



Front Office and Staff Training

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COLOR MAGAZINE APRIL 2011

... Process is Pat. Pending

Front Office and Staff Training

- ▣ **Who are we?**
- ▣ **What do we do?**
- ▣ **How do you benefit from using 1HourTooth?**
- ▣ **1HourTooth – Day Concept**
- ▣ **Perks**



www.1hourtooth.com

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Don't switch dentists...
just ask for us by name.

www.1hourtooth.com

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We are your mobile laboratory service!

- ▣ We specialize in CAD/CAM Dentistry (CEREC)
- ▣ CEREC
 - Simply think of it as a single unit all ceramic restoration
 - Crown, Inlay, onlay, veneers, and post-core-crown
 - Bottom-line, when your doctor ask for a crown, just call us:

877-my-CEREC

- *Online reservation is available at www.1hourtooth.com*

What do we do for you?

Our technician will:

1. Setup
2. Help with image acquisition
3. Design your restoration
4. Mill your restoration
5. Polish and give you the final restoration for cementation

Cementation

- All you need to do is to cement the crown

Before and After



Benefits – CAD/CAM Dentistry

To your Patients

- ▣ Material is simply superior (metal free all Ceramic crown)
- ▣ Reliable – been around for more than 25 years
- ▣ Looks great – tooth colored, and nicely shaped
- ▣ Just imagine, your patient no longer have to deal with that 2nd visit. He or she doesn't have to take time off from...
and most important of all no yucky impression and no 2nd needle

Before and After



Benefits – CAD/CAM Dentistry

To you Office Staff

No 2nd visit means less work for you.

Don't need to schedule 2nd appointment

No need to call to confirm

No need to setup and breakdown for the 2nd visit

Some welcomed down-time while waiting for milling

Can bill insurance right the way or ask for payment today.

Increase production and increase collection.

Benefits – CAD/CAM Dentistry

To your Doctor

No 2nd visit means more time and less work for you and your staff:

- ▣ Decrease disposable wastes: no trays, impression material, etc
- ▣ Decrease no-show visits
- ▣ Get paid today

Dentist: just imagine the time and materials can be saved from that 2nd visit. The national average of Dentist's hourly revenue is \$350 to \$600. This means that every restoration that uses CAD/CAM, the Dentist is freeing him/herself up that 45 minute 2nd visit to be able to generate an *Additional \$300+/visit.*

This is a Win-WIN situation!!!

Facts:

- ▣ **CAD/CAM** restoration is *Green...*
...it looks & feels natural, and last longer.
- ▣ Average laboratory turn-around time is 7-16 days.
- ▣ 1Hourtooth you will get the restoration usually in less than 20 mins (after the teeth are scanned).
- ▣ **We can do multiple teeth in a row (quadrant dentistry)**
- ▣ Patient will love it

Billings:

- ▣ CEREC should be billed as D2740 all ceramic crown
- ▣ If Post and Core buildup, D2952 (cast)
- ▣ Some insurance may down code D2740 to D2750, D2752 or D2792; this gives you the opportunity to up-sale the CEREC service
- ▣ Remember most teeth need core buildups D2950 (core buildups can be incorporated in CEREC)

Before and After



Before and After



Before and After



Key is to working together

- ▣ 1HourTooth Day:
 1. When you schedule a crown, mark that day as 1HourTooth Day
 2. Confirm with 1HourTooth for availability of Mobile Unit
 3. Try to book additional crowns on that day
if that day is not available, then create another 1HourTooth Day
- ▣ Scheduling:

... Generally we are booked 2 weeks out,
but just call, you never know....
we are here to please...

1-877-my-CEREC (69-23732)

Last note:

- ▣ In the beginning we will send you one of our trainers to do the first 10 to 20 cases until you and your doctor are up to speed with the process.
- ▣ Therefore, we ask for 1 additional hour
...adding on to your usual crown appointment

1-877-my-CEREC (69-23732)

Perks: free lunch & more

- ▣ Each month, we nominate 2 offices
- ▣ Each office will get a free lunch from:

