While visiting an exhibition stand usually allows customers only to see a product, ADX16 Sydney is introducing a novel way for visitors to experience the latest dental products from Australia and overseas: the Product Showcase.

In two purpose-built theatres in the designated showcase area, visitors can sit down and learn how novel technology is changing the instruments, equipment and materials that leading dentists use. During interactive 45-minute sessions, this innovative component of ADX16 gives dental professionals the unique opportunity to talk to suppliers to obtain in-depth knowledge of their new products and insights into the field of dentistry. Topics of the Product Showcase sessions vary and include business enhancement strategies, product introductions and clinical demonstrations.

For example, dental marketing specialist Jonathan Engle from Software of Excellence will advise on how to attract new patients online, Dr Andreas Kurbad will review the success of Ivoclar Vivadent’s all-ceramic restorations system IPS e.max and Dr Phillip Palmer from Prime Practice will introduce dentists to the concept of outsourcing non-core functions in practices.

Showcase sessions run from 10:30 to 16:30 on Friday and Saturday and from 10:30 to 13:30 on Sunday. The timetable can be accessed at www.adx.org.au/showcase.

Complementing this novel hands-on approach is the ADIA–OHPA Dental Laboratory Pavilion. Also new at Australia’s premier dental event, the pavilion highlights the quality products manufactured by the local laboratory industry. Designed to maximise participation by dental technicians, the pavilion offers information on the commercial framework and changes to regulations and exhibits the latest technology from Australia and overseas.

The free pavilion, which is located in the main exhibition space on the left-hand side directly behind the entry turnstiles, includes working demonstrations of the latest CAD/CAM technology. As a collaborative effort between the Australian Dental Industry Association (ADIA) and the Oral Health Professionals Association (OHPA), the initiative recognises the unique challenges that the country’s laboratories face from international competition and technological changes and reflects both organisations’ advocacy efforts to secure a future for Australia’s dental laboratories.

There is certainly a great deal to see and do at Australia’s largest dental exhibition; its significance is perhaps best captured by ADIA CEO Troy Williams: “Make no mistake about it, ADX16 Sydney is an event that allows dentists and allied oral health care professionals to see more, buy more and learn more.”
“The industry has moved beyond subdued business conditions”

An interview with Troy Williams, CEO of the Australian Dental Industry Association (ADIA)

Jam-packed with a broad range of product innovations, ADX16 Sydney is expected to draw a record number of dentists and allied oral health care professionals to enhance dental businesses, as well as for the focus of new treatment pathways, the remarkable growth in professional services to enhance dental businesses as well as the focus of this year’s continuing professional development session, which feature some of Asia Pacific’s best speakers.

Today international: According to the latest ADIA Bite Magazine Dental Practice Business Conditions Survey, the number of patients visiting dental practices is increasing and confidence is returning across the industry. What are the prospects for the industry in 2016 and in the years to come?

Troy Williams: This is an exciting time for the Australian dental industry, as new products, both those manufactured locally and those from overseas, are entering the market, giving dentists and allied oral health care professionals more options for treating patients than ever before. What’s great about ADX16 Sydney is that many of these products are being launched at this event.

The industry has moved beyond the subdued business conditions that existed in recent times and there is a high degree of confidence about the prospects for the year ahead. ADIA collects and publishes a great deal of data on the market in which dental products are sold, this provides us with a unique insight into what’s happening and this data validates the positive sentiment that exists across the dental industry. For example, the ADIA Australian Dental Products Business Conditions Survey published last month shows eight consecutive quarters of growth, with businesses recording increased sales over this period. The great news is this data also shows that businesses expect this growth to continue; however, this is somewhat tempered by the fall in the value of the Australian dollar, which places upward pressures on imported products.

The same survey also showed a unique factor about ADX16 Sydney, this being that the event in itself drives business confidence. That so many suppliers of dental products see ADX16 Sydney as a strong sales platform is an important point of differentiation.

ADX16 Sydney is expected to draw a record number of dentists and allied oral health care professionals and spaces sold out quicker than ever. What feedback have you received from visitors and exhibitors?

This is an event that just keeps on growing. At ADX12 Sydney, attendance by dentists grew by around 14 per cent compared with the previous event, and at ADX14 Sydney, the number of dentists attending grew by a further 23 per cent. If there was any doubt that the ADX Sydney series is Australia’s premier dental event, then these figures speak for themselves.

