

Fall 2008

News and resources from  
Northwest Laboratories

## Special Economic Report

*“When times get tough and people start losing their jobs, preventive dental care can be one of the first things to go” – Medical News Today 9/20/08*

We get all kinds of poor economic news these days. "The Wealthy Dentist" did a survey and stated that at least 40% of the profession is seeing a major downturn in new patients and case acceptance. We have seen a decline in the average case load per Dentist from our own clients, as they are experiencing the beginning of a recession. You may be experiencing the same. Across the nation many dental offices are preparing for leaner times.

*The good news is we will continue to assist our clients with low lab fees, as we have for the past five years.*

The recently released LMT 2008 fee survey illustrates how we affect your bottom line. Compare the chart's average West Coast lab fees per product and calculate the savings you are realizing each month and year.

If you are already taking full advantage of our lab, think about material selection as another way of lowering your expenses. PFZs or Porcelain fused to Zirconium (Shaded Cercon), is normally less expensive than high noble PFMs, due to the high gold costs. Non-precious Co-Cr alloy is another huge cost saver. Our Bego Wirobond

C is completely biocompatible and used for about 30% of our cases. Same exact crown as high noble, just no gold.

Since 2003, Northwest Laboratories has served our dental community with the highest quality restorations in the world at substantial cost saving fees. After 100,000 cases, you can trust us to support your practice's highest standards of quality while protecting your bottom line.

2008 Fee Comparison (based on the 2008 LMT Fee survey)

	NW Labs	West Coast Avg	\$ Savings	% Savings
NP PFM	\$ 88	\$ 116	\$ 28	24%
HN PFM (w/o alloy)	\$ 83	\$ 149	\$ 66	44%
PFZ (Cercon)	\$ 159	\$ 231	\$ 72	31%
e.max press	\$ 149	\$ 189	\$ 40	21%
FGC (w/o alloy)	\$ 73	\$ 113	\$ 40	35%
Porcelain Margin	\$ 21	\$ 36	\$ 15	42%
Full Denture	\$ 199	\$ 354	\$ 155	44%
Average.....			\$ 59	35%

	Average Lab Bill	Savings per Month	Savings per Year
\$	5,000	\$ 1,726	\$ 20,710
\$	10,000	\$ 3,452	\$ 41,420
\$	15,000	\$ 5,177	\$ 62,130
\$	20,000	\$ 6,903	\$ 82,840



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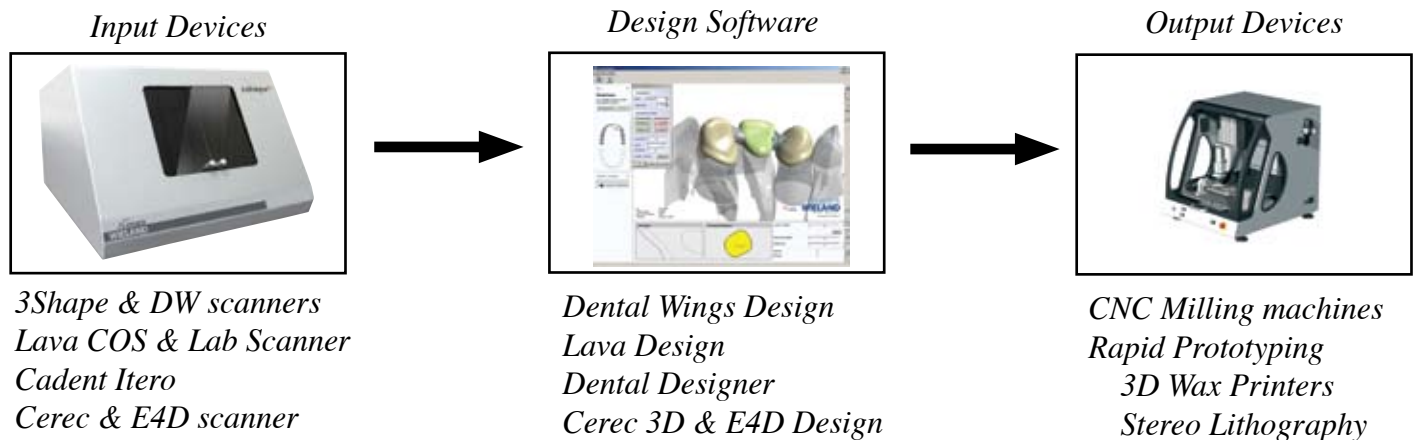
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## CAD/CAM Update

In the last six months, Northwest Laboratories has dived into the deep end of the CAD/CAM pool. As this point in the evolution of digital devices for Dentists and labs, it is a bit confusing. There are a multitude of systems and integrators offered to the market in closed, open and partially open systems.

So far, we have two scanners, four design software packages and one CNC milling system. Some of our clients have invested in the Cerec 3D, the Cadent iTero and the 3M Lava COS systems. We can receive digital impressions from both the iTero and the Lava COS scanners. We also use standard PVS impressions and scan them into our system.

The following is a basic flow chart on how all these systems function. The systems listed are examples of each type.



In the next six months, I will be attending four different CAD/CAM conferences, including the Chicago Mid-Winter meeting and the 2009 IDS in Cologne, Germany. My goal is to keep a close eye on the technological innovations and take advantage of improvements for our clients. In essence, to do more homework for you.

In the end, we want to complement our high quality imported restorations with "HD Crowns" from our quick turn CAD/CAM system. And because the machines do most of the work, we can keep our costs in line. We currently have a limited capacity of "HD" e.max press crowns available with a one week turn-around. If you want to try them, just mark "HD" e.max on your Rx and send in with your regular impression.

## Study Mission to Hong Kong

Next year, from May 7th-11th, the Asia Pacific Dental Congress returns to Hong Kong. The conference rotates to different Asian capitals each year. It was last in Hong Kong in 2004 and our own Dr. Robert O'Neal of the University of Washington was one of the speakers.

We are leading a study mission of our clients to the 2009 Congress. Since our Laboratory is in nearby Shenzhen, it is an opportunity to earn some CE, visit Hong Kong and tour our Lab; the largest dental laboratory in the world.

Tangerine Travel is assisting us with all the arrangements and Northwest Laboratories is picking up all their fees.

It is an eye opening and unique opportunity to visit one of the great cities in Asia. It can also be used as a jumping off point to Beijing, Shanghai, Bangkok, Phuket, Saigon or other Asian destinations.

I hope you can join me and discover for yourself why we are so proud to represent our amazing laboratory in the US.



*Heikas and Dr. Randall across from the Hong Kong Convention Center, May 2008*