scholarship Fund through the Bates Technical College Foundation. The WSDLA fund was started with a contribution of \$5000 in April 2009. The monies to establish the fund were raised throughout the past several years at the NW Lab Forum's Scholarship Raffles.

The plan for the endowment fund is to generate at least a \$250 scholarship annually for second-year students enrolled at Bates Technical College in the Dental Laboratory Technician program. The scholarship is for students who are self-paying and nearing completion of their program.

In today's economy, the interest may not generate enough for a scholarship just yet but the WSDLA Board of Directors has committed to add to the amount to provide at least one \$250 scholarship annually.

The monies from each year's scholarship raffle will be used to add to the endowment fund and/or fill out the necessary funds to make up the annual scholarship.

Criteria for the Scholarship will be established by the Washington State Dental Lab Association in conjunction with the Advisory Board of the School of Dental Lab Technology. Interviews will be conducted during the spring of each year with the decision and scholarship announcement made at the NW Lab Forum.

Bates Technical College Foundation is a 501c3 organization. Kimberly Pleger, Foundation Director, sees hundreds of students come through to the Bates Foundation office every year in search of scholarships to help offset the costs of their education. "Many of our students are not only attending school full time but are also working or have families. I

am amazed everyday by our students' dedication and I have also seen what a scholarship can do for a student. A scholarship is not only a financial boost but a morale boost as well. We are extremely appreciative to WSDLA for their commitment to our students! Thank you!"

Because this scholarship is an endowment, it will exist in perpetuity, ensuring that many students will benefit from this gift. The first scholarship recipient will be named in the spring of 2010.

Your tax deductible contributions will be gladly accepted for the scholarship fund. Contact WSDLA c/o Peg Greiwe, Executive Director, 1-800-652-2212 or [peg2@mashell.com](mailto:peg2@mashell.com)

Or Kimberly Pleger, Director of the Foundation, Bates Technical College 253-680-7102 [kpleger@bates.ctc.edu](mailto:kpleger@bates.ctc.edu)

# THE PRINCIPLES OF CLEARMATCH®

## PART TWO

By Mike Dominguez, CDT, BS  
kymata dental arts

ClearMatch is a popular long-distance shade communication tool for laboratories and dentists and when used properly can replace the custom shade. ClearMatch has been marketed as a 'quick and easy tool,' that asks little out of the user. In reality, ClearMatch is a sensitive tool that requires a strict protocol. The failures experienced with the system are most often due to inadequate photos, and over simplifying the shade maps. Success has followed the technicians that take the time to evaluate the ClearMatch photos, determine if the shade map makes sense, and offer critical input to doctors on how to take proper photos.

### ClearMatch® Photos Sent to Your Laboratory.

It is natural to call the doctor if the Rx has no shade information and ask for the shade. It should be just as natural to call the doctor if he/she sends an inaccurate ClearMatch photo that will produce the wrong shade. A quick call letting the doctor know what ClearMatch is saying will go a long way, "Hello Doctor, after processing John Doe's images, ClearMatch is reading the shade as a C4. Does this sound reasonable? I did notice that the image has a lot of shadows and the black is rather gray." The call will show that you have a solid understanding of ClearMatch and that you care enough to double check.

### Lunch-and-Learn

Doctors that consistently send improper ClearMatch photos pose a unique opportunity to show the importance of your laboratory to them. It is a chance for the laboratory to offer training so that they will be able to send better photos. Most doctors struggling with these photos are very open to a lunch-and-learn where you can treat them to lunch, meet the staff, and train them.

A quick lunch-and-learn from time to time adds to the relationship and communication between laboratory and doctor. For example: Ask the doctor for a lunch-and-learn with the patient in question. Schedule the patient right before lunch. Then arrive early to set up and as you take the photos, talk your way through the process, but don't take too much time. When you are finished, excuse the patient and go into more detail about the picture taking process over lunch. In most of these lunch-and-learns it has been my experience that the doctor or staff open up and ask about other products the laboratory offers or how you could help with other concerns.

It is important to follow the next five ClearMatch cases after the training. Evaluate each photo with a very strict and critical eye. If the doctor usually sends them via email, a reply on the positives and negatives should be quick and easy. Explain to the doctor that in order to generate the most predictable outcome for their patient the quality of the photographs has to be consistent.

### Reading the Map

Established ceramists familiar with their porcelain system should be interpreting the ClearMatch shade map. They need to evaluate the value map and the shade map to determine a layering strategy. If the shade shows a tooth to be an A1 with the value of a D2, then the choice of opaque and layering would need to be modified from a straight A1. Ceramists' knowledge of their porcelain system can then be used to find materials in the porcelain system to lower the value of the crown. A lot of technical mistakes are made when only one map is used, therefore ignoring the information on the other maps.

### From Hand-Held to The Shade ARM

My experience with ClearMatch before the Shade ARM was tumultuous.

The Shade ARM reduces many variables and it allows ClearMatch to produce more accurate shade maps.