It is important to ADIA to understand why dentists and allied oral health care professionals are coming to ADX16 Sydney and our market research has identified three key reasons. The first is that they are coming to see the largest range of dental products available under one roof. The second is that they are coming to buy the products. Finally, dentists and allied oral health care professionals are coming to learn more, through the comprehensive continuing professional development programme—some 39 seminar sessions that feature some of Asia Pacific’s best speakers.

What industry trends stand out this year?

What makes dentistry such a fascinating industry to work in is the continual evolution in treatment pathways, something made possible by the advent of new products.

It is difficult to identify a segment that has not seen change. In the dental laboratory segment, CAD/CAM technology continues to evolve, with milling now augmented by 3D printing. Similarly, the pioneering work being done both within Australia and internationally to bring to market new types of restorative materials offers dental professionals more choices that ever before, and that is what ADX16 Sydney is all about. Similarly, there isn’t an orthodontist in Australia who wouldn’t benefit from attending ADX16 Sydney to look at the ever-inspiring advances that offer different treatment pathways.

However, some of the most interesting trends are not in the clinical area, but have come about by an understanding that dental practices, just like any business, can enhance their profitability through business improvement reform. The growth in professional services, including marketing, finance, insurance and patient management software, is amazing and will all be featured at ADX16 Sydney.

“The event in itself drives business confidence.”

The Sydney Exhibition Centre @ Glebe Island will again host ADX this year. In your opinion, what makes the venue special?

Two words: the view! There isn’t a venue anywhere in the world that seriously challenges the Sydney Exhibition Centre @ Glebe Island as having the best view—and it’s not just that you can see the Sydney Harbour Bridge from the registration desks; if you take one
Two New Dental Mills Designed to Meet Your Needs

New **DWX-51D** Dental Mill

New **DWX-4W** Wet Dental Mill

Whether you’re looking for a dedicated dry or wet dental mill, or to utilise both, Roland DG delivers your ideal solution with two exceptional new devices.

The new DWX-51D dental mill is designed for effortless, precision milling of dental prosthetics from copings, crowns and bridges to inlays, onlays and abutments, and is the perfect solution for labs wanting to increase production or those looking to get into digital milling for the first time. The new DWX-4W allows you to wet mill glass ceramic and composite resins with absolute precision and reliability. Backed by a comprehensive 3 year warranty and drawing on over 30 years of engineering technology, Roland DWX devices are a proven solution with over 3400 Roland dental milling devices in the market today.


See the DWX-51D and DWX-4W in action at ADX16 on the Roland DG Stand 406
“The growth in professional services, including marketing, finance, insurance and patient management software, is amazing.”

What is this year’s focus in the professional development programme? Could you give us an overview of the speakers and topics?

The ADX16 Sydney continuing professional development programme is exceptionally strong and offered by professional organisations, including the Australian Dental Association (NSW Branch), the Royal Australasian College of Dental Surgeons, the Australian Dental Prosthodontics Association, the Australasian Academy for Dental Sleep Medicine and the Australian Association of Practice Management.

Reflecting ADX’s commitment to supporting research, the proceeds from the ADX16 Sydney seminar programme are going to the Australian Dental Research Foundation.

ADX16 Sydney is an excellent opportunity to meet with clients and professionals in a relaxed atmosphere. What programme features can visitors particularly look forward to?

