

# VISION

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The Dental Company

# TRYING IS BELIEVING

It's a question of conviction: If you are on a completely new path you follow curiosity and the spirit of discovery. Read the stories of two dentists, who found their recipe for success by adopting new technologies.



*Trying the unexpected means having confidence that you are making the right decision.*

**It was not an easy** decision for Dr. Tarun Agarwal to use CEREC. When he decided to buy it after opening his own practice in Raleigh, North Carolina (U.S.) in 2001, CEREC had not yet been established as a standard. The CEREC imaging unit with the Redcam was not yet as user friendly as the CEREC of today. The computer technology was not as advanced and application in the practice was more difficult than Agarwal had anticipated. Further the range of materials was quite limited – but Agarwal believed in the technology.

Looking back, the 39-year-old is proud that he was so persistent. The continued development of CEREC increased his fascination and the range of applications grew along with the success of his practice. Agarwal says, “The fascinating thing about the CAD/CAM system is that its possibilities are always growing.” Initially, treatment was focused on producing inlays. With IPS e.max CAD, a highly aesthetic yet strong lithium disilicate ceramic, CEREC restorations became a useful and reliable alternative for metal ceramic crowns. “We are slowly coming to realize that CEREC has more to offer than just restorations. Of course we use it for crowns and other single-tooth restorations, and we work with the lab via Sirona Connect, but the special aspect is that there is an almost unlimited range of materials and indications, as the introduction of 3D model printing shows. The high precision of the whole-jaw scans makes it possible to use it for orthodontics and implantology as well as the treatment of sleep apnea,” says Agarwal. He now uses the system for implants almost more than for restorative dentistry. He still finds treatment with CEREC to be an exciting challenge because it allows him to continually develop and use new treatment methods.

CEREC also allows Agarwal, a general dentist, to practice patient-based dentistry with his colleague in their joint practice. This includes replacing uncomfortable conventional impression taking with digital impressions. But primarily, chairside dentistry allows treatments to be completed in one visit – avoiding unnecessarily

**“MY PATIENTS ARE EXCITED ABOUT THE TECHNOLOGY, TAKE PICTURES WITH THEIR SMARTPHONES, AND SHARE THEM WITH FRIENDS ON FACEBOOK.”**

Dr. Tarun Agarwal

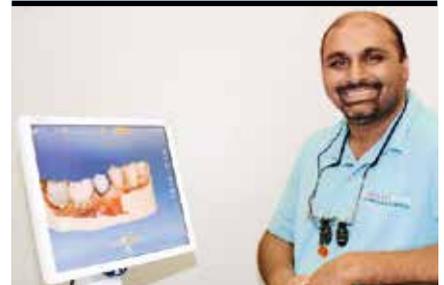
long wait times for patients. “All of this ensures that patients are comfortable,” Agarwal says. And even more, since he has been working with the CEREC Omnicam, patients have also noticed other things. “They notice how yellow and crooked their teeth are. ‘Do my teeth really look like that?’ they ask.” And they are also excited about the technology, take pictures with their smartphones, and share them with friends on Facebook. “Without a doubt: That is a very positive reaction – a real ‘Wow!’ moment,” says Agarwal.

Sometimes it’s difficult to provide the ideal treatment because patients have limited budgets or insurance companies are not willing to pay more. In case of particular hardship, Agarwal provides free treatment (→ see the report on p. 31). But in general, CEREC provides an option for a good compromise – not for fit or function, but for a somewhat simpler esthetic result. He thus recommends CEREC to colleagues in practices who do not believe →

↓ CEREC is an example of a completely integrated system: digital impression, designing with the software and producing with the grinding unit for precise, durable and safe restorations.



#### PROFILE



**Dr. Tarun Agarwal DDS** is a general dentist in Raleigh, North Carolina (U.S.). The son of Indian immigrants, he graduated from the University of Missouri in Kansas City in 1999. He is a renowned speaker, writer, and dental leader.

→ that CEREC is worth the investment: “CEREC is particularly useful for these practices because it allows you to work more efficiently and precisely and to save time – for you and your patients. CEREC is very suitable for an efficient, productive practice. There are incredibly beautiful results – also from my own practice – that show that CEREC can also yield perfect aesthetics.”

