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For Dental Sales Professionals • March 2015

EDR Sales

Territory reps can play an important role in the sale of a new or updated electronic dental record system.



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“Asking the right questions – and then listening to the responses – are some of the best tools reps have to get the dental team thinking about software and technology and considering the possibilities for their practice.”

– Jana Berghoff, corporate technology marketing manager, Patterson Dental

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EDR Sales

Territory reps can play an important role in the sale of a new or updated electronic dental record system.



Territory reps aren't expected to drop the EDR puck into the goal. But they can chalk up an assist from time to time.

No one said it would be easy. Says one technology rep, "[Territory reps] have 87,000 products that they want to sell and get recurring sales from; that's how they make their money. EDR is a one-time, non-recurring sale that takes a lot of effort." If there are any opportunities, he says, it's with buildouts.

But others believe that territory reps can play an important role in the sale of a new or updated electronic dental record system.

"Asking the right questions – and then listening to the responses – are some of the best tools reps have to get the dental team thinking about software and technology and considering the possibilities for their practice," says Jana Berghoff, corporate technology marketing manager, Patterson Dental.

Looking for clues

Territory reps can do themselves and their companies a favor by keeping their ears and eyes open for clues. Berghoff offers these 10 clues worth paying attention to:

- Review order history. Is the practice ordering film? Prescription pads? Appointment books?
- Does the practice file claims electronically?
- Can their software estimate insurance benefits for patients?
- Are the treatment plans in the computer, and can the practice easily show planned treatment – along with images – to their patients?
- Can the practice show a comparison chart of periodontal progress?
- Can the practice easily access information in the patient notes by sorting or filtering?
- When a patient calls, can the practice easily see what other family members need? Are

others past due for appointments?

- Can the practice easily trace key practice indicators, such as hygiene productivity and same-day payment information?
- How old are the computers in the practice? (If they are over three years, they are using outdated technology.)
- Does the practice use an intraoral camera or digital X-ray?

Charts stacked on the desk?

Some clues are pretty simple to spot, says Dawn Christodoulou, president, XLDent, which has had a relationship with Burkhart Dental for some time. Among them:

"It begins with the needs assessment, getting a feel for what's best for the practice, then putting together a solution that fits."

– Dawn Christodoulou

- Is the office staff still pulling paper charts? Are charts stacked on the doctor's desk, in the treatment room, or elsewhere?
- Are patients completing paper registration forms and health histories on clipboards in the waiting room?
- Is the doctor frequently too busy writing clinical notes to see the territory rep?
- Does the doctor complain that his or her current electronic data record system has made the patient visit more impersonal, when they had hoped that it would have the opposite effect?
- Does the front office staff complain that going paperless is too much work, or that their current practice management software system is unwieldy?

- Are the doctor and staff disappointed that their current system can't support tablet PCs?
- Do clinicians complain that they must work off multiple systems and do a lot of double entry to construct a comprehensive patient record? ("A huge red flag," says Christodoulou.)

No-shows?

The Henry Schein Practice Solutions team offers these clues for consideration:

- The practice is having trouble collecting payment from patients.
- The practice is not collecting payments quickly enough.
- The practice currently does not have an efficient workflow for productivity.

- The practice communication between departments is not always clear.
- The practice is looking for better reporting metrics from a business standpoint.
- A new owner acquires an existing practice.
- The practice expands to more locations.
- The practice is looking for software that complies with federal requirements or can secure government incentive payments.

Broaching the conversation

"Because technology in the dental practice affects the entire team at some level, approaching this topic with any members of the team can be valuable to both the team and the sales rep," says Berghoff. "Conversations with team members can give the sales representative

an understanding of how the team feels about technology and address any questions and concerns specifically, creating a mutual understanding of team needs and the capabilities of software and technology to meet those needs.

"Reps, then, have the opportunity to tailor their explanations to the various roles in the office about how technology can help the entire team perform their day-to-day responsibilities more efficiently and save time," she continues. "This open dialogue is an important first step that can

help the team gain a clearer understanding of the benefits of software technology in their daily work, and how technology can help make the practice more productive and efficient as a whole."

The Henry Schein Practice Solutions team recommends that the sales rep ask about – and know – not only the brand of software the office has, but also how long the office has had it, as well as any updates. The rep needs to be educated as to the specific features and benefits in order to effectively probe and uncover specific needs within the practice.

"It is vital that the dental rep understands the business needs of the practice in order to recommend the appropriate solution for the office."

– Henry Schein Practice Solutions

- The practice is limited in paperless and chartless functionality.
- The practice is looking for integrated services such as eClaims, real-time insurance eligibility, integration with forms via web, etc.
- The practice frequently has no-shows and cancellations, which create holes in their schedule.
- The practice lacks a good system in place to fill those holes.
- The practice is looking to reduce or eliminate the amount of paper throughout the office.