In many respects, ADX16 Sydney is more than a dental exhibition; it is an unparalleled opportunity for dentists and allied oral health care professionals to develop new, and cement existing, contacts with their peers. The free welcome reception on the Friday night is typically attended by some 2,000 people and there is no better way to meet colleagues than over a relaxing beer or glass of wine. Throughout ADX16 Sydney, visitors to the event can sit in one of the cafés provided, tended by some 2,000 people and there is no better way to meet colleagues than over a relaxing beer or glass of wine. Throughout ADX16 Sydney, visitors to the event can sit in one of the cafés provided, tended by some 2,000 people and there is no better way to meet colleagues than over a relaxing beer or glass of wine. Throughout ADX16 Sydney, visitors to the event can sit in one of the cafés provided, tended by some 2,000 people and there is no better way to meet colleagues than over a relaxing beer or glass of wine. Throughout ADX16 Sydney, visitors to the event can sit in one of the cafés provided, tended by some 2,000 people and there is no better way to meet colleagues than over a relaxing beer or glass of wine. Throughout ADX16 Sydney, visitors to the event can sit in one of the cafés provided, tended by some 2,000 people and there is no better way to meet colleagues than over a relaxing beer or glass of wine. Throughout ADX16 Sydney, visitors to the event can sit in one of the cafés provided, tended by some 2,000 people and there is no better way to meet colleagues than over a relaxing beer or glass of wine. Throughout ADX16 Sydney, visitors to the event can sit in one of the cafés provided, tended by some 2,000 people and there is no better way to meet colleagues than over a relaxing beer or glass of wine. Throughout ADX16 Sydney, visitors to the event can sit in one of the cafés provided, tended by some 2,000 people and there is no better way to meet colleagues than over a relaxing beer or glass of wine. Throughout ADX16 Sydney, visitors to the event can sit in one of the cafés provided, tended by some 2,000 people and there is no better way to meet colleagues than over a relaxing beer or glass of wine. Throughout ADX16 Sydney, visitors to the event can sit in one of the cafés provided, tended by some 2,000 people and there is no better way to meet colleagues than over a relaxing beer or glass of wine. Throughout ADX16 Sydney, visitors to the event can sit in one of the cafés provided, tended by some 2,000 people and there is no better way to meet colleagues than over a relaxing beer or glass of wine. Throughout ADX16 Sydney, visitors to the event can sit in one of the cafés provided, tended by some 2,000 people and there is no better way to met polliard

On behalf of the Asia Pacific Dental Federation and the Hong Kong Dental Association, we would like to invite you to attend the 38th Asia Pacific Dental Congress (APDC 2016) to be held at Hong Kong Convention and Exhibition Centre from 17-19 June 2016.

Theme ‘Advancing Dentistry with Modern Science and Technology’, APDC 2016 will be an excellent platform to meet and discuss challenges in the field with leading experts from around the world.

INVITED SPEAKERS
- Dr Chris Chang
- Dr Stanley Maalamed
- Dr Hiroshi Ogawa
- Dr Frankie So
- And many more...

KEYNOTE & PLENARY LECTURE TOPICS
- Innovations in Dental Traumatology, Tradition Versus a Bright New Future
- Is the Mandibular Block Passé?
- Emergency Medicine - Sudden Cardiac Arrest and AEDs
- Prevention of Peri-Implant Disease for Implant Success
- The Implications of Population Aging to General Dental Practice
- Guided Surgery: Application in Complex Edentulous Cases and Use of a New Digital Workflow for Partial and Single Cases
- Simplified Mechanics for Challenging Cases, Part I & II
- Improve Population Oral Health by Targeting NCD Common Risk Factors
- “Oh My Aching Jaw”; Detection and Management of TMD in Primary Care
- Bone Biomechanics of Implant Dentistry

ABSTRACT TOPICS INCLUDE
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Researchers from the University of Sydney have found that tooth decay can be stopped, reversed and prevented without the traditional “drill and fill” approach that has dominated dental care for decades. Acknowledging the outcomes of the seven-year study, the researchers called for a general shift towards preventive measures in early caries treatment.

Developing a set of protocols that they called the Caries Management System (CMS), the researchers compared people who received traditional “drill and fill” treatment with those who received CMS treatment, focusing on prevention. The CMS protocols included the assessment of decay risk, the interpretation of dental X-rays and the specific treatment of early decay.

Among other things, preventive measures included the application of high concentration fluoride varnish to the sites of early decay and, on the patient’s side, restricting sugary snacks and beverages between meals.

In testing the CMS protocols on 1,000 patients from 22 general dental practices in New South Wales and Australian Capital Territory, decay risk was substantially reduced during the seven-year study.

Moreover, the need for fillings was 30 to 50 per cent lower among CMS patients in comparison to the control group. At 80 per cent, the reduction was even greater among those considered at a high-risk, patients who were getting as many as two fillings per year.

“This research signals the need for a major shift in the way tooth decay is managed by dentists,” said Associate Professor Wendell Evans from the University of Sydney. “A tooth should only be drilled and filled where an actual hole-in-the-tooth is already evident,” he said.