The hand-held standard did not allow for accurate and consistent photos and because of that, each picture was different from another when doctors used the hand-held standard. For a lot of photographers, it was difficult to hold the black-and-white standard at a steady and consistent angle providing the required glare-reduction and true black-and-white all while keeping the glare off the tooth and making sure everything is in focus, lips are retracted and the teeth aren't in a shadow. Attempting to control all these variables proved too much for the process to be repeatable.

### Conclusion

ClearMatch with the Shade ARM has made a positive impact on the predictability of shade communication and should be treated as a precision tool that requires attention to detail rather than a quick and easy operation. It is consistent, and the clinical photographs and the technician interpreting the shade map usually determine success. For the labs that use ClearMatch and have a sound understanding of the process it is important to meet with your doctors and strengthen your relationship with a lunch-and-learn. ClearMatch is not for every lab, but if your doctors are using it and enough call to see if you are using it then you will find that it is versatile enough to fit into your normal shade taking routine and at the same time offer another product to your doctors.

# IMPLANT CAD/CAM SYSTEMS CUTTING EDGE TECHNOLOGY



By Robert Lathrop CDT

It seems that no matter where you turn today, the buzzword for the dental laboratory industry is "CAD/CAM". With so many companies breaking into this high tech arena, it can be a little confusing for the average technician to make heads or tails out of all the new information being sent out. In an effort to help clear up the confusion, we will discuss several of the new systems available for implant abutment fabrication and explain the laboratory processes involved with each. Hopefully, this will answer some of questions you may have concerning these CAD/CAM systems.

One of these systems is the Encode system, available through the Biomet 3i Company. There are two versions of Encode offered, Encode Complete and Encode Express. The Encode Complete version is very simple for the doctor and the lab, as it only requires an impression of the Encode healing abutment that was placed by the surgeon. No impression copings are required. The impression is poured up with stone and mounted using Adesso mounting plates. The upper and lower models are sent to Biomet 3i where the healing abutment is scanned. The healing abutment has small "codes" engraved on the top of it, which when scanned, gives the computer information on hex orientation, depth of implant, size of implant, etc. The Biomet 3i company will mount the model on a mounting platform and a robotic arm will drill the stone model where the healing abutment was and robotically place an analog in the model, all based on the scan of the healing abutment. At the same time a virtual model is used to design the abutment for the case. The abutment is milled and sent back to the lab with the now analoged model. The abutment is placed in the model and the crown is completed in the standard crown and bridge manner.

The Encode Express version requires the laboratory to have a 3 Shape Scanner. Using this method, the doctor will take a normal fixture level impression and send it into the laboratory. The models are prepared in the normal fashion, i.e., an analog is placed and soft tissue used. Once the models are completed a PEEK (polyether etherketone) prefabricated replica of the Encode healing cap is placed into the analog. The Encode healing cap is scanned and the abutment is designed virtually. The data is sent to Biomet 3i where the abutment is fabricated and sent back to the laboratory for completion of the restoration. One of the nice things about this system is that a virtual design of a coping can be created on the virtual design of the abutment. Then, while the abutment is being fabricated by 3i, the lab can fabricate the coping simultaneously. When the abutment is returned to the lab, the coping is already fabricated and the two components are used to complete the case.

Straumann has a CAD/CAM system called Etkon. This system is compatible with the Synocta NN, RN, and WN implants as well as the new bone level implants referred to as RC and NC bone level implants. This system requires a special Etkon scanner. The process involves using specialized waxing sleeves for the specific implant that was placed. The waxing sleeve is placed in the analog in the model. A wax up of the abutment is completed and should be an exact replica of what the technician wants the final abutment to look like. The wax up with the waxing sleeve is placed in the Etkon scanner and scanned in approximately 2 to 3 minutes. The electronic information is sent to the milling center for fabrication. Titanium and a zirconium abutment are available when using this system and both are available for all of the sizes listed above. When the abutment is returned to the laboratory, the

appropriate crown can be completed in the normal manner.

Nobel Biocare uses the Procera system, which allows the milling center to fabricate both titanium and zirconium abutments. This system requires that the laboratory pour up a fixture level impression from the doctor utilizing the standard techniques. A waxing sleeve is placed in the analog in the model and an exact replica of the finished abutment is waxed up on the model. The wax up is then placed in the procera scanner and the electronic data is sent to the milling center for fabrication of the abutment from the designated material. When the abutment is returned, the crown is fabricated in the normal manner on the abutment.

Nobel Biocare is about to release a new scanning system which allows for the fabrication of abutments, Hader bars, hybrid substructures, and other milled substrates. This system will be completely virtual. No waxing will be needed. The model will be scanned first using a 3 shape scanner. The scanned model will be displayed on the computer and an abutment or bar will be designed. The electronic data will then be sent to the milling facility for fabrication. When the abutment is returned, the case can be completed in the normal manner.

The costs of the various systems differ considerably, ranging in laboratory out of pocket expenditures from a couple of thousand dollars to as much as \$200,000.00. It is up to the lab to determine what would work best for them. Contact your local representative for price quotes for the systems discussed here.