

The No. 1 Duty of PPS is to Sell Your Practice at the Best, Fair Price — See PPS at Booth #1157

By Tom Fitterer, President of Professional Practice Sales (PPS)

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Making sellers and buyers happy is PPS’ business. If the dentist is happy, staff will be happy. If the staff is happy, patients will be happy.

Being a dentist has got to be the happiest profession on earth when the object of their profession is enhancing their patient’s smile. Dentists: it is time to unite under a certain flag that no other profession has the power to deliver the most im-



portant enhancement that is the singular most important asset of each human being, and that is their “smile.” Everyone remembers “Rally Round The Flag Boys.” Everyone knows to connect with patients is important. Every patient knows when

continued on page 30

Soft-sided Round Gel Packs

Article Courtesy of Cool Jaw® by Medico International Inc.

In the early nineties, Cool Jaw® partnered with leading oral and maxillofacial surgeons to develop a new generation of hot and cold therapy. Specifically designed for oral and facial surgeries, the Cool Jaw® product line includes multiple facial wraps and a variety of hot/cold gel packs, including our extremely versatile Soft-sided Round Gel Packs.

Cool Jaw’s® T-430 Soft-sided Round Gel pack is ideal for a variety of cold therapy applications. These sturdy, reusable gel packs are four inches in diameter and remain flexible when frozen, allowing for uniform cold therapy. They feature one soft-sided surface that shields skin from direct contact with the frozen pack. They are a convenient, comfortable, and economical cold therapy application for your patients that can easily be customized with your logo.

The T-430 Soft-sided Round Gel



packs are now available in a variety of color options! We have introduced glitter colors to the list! Your color options include Black Glitter, Cool Blue, Gold Glitter, Pink Glitter, Pink Ice, Vanilla, Kiwi, Mango, Grape, Silver Glitter, and White Glitter. Regardless of color choice, the gel packs still remain flexible when frozen and offer the same cold therapy

continued on page 27

SillHa Oral Wellness System — A Breakthrough in Saliva Screening

Article Courtesy of ARKRAY USA

Saliva screening offers a minimally invasive approach to look at certain oral health indicators that may help detect dental diseases early. The SillHa Oral Wellness System, by ARKRAY USA, complements a preventative approach to help you encourage your patients to take control of their oral wellness. It may serve as objective evidence to educate your patients on their risk for certain conditions, which could correlate with a proposed treatment plan. The results of this simple screening may also be used to help patients understand why you are recommending specific oral hygiene products or coaching them on their home care reg-

imen.

The SillHa Oral Wellness System monitors oral health in three areas: tooth health, gum health, and oral cleanliness. The analytes measured are: cariogenic bacteria, acidity, buffer capacity, blood, leukocyte, protein, and ammonia. The report provides objective evidence to show your patient where they fall on a scale of Low, Average, or High for these seven different analytes. You can also customize the comments for each patient to pair next steps and recommendations with the results, allowing you to show your patient a visual report just for them to begin a dialogue on oral wellness.

The SillHa Oral Wellness System will be easy to implement in your prac-



tice. The system includes easy-to-use software that provides results in just 5 minutes, eliminating sending samples out of the office and getting results back days later. If you have a larger team, you can install one system in each operatory for easy access by your hygienist to conduct the screening while doing a prophylaxis. Or, the system can be installed in a central location (with direct access

to a computer) for use by a smaller team. The analyzer is compact and lightweight and requires minimal operatory space.

The SillHa Oral Wellness System supports same-day care, as there is no delay in getting results, which allows your patients to be screened and get their report in the same appointment. The collection and sampling process take less than two minutes, which creates minimal workflow disruption and no additional time constraints on the appointment.

This innovative technology has the potential to increase revenue for your practice and complement your expertise in guiding your patient’s path to oral wellness.

To learn more about the SillHa Oral Wellness System and see how this technology can work for your practice, come see us at Booth #779 today. Find us online at arkrayusa.com/oral-wellness or give us a call at 844-559-0842.

DENTA-COOL

(continued from page 1)

pain management cold therapy device, is now available to specialists in the dental and maxillofacial profession.

Q: What is Denta-Cool™?

A: Denta-Cool™ is an intraoral ice pack. This revolutionary cryotherapy device was ergonomically designed to fit most adults, engaging and contouring to the shape of the entire oral cavity. It provides continuous cooling for up to 30+ minutes.

Q: Why is cold therapy better?

A: Cold therapy has been used for centuries to heal the body naturally by acti-

vating its internal healing powers. Denta-Cool™ oral cold therapy device lowers the temperature at the site of the dental procedure and constricts the blood vessels, reducing swelling and inflammation. It also numbs the nerve endings to bring immediate relief to any pain.

Q: Why would I offer Denta-Cool™ to my patients?

A: The Denta-Cool™ mouthpiece was designed to help dentists and oral surgeons revamp the quality of post-operative care they provide to their patients and significantly improve patients’ comfort and recovery experience. Dental and jaw surgeries, teeth extractions, implants, and other types of dental procedures are accompanied by unpleasant side effects. Al-

most immediately after an invasive dental procedure, patients experience oral swelling, discomfort, and pain. These side effects may last hours, days, and even weeks. Now you can offer your patients a natural, non-opioid way to manage those side effects while aiding a quicker recovery. Denta-Cool™ can also be an excellent solution to relieve pain from and therapeutically manage mouth sores.

Q: What makes Denta-Cool™ unique?

A: Unlike external ice packs, Denta-Cool™ can be directly applied to the source of oral pain and swelling. After all, why would you apply the ice pack externally, when you have an internal sore? Denta-Cool™ mouthpiece was ergonomically designed to engage with the entire

oral cavity from the inside and provide continuous cooling for the mouth to reduce discomfort for dental patients. It stays flexible even while frozen and seamlessly contours the shape of the oral cavity. This is an innovative concept that didn’t exist before Denta-Cool™.

Suitable even for patients with teeth sensitivity and those who require oxygen masks, Denta-Cool™ overcomes the limitations that external ice packs and ice chips present.

To order a free sample of Denta-Cool™ mouthpiece for your dental practice, visit www.denta-cool.com/trial-product. For more information about Denta-Cool™, call 201-716-0693 or email support@denta-cool.com.