According to Evans, tooth decay is not the rapidly progressive phenomenon that dentists long believed it was. Instead, it develops more slowly, leaving plenty of time for the decay to be detected and treated before it becomes a cavity and a filling is required. On average, it takes four to eight years for decay to progress from the tooth’s outer layer (enamel) to the inner layer (dentine), he explained.

The results of the study were presented in the article “The Caries Management System: Are preventive effects sustained post-clinical trial?” which was published online in the Community Dentistry and Oral Epidemiology journal on 7 December 2015.

TRIOS® was named the most accurate in a comparison study of leading intraoral scanners published by the American Dental Association. All TRIOS® intraoral scanners feature Ultrafast Optical Sectioning™ technology to provide you with industry-leading precise 3D color digital impressions.

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Seven dental marketing mistakes

By Carolyn S. Dean, Sydney

As a dental professional, you face unfamiliar challenges in running and marketing your practice. You are confronted with increased competition (both locally and abroad), an oversupply of dentists, ever-rising practice operating costs, and more marketing-savvy patients. On top of this, your potential patients are becoming more discerning as to whether you are right for them—especially if they are going for dental treatment, with many heading overseas.

In order to achieve practice success, it is essential to build long-term relationships with patients and prospects. Long-term patients are more likely to be satisfied. It is they who welcome the opportunity to refer others to you and who will continue to use your services in the future.

Over my years working with hundreds of dentists as a marketing consultant, I have observed the common mistakes that prevent them from being able to market their practices successfully.

1. Not knowing your numbers and not tracking them

One of the most common mistakes that I see is that many dental practices don’t know or track their numbers. There is a saying that “if you fail to plan, you plan to fail.” It is critical that you track all of the metrics in your business, and your marketing spend is no exception.

While there are many different metrics that you need to know and track, some of the most significant numbers that you need to focus on are:

- average lifetime value of a patient
- marketing return on investment
- new patients
- patient loss.

2. Not knowing your ideal patient

One of the cornerstones of any marketing campaign is knowing who your ideal patient is. Many practices make the mistake of not identifying this in their eagerness to go ahead with their marketing campaign as soon as possible. You need to stop and think about whom your marketing will be directed to, what this group of patients wants, and what problems they have, and what solutions they need.

The key to implementing a strategic marketing plan is identifying your practice’s ideal patient or target patient profile. Once you know your market, you need to establish how best to communicate with them.

3. Wanting a silver bullet

Marketing your dental practice to attract the right kind of patients, keep them active, and encourage them to refer you to their contacts is not an easy task.

Many practices think (and hope) that there is a silver bullet to solve their marketing issues. This leaves them open to unscrupulous salespeople and to disillusionment and frustration when their marketing efforts fail.

You have to remember that there is no magic when it comes to marketing your practice, in fact any kind of business. How can you fix your website that is not effective? Should you be engaging with your patients on social media and how to start? You know that you need to educate your patients on a regular basis, but what are the best ways to do this? You need reactive and referral campaigns, but you have no idea how to carry this out in a professional and consistent manner.

4. Taking a scatter-gun approach

I speak to many dentists who tell me that they have tried many different types of marketing and that they have all failed and nothing has worked for them. When I dig deeper, I discover that they have tried many different approaches, an inconsistent manner without tracking the results or refining the campaign. This will always end in failure.

Many practices think (and hope) that there is a silver bullet to solve their marketing issues. This leaves them open to unscrupulous salespeople and to disillusionment and frustration when their marketing efforts fail.

It has been shown that it can take between six and eleven repetitions for patients to see or hear a message before they act on it. Do you know how many ways and how many times you communicate with your patients?

5. Doing it all by yourself

You have to remember that patients are more savvy than ever before. They are constantly exposed to a huge amount of marketing and their expectations of what is and is not professional are continually increasing. The reality is that when you are competing against the corporates, you need to ensure that your marketing is up to scratch.

It is very common for practices to have their branding and logo professionally designed and then decide to take it over, producing home-made brochures and other marketing collateral that use different colours, fonts and even versions of the logo. If you are not consistent, your attempts at establishing a brand will be ineffective.

6. Procrastinating

There are just so many things for you to think about when it comes to your dental marketing. How can you fix your website that is not effective? Should you be engaging with your patients on social media and how to start? You know that you need to educate your patients on a regular basis, but what are the best ways to do this? You need reactive and referral campaigns, but you have no idea how to carry this out in a professional and consistent manner.

