

DENTSPLY
TULSA DENTAL
SPECIALTIES

The "Dental-Elephant" Dilemma.

Hi DR. EVLBERG—

Productive chairtime, through patient case acceptance, is the dental consultants' rally cry! Case acceptance is important but the equally important "elephant in the room" is procedural profitability.

Your procedural profitability is eroded in many different ways. Regardless of how, practitioners and staff seek to profitability through lower equipment prices. Buying the least expensive equipment (or equipment that earns a fee) does not make your procedures more profitable.

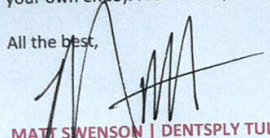
To prove my point, let's take a walk through your "dental graveyard." Yes, the third elephant in the room; your drawer, cabinet, or closet that hides the budget priced dental equipment you bought to save money, but which never panned procedurally. How much of your dental graveyard is endodontic equipment?

There is actually an entire herd of dental-elephants hanging around your office, blocking your chairtime productivity and success. Working with myriad vendors to cut costs in endodontics doesn't make that procedure more profitable either; it actually makes it even more costly.

"Full-circle" endodontics is the key to endo procedure profitability—fewer and easier components, which are safer, faster, and offer the highest quality care, yet cover all endodontic success modalities.

Schedule a quick, 10-minute "endo audit" with me to define your true costs of endo (whether you do all, some, or none of your own endo). From there, I can share the full-circle endo concept—and help remove the endo-elephant from the room.

All the best,



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