Agarwal thinks that with CEREC, his practice is optimally prepared for all challenges. “In a time where we still feel a commitment to ideal dentistry, but also feel the pressure to reduce costs from insurance companies and competition from other colleagues, the only option remaining is to provide good quality in a reasonable time, and CEREC makes this possible,” says Agarwal. ←

## IMMEDIATE BOOM IN PRODUCTIVITY AND PROSPERITY



**Dr. Anthony Ramirez has had a dental practice in Brooklyn, New York (U.S.) for more than 30 years and specializes in cosmetic dentistry and implantology. Since he purchased GALILEOS CBCT imaging and CEREC technologies in 2009, the standard of care has risen in his practice – a level unmatched by the traditional analogue dental practice.**

***Dr. Ramirez, you want to offer to your patients modern dentistry. What role does CEREC play in your practice concept?***

— Thanks to CEREC technology and CBCT imaging with GALILEOS, I can provide a considerably higher level of treatment in my practice than in a conventional analog dental practice. With the CAD/CAM system I can treat single-tooth restorations and single-tooth implants in one sitting. I have full control over occlusion design and the overall morphology. I believe in digital dentistry with its new options for modern computer-assisted diagnosis and personalized planning. With SICAT I have found a partner for creating surgical guides for guided implantology with which I meet the surgical and restorative needs of my patients and also improve their quality of life. The digital workflow is at the core of the business model of my practice.

***What advantages does guided implantology have over conventional methods?***

— In the integrated method, I can merge the 3D view of the patient’s anatomical structures with the digital impression. The combined dataset is extremely precise and has many advantages over non-guided implant surgery. Using it I can – based on the final tooth position – precisely determine the correct drill depth and alignment of the implant and transfer this accurately to the procedure using a surgical guide. This results in greater safety, less stress for both dentist and patient, lower morbidity, less trauma, fewer post-operative complications, faster healing of the patient and reduced operation time.

***The integrated workflow opens up completely new options when dealing with patients. What has your experience been?***

— The core of my uniquely personalized treatment approach is the seamless integration of digital technologies into my ConceptS surgical suite combining CEREC, GALILEOS, Sirona treatment center, the HELIODENT<sup>PLUS</sup> X-ray assembly, and the Sirona sensors Schick 33. Because of this treatment concept, my practice has garnered a reputation of enhanced diagnostics and advanced treatments. This has had a positive effect on treatment acceptance and patient loyalty: my relationship with my patients has never been stronger as they enjoy all of the benefits our investments in their wellbeing have afforded them.



# WHEN DENTISTS TAKE SOCIAL RESPONSIBILITY



Challenges are what Dr. Tarun Agarwal, the CEREC dentist who works in a joint practice in Raleigh, North Carolina (U.S.), seeks: He provides free dental treatment for needy patients once a year.

**Dental treatment** is quite expensive in the U.S. Without health insurance a tooth extraction costs between \$190 and \$375 US dollars, and a professional tooth cleaning costs around \$370 US dollars. For people without health insurance, dental care could soon become a luxury.

For Dr. Tarun Agarwal, who works with his team in a practice called “Raleigh Dental Arts,” it is clear that dental treatment is important for everyone – whether they can afford it or not. This is what has motivated him to treat needy patients for free one day a year for the past three years. They are mostly patients who do not have health insurance for one reason or another.

He is supported in this effort by dental students at the University of North Carolina at Chapel Hill who work with Agarwal’s team to provide basic dental care to patients who come to the practice on this day. In this way, as many patients as possible can benefit from the work of the dentists. While around 35 patients are treated on a “normal” day, more than 100 are treated on the free day.

“North Raleigh is actually a wealthy region,” Agarwal says. The son of an immigrated dentist from India explains his motives.



↑ Dr. Tarun Agarwal offers dental treatment one day a year for free and is supported by dental students.

“I wasn’t always aware that there are so many people here who need help. I want to give something back to society. I know very well that the welfare of my family is not something to be taken for granted.” Agarwal therefore decided three years ago to offer this “free dental day” regularly – a resounding success for his patients.