The problem is that many dentists are not getting the right dental marketing advice. They may listen to many different sources and form opinions based on advice from people who may not understand the business of dentistry.

It takes time, but the effort that you put in will be rewarded by more patients, increased production, better relationships with your team and patients, and a sense of control when it comes to your marketing.

It is now time for you to focus on your marketing. By marketing well, doing it consistently, and avoiding the scatter-gun approach, you can avoid making the common mistakes that many practices make.

8. Summary

There is no magic when it comes to marketing your practice successfully. Quite simply, it comes down to:

- picking the aspects of marketing that you want to undertake
- ensuring that, whatever marketing activities you decide to undertake, you perform to the best of your ability and budget
- being consistent
- tracking your results—setting your goals and reviewing or refining them on a regular basis
- getting good advice from trusted experts in the area of marketing you are undertaking.

Carolyn S. Dean is a dental marketing and communications specialist and seminar speaker. As Managing Director of My Dental Marketing, she works with practitioners throughout New Zealand and Australia on enhancing websites, improving branding, and growing dental practices. Her talk, “Secrecies for a Full Appointment Book,” will be presented on March and be part of ADX16 Sydney. At the event, Carolyn will be presenting three different lectures on the importance of marketing for dental practices, as part of the ADX16 Continuation Professional Development Programme.
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Introducing D4W Cloud

Moved to the cloud yet? Centaur Software explains the benefits of using cloud practice management software in dental practice.

Now you can have all the benefits of online practice management software without having to sacrifice any of the comprehensive features of Dental4Windows that has made it the favourite choice of Australian dentists.

How is D4W Cloud different from the classic Dental4Windows?

Cloud computing is a general term for the delivery of hosted services over the Internet. With D4W Cloud, we deliver the practice management software to you over the Internet and we provide and manage all the IT back up and storage so you don’t have to. Support and free upgrades are provided as part of the fixed monthly fee. There’s no upfront payment apart from set-up and training and no separate support or maintenance payments. We also offer D4W Subscription for those who prefer their system in practice as opposed to on the cloud but who don’t want to buy Dental4Windows outright. No other dental practice management solution offers you such flexibility in choice.

So what are the benefits of online/cloud dental practice management software for single and multi-site dental practices?

1. Freedom of access to your dental software solution wherever you are and whenever you need it.

With D4W Cloud, you now have the freedom to log in with your own password anywhere—at home, work or a conference—at any time of the day or night that suits you. That means you can access important information without necessarily being in the practice. That gives you freedom and allows you to be in control of your business even if you’re not in the practice. And if you’re running more than one practice, that’s indispensable. D4W Cloud even runs on iPads and Macs.

Multi-location practices can store data on a universal database or on separate databases. If you have more than one practice, then you may want to have a single database for all of your practices to centralise business operations. Alternatively, you could have them in the cloud and manage them separately if that suits your reporting processes better.

2. Automatic data back-up to secure servers located in Australia in real time means no more time-consuming data back-up.

With D4W Cloud, you now don’t have to worry about cumbersome manual backups, owing to automatic backups to the cloud. We have installed safeguards and procedures to ensure the security of your data. In fact, our servers are as secure as a bank, since we use a secure, authenticated and encrypted communication protocol widely used by banking and payment systems.

3. Reduced IT costs

No more complicated IT networking is required. As long as you have a good Internet provider with cloud services, it is taken care of over the Internet and should be a fraction of the cost.

4. Free updates and new features

All new upgrades including new standard features are provided free of charge and automatically. That includes new compliance standards added to D4W Cloud which mean you are always up to date. Regular updates and new features will be added automatically with some of the latest including appointment and recall automation. There’s no downtime and no disruption to the business.

5. One fixed monthly fee

One of the great benefits of cloud products is they run on a software as a service model. What is that? Rather than an initial large cost (capital cost) to acquire the product, you pay a fixed monthly fee (operating cost) to use the solution. With D4W Cloud, the only upfront cost is set-up and training. There is one fixed monthly fee and the option to add extra modules for an additional fee.

6. All you’ve come to expect from the classic Dental4Windows

The great thing about D4W Cloud is that it doesn’t sacrifice the abundance of features in the classic Dental4Windows, so if you know Dental4Windows then you’ll know D4W Cloud. Also, you can obtain all the new integrated forms, eforms, all for one fixed monthly fee.

