

# HIGHLIGHT

by MicroDental Laboratories

SEPTEMBER - 2017



## ZEUS™ Ultra: What does this new product mean to your practice?

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Zirconia was introduced to the dental marketplace in the early 2000's. However, as with most products, research and development leads to new generations that possess better characteristics and better results. There are many Zirconia materials available today but not all are created equal - be sure that your lab starts with the best ingredients!

Thus is the opportunity that is now available through the product, ZEUS Ultra, a highly refined restoration developed by MicroDental Laboratories. ZEUS Ultra combines the precision of CAD-CAM; MicroDental's proprietary Smile Design Software capabilities; a quality high-strength, high translucent Zirconia material from Ivoclar; and the art of the master ceramists from MicroDental Laboratories.

Dr. Ken Hamlett, a long-term client of MicroDental has been named year after year as one of the best dentists in Dallas, Texas. Dr. Hamlett's practice is focused on comprehensive restorative and esthetic dentistry. Dr. Hamlett says this about ZEUS Ultra and Zirconia: "I find Zirconia to be a great material for strength and MicroDental ZEUS is great for posterior crowns at >1000MPa. The all new ZEUS Ultra is now both natural-looking and strong. I'd recommend ZEUS Ultra for the cosmetic patient in the anterior and pre-molar region since the esthetics are superior than regular ZEUS that I place in the molar region. Both restorations offer good strength at >1000MPa."

### BENEFITS TO THE PRACTICE

There are many benefits that you will find for your practice by integrating ZEUS Ultra into your armamentarium. Here are a few of those benefits.

**1. Strength.** You want your restorations to last. So do your patients. When you place a restoration, you don't want to see the patient in a short period of time with part of the restoration gone and the patient unhappy with both the restoration—and you. You want to achieve an excellent result at the time of placement and one that will serve the patient for a long time. This builds trust and confidence with patients and this "word" will spread. In addition, this will save you

money. Remakes are costly in money and time, and are both a headache and a heartache. The fewer remakes you must do, the better. Are you tracking your remakes? If not, you need to do so. Track them and see how much this is costing you. Do things right the first time—and do them well. Use the most esthetic, high quality, strongest materials you can with the best technique and/or ceramist.

**2. Translucency.** One of the greatest evolutions of Zirconia has been the translucency. While the first Zirconia used in the dental arena was strong, it didn't win awards for its cosmetic greatness. Dentists began substituting Zirconia for metals which was more biocompatible, but they didn't use it in the anterior for cosmetic treatment. However, that has all changed. The translucency element of the ZEUS Ultra material along with the master's touch from the MicroDental Ceramists will give you excellent results. It's an affordable luxury you and your patients will receive, which is the benefit of the strength AND translucency.

**3. Biocompatibility.** With the continuous efforts of the profession to control periodontal disease and to become more savvy regarding the oral systemic link, most doctors are seeking and using biocompatible materials in the mouths of their patients. The testing and research done by Ivoclar on their Zirconia materials show significantly greater biocompatibility over metals and for any other materials used for implants or for the substructures of crown and bridge restorations.

Add up these benefits: strength, translucency and biocompatibility. These warrant your attention and consideration.

### COMMUNICATION SKILLS: THE KEY TO YOUR SUCCESS

As you are implementing ZEUS Ultra products into your practice, you may wonder how to speak of the product or service to your patients—or how your team members should educate patients or answer questions. Study the above listed benefits. Always present anything in terms of how it will

benefit the patient. All behavior is driven by “what’s in this for me?” So, your patients want to know that if you are going to use a specific material or product in their mouth, how it will benefit them. Your answer needs to be more about how the service will benefit the patient than on the scientific or technological factors that make up the product.

*For Example:* “Mrs. Jones, I have chosen a product called ZEUS Ultra for your crowns. The material is the most esthetic, biocompatible, and strongest material that I can use. The restorations will look natural, they will be strong, and you will have the least amount of risk for gum disease or inflammation from these restorations. The last thing we want is for your gums to have a negative reaction to the material of the crowns which could cause periodontal disease. That is why I choose the most biocompatible material which is ZEUS Ultra.

Also, you have such a strong bite, that it’s important I use the strongest material available - one that can still deliver tooth colored results that are natural in appearance. ZEUS Ultra is just that.

Finally, I know that it’s important to you to have natural looking teeth and I agree. ZEUS Ultra is translucent, like a natural tooth - not dull and fake looking. So, since having beautiful teeth is one of your goals, this is your answer. Does all of that make sense? Have I explained that well or would you like more information? What questions do you have?”

## FEES

If you are charging a higher fee for your Zirconia restorations, you and your team must become comfortable with the benefits of the product and resulting restorations to be able to enthusiastically support and discuss the fees. Communicating financially is a skill—and skills can be learned. However, just like any skill, they must be studied, practiced and continuously worked upon.

*For Example:* “Mrs. Jones, you are correct. The fee for the new type of crown that our doctor is recommending for you is a higher fee than your last crown. One reason is that your last crown was completed over a year ago and, just like most things, our costs of operation have gone up and our fees reflect that. Another reason is that the product, ZEUS Ultra, is a more superior product than we have offered before and therefore, is a slightly higher fee. We pay more so we can provide this product to our patients because we believe it is excellent. These restorations are beautiful, natural in appearance, strong, and long lasting when cared for properly, and because they are biocompatible, there is less risk of gum disease. We feel that the small increase in fee is outweighed by these benefits. Would you agree?”

## IN SUMMARY

You can build your practice by incorporating a product that offers biocompatibility, strength, endurance, longevity, and beauty. This is what people—your patients—are looking for. You must let them know you have this and how this product will benefit them.

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**CATHY JAMESON, PHD** is the founder of Jameson Management, Inc. and is the CEO and president of JC Educational Services, Inc. a lecture, coaching, writing, and seminar organization. She has lectured throughout the USA and in 30 countries. She and her team of consultants have coached over 2500 clients and practices to outstanding levels of success while finding joy and fulfillment in their work and in their lives. Her recent book, *Creating a Healthy Work Environment*, focuses on her two decades of personal coaching in businesses and her doctoral study of management where she focused her research on the impact of leadership on the workplace. Cathy is an acclaimed author, speaker, and workshop leader. She has been honored as one of the top 25 women in dentistry, a Lifetime Achievement recipient from the American Academy of Dental Office Managers as well as from Excellence in Dentistry, and has been honored by her alma mater, Oklahoma State University as a Distinguished Alumna. She is a contributor to the ADA panel on practice management in the areas of teamwork and finance and has had over 1000 articles published. Order Cathy’s book, *Creating a Healthy Work Environment* at [www.jamesonmanagement.com](http://www.jamesonmanagement.com) and Join Cathy on her blog at [www.cathyjameson.com](http://www.cathyjameson.com).