

## Summary of an Exciting Year

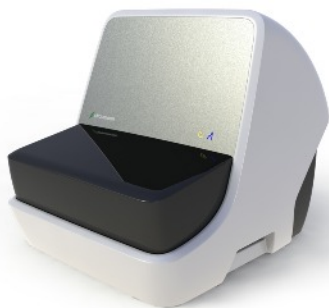
This year has been one of firsts with a number of exciting developments. We thought it might be a good idea to summarise what has happened and to even change the way we send out the newsletters to make sure everyone is up to date.

### Welcome to the Future

There is no doubt digital is the future for dentistry and with the introduction of our Straumann CARES® system we are able to provide the future now!

We can supply many restorations through CAD/CAM which means better fits, better materials and reduced surgery time. Uniquely we are even offering this throughout our whole range from NHS to full private.

If you haven't tried the benefits for yourself yet, isn't it time you introduced yourself and your patients to the future?



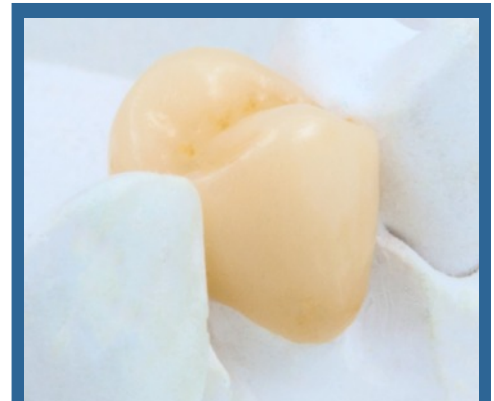
### CAD/CAM on the NHS

Another first, possibly in dentistry! We are offering CAD/CAM restorations at our standard NHS prices. This means better materials, accuracy of fit and reduced surgery time. What have you got to lose? Tick the CAD/CAM box now!

### Proposed Ethical Selling Seminar

We are looking to put on more events next year and are even considering the viability of putting on our own CPD verifiable seminar.

The speaker we are hoping to provide is Ashley Latter. He has worked with many surgeries helping them to ethically increase their turnover and revolutionise their practices and has a string of success stories. If this is something you would be interested in let us know.



**Full Contour Zirconia  
.....ONLY £89!!!**

### Full Contour Zirconia

We are now providing full contour Zirconia crowns. These crowns are ideal for the posterior region as not only are they very strong but also highly biocompatible. The body loves Zirconia.

As an alternative to full metal or even bonded crowns they are an excellent choice. They offer good aesthetics, biocompatibility and strength. Not only that, they are also a comparable price to gold crowns but with all the benefits of CAD/CAM.

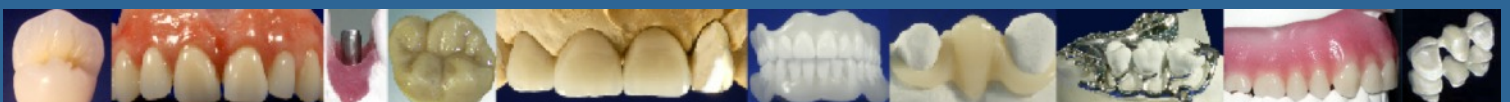
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**We will close for the Christmas Holidays**

**at close of business on  
Friday 21 December 2012**

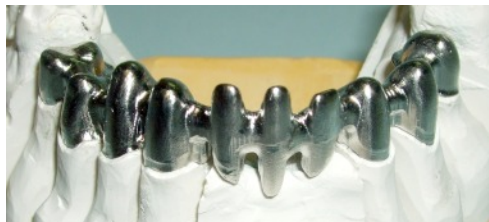
**and re-open on  
Wednesday 2 January 2013**



## Lunch & Learn Sessions

Another way we are providing free verifiable CPD is via lunch & learn.

For the lunch & learn we come to your surgery during your lunch hour and present information, training and demonstrations about various aspects of dentistry and even provide the lunch!



## Free Verifiable CPD

For the first time this year we offered free verifiable CPD for the whole dental team via our May newsletter. This was a great success with many of you obtaining your CPD.

Don't despair if you didn't do it at the time as it is still available at [www.mauricehood.co.uk/cpd](http://www.mauricehood.co.uk/cpd). We are also looking to offer more CPD this way next year.

## 7 Reasons to use CAD/CAM

*Some of the benefits of CAD/CAM restorations include:*

- Accuracy of fit
- Better quality materials
- Extensive application range
- Improvement in precision and planning
- Reduced surgery time
- Guaranteed no nickel or beryllium
- Clinical long-term reliability

## New Material Choices

**Zirconia** – The material of choice for strength, aesthetic & biocompatibility.

**IPS E.Max® CAD, IPS Empress® CAD, Vita Mark II and Vita TriLuxe** – High aesthetics for a variety of situations such as single crowns, veneers, inlays and onlays.

**3M™ ESPE™ Lava™ Ultimate Restorative** - Excellent new hybrid composite material.

**Coron®** – Highly versatile and pure material, not to be confused with cast chrome cobalt. Suitable for a broad range of applications.


**Titanium** – most often used for custom abutments but can also be used for similar restorations to CAD/CAM Cobalt Chrome.

**Polyamide, Polycon® ae and Polycon® cast** – Temporary materials.

## Reduced Surgery Time

Possibly due to the recession, this year we have seen a big change in the way many practices are looking at laboratory work and costs. One area that seems to be often overlooked is surgery time, which is generally the biggest cost in a dental practice. CAD/CAM can reduce costs because there will be far fewer remakes and adjusts.

We believe that just looking at the base price of anything is misleading. By moving to CAD/CAM restorations you can offer your patients a better experience, better materials and reduced surgery time, thus improving patient satisfaction and profitability. If you are interested in finding out more let us know.

 We would be interested in attending an Ashley Latter, CPD Verifiable, Seminar to be held early 2013.

Practice: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone No: \_\_\_\_\_

E-Mail Address (to send details): \_\_\_\_\_

Number of Potential Attendees: \_\_\_\_\_

Preferred Time (if any): Evening Daytime Weekend Weekday

Preferred Day (if any): \_\_\_\_\_

We are working towards being able to e-mail your invoices and statements. If you would like to have yours e-mailed as soon as this is available please let us know.

We would like to have our invoices and statements e-mailed as soon as possible.

Practice: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