7. Choices

We understand dentists and practices are unique and there are different methods as to how Dental4Windows can be delivered in your practice(s). If you’d rather buy Dental4Windows outright that’s still available, but now you have the option to gain the benefits of Dental4Windows for a fixed monthly fee with D4W Cloud. If Cloud isn’t an option for you, you still can with D4W subscription pay a fixed monthly fee and have Dental4Windows set up in your practice, not online. It’s all about making Australia’s favourite dental practice management solution accessible to as many practices as possible.


Abstract Submission ends 1st April 2016 Early Bird Registration ends 31st May 2016
A new study evaluating the accuracy of six leading intra-oral scanners in the dental market has found 3Shape’s TRIOS to be both the most accurate and consistent performer of the scanners tested. The study, which was conducted jointly by the University of Maryland in Baltimore and the University of Freiburg in Germany, aimed to compare the ability of intra-oral scanning systems of different brands to accurately scan a single molar abutment tooth in vitro. The analyses included the following six scanners: iTero (Align Technology), 3M True Definition (3M ESPE), PlanScan (Planmeca), CS 3500 (Carestream Dental), TRIOS and CEREC AC Omnicam (Sirona Dental Systems).

In order to compare the accuracy of each system, the investigators used an industrial-grade, highly accurate reference scanner to create a digital reference dataset for an acrylic dental model. A single trained, experienced dentist then scanned the acrylic model on three separate occasions using each of the six intra-oral scanning systems.

Trueness (accuracy) was defined by superimposing the three digital datasets over the reference dataset, with 3-D comparisons then performed. Precision (consistency) was defined by superimposing each dataset over the other two datasets obtained and then evaluating for 3-D deviations.

Of the 18 datasets analysed, the smallest deviations for the trueness measurements (± standard deviation) between the reference dataset and the various intra-oral scanner datasets were obtained from TRIOS (6.9 ± 0.9 µm), followed by CS 3500 (9.8 ± 0.8 µm), iTero (9.8 ± 2.5 µm), 3M True Definition (10.3 ± 0.9 µm), PlanScan (30.9 ± 10.8 µm) and CEREC AC Omnicam (45.2 ± 17.1 µm).

As for precision values, here too TRIOS was identified as the most accurate (4.5 ± 0.9 µm), followed by 3M True Definition (6.1 ± 1.0 µm), iTero (7.0 ± 1.4 µm), CS 3500 (7.2 ± 1.7 µm), CEREC AC Omnicam (16.2 ± 4.0 µm), and PlanScan (26.4 ± 5.0 µm).

“The TRIOS scanning technology, in combination with the wand design, seems to be beneficial for capturing high quality datasets with excellent trueness and precision values,” the investigators said.

However, the results obtained do not provide any information about the quality of a fabricated restoration based on these digital datasets, the researchers stressed. Moreover, in an in vivo design, the outcomes might be different owing to the presence of blood, saliva, and patient movements, they concluded.

The study, titled “Evaluation of the accuracy of six intraoral scanning devices: An in-vitro investigation”, was published in Volume 10, Issue 4, of the ADA Professional Product Review.
What makes a good dental practice a great business?

More patients, fully booked chairs, happy staff, increased efficiency and profitability? In an increasingly competitive market, the answer is probably a mix of these and many more.

- **Software of Excellence** has the tools to help take your practice to new levels. We have worked with thousands of practices around the world and developed a best practice approach based on global research from more than 1,500 dental practices in Australia, New Zealand and the UK.

**How does your business compare with top-performing dental practices in the following areas?**

- **Patient marketing:** Running successful marketing campaigns is key to new patient acquisition and increasing the value of existing patients. You need the tools to set up your campaigns, monitor what works and measure your return on investment while ensuring your online reputation stays ahead of your competitors.

- **Optimised diary:** How do you achieve your perfect day, ensuring the right treatment mix to meet your patients’ needs while maximising your hourly earnings? You need a system to help you plan your forward cover to minimise time not booked, that reduces the number of patients who fail to attend appointments and effectively manages cancellations at short notice.

- **Clinical excellence:** Successful patient outcomes and a streamlined chair time experience are of vital importance to your practice. You need tools that make life easier for you as a clinician, such as integrating digital imagery with a patient’s record.

- **Treatment acceptance:** Research shows that 80 per cent of practice revenues are generated by 12 treatment items from two main categories: (a) high-volume, low-margin items (such as fillings, examinations and radiographs); and (b) low-volume, high-margin items (such as restorative crown and bridge work). To increase the latter, you need the tools to boost your chairside treatment acceptance.

- **Employee empowerment:** Running a successful practice requires a team that is highly skilled and motivated. You need to ensure that your employees are gaining the most from your business systems, receive clear training and development opportunities, and learn the necessary skills to boost practice performance.

- **Performance management:** Measuring business performance is the first step towards improving the efficiency of your practice. You need help looking inside your business to see how effectively it is operating using a range of key performance indicators and the ability to make the changes that can have a dramatic impact on your profitability.

Visit Software of Excellence at Stand 454 during ADX16 for a free business consultation and speak with one of our experts to learn more about our best practice approach and how you compare to top performing dental practices in each of these areas.

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Whether you’re looking for a dedicated dry or wet milling machine, or both, Roland DG has the ideal solution. Run the DWX-51D and DWX-4W side by side for the most versatile and productive dry and wet milling solution, giving you the confidence to take on the most demanding projects with ease.

DWX-51D

With a host of automated features and precise five-axis milling, the DWX-51D is the perfect solution for labs wanting to increase production or those looking to start with digital milling for the first time. Equipped with a ten-station automatic tool changer (ATC), a new C-clamp with torque wrench for easier loading of materials, and an expanded Virtual Machine Panel with built-in maintenance routine, the DWX-51D takes dry milling to a whole new level. It’s capable of producing copings, crowns, complete bridges, abutments and other prostheses from zirconia, wax, PMMA, composite resin, PEEK and gypsum with unparalleled speed and precision. When equipped with ZDB-100D/50D/30D milling burs, the DWX-51D is certified for milling VITA ENAMIC.

The DWX-51D is a smooth and steady ball screw-driven machine that operates on the X-, Y- and Z-axes, simultaneously rotating blocks and discs. Tilting on the b-axis, it supports deep undercuts and the complete milling of large-arc restorations and other full-mouth prostheses. For higher quality output, the DWX-51D employs an improved airflow system, which boosts vacuum performance and prevents dust from building up in the milling area. For optimum convenience, a color-coded light informs the technician of the machine’s operational status.

DWX-4W

The DWX-4W wet mill has been especially designed for milling glass-ceramics and composite resins, which are popular with both dentists and patients for producing aesthetically superior crowns, inlays, onlays and veneers, and is certified to mill VITA ENAMIC, VITA SUPRINITY and VITABLOCS Mark II. In addition to milling on the X-, Y- and Z-axes, the DWX-4W rotates pin-type blocks 360° on a fourth axis (a-axis) to support undercuts. The DWX-4W also features a high-performance Dry DentralDrive spindle that operates at speeds of up to 60,000 rpm for precision milling and unmatched reliability. A multi-pin clamp allows you to mill up to three different pin-type materials simultaneously, while a four-station ATC changes grinding burs as needed without interrupting production. The DWX-4W is also equipped with a fully integrated pump and coolant system with a slide-out container for easy maintenance.

SYNEA VISION TURBINE WITH 5X RING LED+

Complete elimination of shadows during preparation has long been the unfulfilled dream of many a dentist. In 2014, W&H achieved a technological masterpiece: five high-intensity pin-head-sized light-emitting diodes (LEDs) in a ring shape integrated into the small head of the new Synea Vision TK-98 turbine. With the new sterilizable 5x ring LED+, dentists for the first time have the benefit of completely shadow-free illumination of the preparation site and patients also benefit from the resulting improved treatment safety.

The preparation site is not only illuminated from the mesial aspect, but also from the bursal, distal and lingual/palatal aspects simultaneously with the new light design. Full light intensity is guaranteed even in the most difficult situations.

An integrated spray with five outlet nozzles ensures perfect cooling and cleaning of the treatment site. The innovative W&H turbine is particularly robust thanks to a special scratch-resistant surface coating that extends the life of the instrument. A unique ergonomic design and a small instrument head contribute to comfortable and fatigue-free work.

The Synea Vision TK-98 turbine is also visible in the LED segment for dental instruments. For the first time, dentists can operate with a completely shadow-free view of the treatment field.

Distributor:
A-DEC, AUSTRALIA
www.a-dec.com

Manufacturer:
W&H, AUSTRIA
www.wh.com

For more information, visit us at:
Stand 406
What’s on in Sydney from 18 to 20 March

French Film Festival
Dates: 18–20 March
Venue: Palace Cinemas
Times: Films will be screened daily between 13:45 and 21:00
www.affrenchfilmfestival.org

With film classics such as Breathless, a Nouvelle Vague masterpiece, and world-acclaimed hits Amélie and The Intouchables, French cinema is in a league of its own. Returning to Palace Cinemas for its 27th season, the 2016 line-up of the Alliance Française French Film Festival—which is not only Australia’s biggest film festival, but also the largest festival of French films outside of France—includes 42 superb contemporary features, one timeless classic and a fabulous new programme strand that will showcase five of France’s premier television series.

Sydney Symphony in Parramatta Park
Date: 19 March
Venue: The Crescent at Parramatta Park
Starting time: 20:00
www.sydneysymphony.com

Be enthralled with a magical night under the stars when the Sydney Symphony performs their annual free concert at Parramatta Park for the tenth time. With conductor Benjamin Northey, the concert promises jazz from Dixieland to Duke Ellington, with roof-raising hits like “Basin Street Blues” and Judy Baby’s “Four Reasons”. Making the event even more special is Australian jazz superstar James Morrison, who will be joining the orchestra on stage.

Food and drinks will be available to purchase on-site or you can bring your own delicious picnic full of tasty treats to take you through the night. If all of the above is not enough to convince you to attend this fabulous concert, consider the venue itself: UNESCO World Heritage-listed Parramatta Park is more than a green retreat and has much to offer, including the Old Government House, Australia’s oldest surviving public building, erected in 1799.

Madonna
Dates: 19 and 20 March
Venue: Allphones Arena
Starting time: 20:00
www.allphonesarena.com.au

Including the new singles “Living for Love” and “Ghosttown”, Rebel Heart is Madonna’s 11th No. 1 album on the Australian charts. As the last stop on her homonymous world tour, the 57-year-old pop icon will perform live Down Under for the first time since 1993 (!). Anyone who has ever attended a Madonna show knows that this will not be just a concert but an event with major costume changes, spectacular dance pieces and of course many (thought-) provoking lines, for which the Queen of Pop is world famous. UK newspaper The Telegraph wrote: “In arguably another fantastic display of showbiz shock and awe from a mistress of the form.”

March into Merivale Food and Wine Festival
Date: 18–20 March
Venue and events are available at www.merivale.com.au

Spanning restaurants and event locations across the city, Sydney’s annual food and wine festival is a month-long extravaganza of food- and drink-related events. Including food markets, wine tastings, chef competitions, cooking classes and anything else food enthusiasts fantasize about, each event has a quirky theme to keep guests entertained. In addition, foodies are given the opportunity to interact with some of the best chefs and sommeliers in Sydney.

Are you up for a culinary surprise? On Sunday, you can add an element of mystery to your dinner plans by attending Mystery Feasts. All you have to do is pick the time and Merivale will pick the place. The A$75 dinner package will then give you a three-course dining experience in one of the city’s premier restaurants.

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Whatever your preferred genre, do not miss the unique opportunity to experience the very essence of French culture by indulging in the latest comedies, dramas and thrillers from la belle France. You might consider Julien Rappeneau’s enchanting directorial debut Rosalie Blum, a witty comedy that follows a thirty-something hairdresser transfixed by a chance encounter with a mysterious woman that inadvertently rejuvenates his outlook on life. Tickets can be purchased online, over the phone, or at the box office at each venue. Amusez-vous au cinéma!
WHAT A DIFFERENCE A YEAR CAN MAKE!
360% MORE PATIENTS SEEN!

BEFORE
38% [107 OUT OF 282]
OF PATIENTS SUCCESSFULLY RECALLED
JANUARY 2015

AFTER
82% [386 OUT OF 472]
OF PATIENTS SUCCESSFULLY RECALLED
JANUARY 2016

Are you missing something? Visit stand 454 to find out more...

* Figures are based on an actual dental practice in Victoria, Australia.