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Every time a rep makes contact with anyone in the practice, he or she should do a “gut check” about how things are going with the current practice management software, and then note any challenges the practice is facing in operating efficiently, according to the Henry Schein team. The rep should have this conversation with the front office as well as clinical practitioners, since each group has different needs. “While the ultimate decision-maker is the owner of the practice, members of the dental team are often influencers in driving that decision. It is vital that the dental rep understands the business needs of the practice in order to recommend the appropriate solution for the office. Dental sales professionals should be ‘trusted advisors,’ leveraging their industry knowledge and experience to influence and direct the practice on making the best decision for their needs.”

Christodoulou believes that territory reps should begin the EDR discussion with the practice owner,

not those at the front desk. Implementing an EDR, or converting to a new one, is time-consuming. “[Staff at the front desk are] already feeling pain, and don’t want to go through more.”

The rep can begin by asking the dentist open-ended questions, says Christodoulou. Examples:

- “Do you think it would improve case acceptance if you could present your patients with a treatment plan with supporting images?”
- “You have complained that your current system is impersonal. How about implementing technology that actually brings patients closer to you?”

By asking questions such as these, the rep attempts to develop a rapport with the dentist, and have him or her look at the rep as a resource for technology, says Christodoulou. When the rep identifies



“The rep can begin by asking the dentist open-ended questions, such as, ‘Do you think it would improve case acceptance if you could present your patients with a treatment plan with supporting images?’”

– Dawn Christodoulou

the need or desire for a new system, he or she passes that lead to the technology rep or the EDR vendor. Given XLDent’s relationship with Burkhart, the territory rep would likely talk to his or her branch manager or equipment specialist, and then bring in XLDent. “We keep everybody in the communication loop,” she says.

“It’s about being a team. When all members are involved – from territory rep, equipment specialist, and then XLDent – we have very successful implementation. It begins with the needs assessment, getting a feel for what’s best for the practice, then putting together a solution that fits.”

Advancing the sale

The territory rep can continue to play an important role in the sale and implementation of a new EDR even after the technology specialist is called in.

Says Berghoff, “With the Patterson territory representative serving as the point of contact and often having the strongest relationship with the dental team, she or he is part of every step of the technology decision-making and implementation

process. Even when the rep passes along information to equipment reps or trainers, for example, they continue to stay actively involved, checking in with both the practice and other Patterson team members, ensuring that the practice is continuing to receive the excellent customer service they are accustomed to.

“While territory reps may not always delve into the details of specific dental technology options, their knowledge about the needs and goals of the practice can help facilitate the process of selecting the best choices for their practice,” she continues. “Every rep has a knowledgeable, responsive team in place behind them to answer any questions a practice may have and make sure the staff is well taken care of throughout the process – personal service and support that doesn’t stop with implementation of technology.

“Dental practices can also count on the team at the Patterson Technology Center to provide additional customer support, from demonstrations through training, implementation and beyond to help streamline their transition to technology and optimize the benefits.” **FI**

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QuickBytes

Editor's Note: Technology is playing an increasing role in the day-to-day business of sales reps. In this department, *First Impressions* will profile the latest developments in software and gadgets that reps can use for work and play.

A new dimension for videoconferencing

The next generations of PCs are likely to come with three-dimensional cameras – or so the experts say. Chicago-based Personify has developed software (also called Personify), which Intel plans to include in Windows computers outfitted with the Intel RealSense 3D camera, according to the Chicago Tribune. The software employs data from 3D cameras to measure depth of field, separating the user from his or her environment, and then removing the background. Users have the ability to share their screens one at a time, permitting them to collaborate. The result: Companies will be able to hold background-deleted videoconferences, rather than broadcasts from a single user, says the Tribune.

Coffee with a charge

Starbucks is known for giving its customers a charge – both caffeine and the hefty fee associated with its coffee. But, now the coffee chain offers one more kick: Powermat wireless charging. Currently, wireless charging is offered in about 200 San Francisco Bay Starbucks stores, with a promise to extend this service throughout its U.S. locations within the year.

Stores in the San Francisco Bay area are now equipped with 'Powermat Spots' – designated areas on tables and counters where customers can place their compatible device and charge wirelessly. In addition, Starbucks stores are offering Duracell Powermat "Rings" for purchase or loan that instantly upgrade any phone to wireless charging compatibility. The rings are being

offered for in-store purchase at \$9.99 and can alternately be borrowed and returned on a per-visit basis. Powermat Spots comply with the open standard set by Power Matters Alliance, whose members include AT&T, Blackberry, HTC, Huawei, LG, Microsoft, Qualcomm, Samsung, TI and ZTE, ensuring that these companies' devices and accessories can charge seamlessly in Starbucks. Customers who are interested in locating a Powermat-enabled store can visit www.powermat.com to find their nearest location.

It begins with a kiss

Keyssa has introduced Kiss Connectivity, a connector designed to transmit huge amounts of data and video rapidly between devices in close proximity, and reportedly with virtually no battery drain. The



coffee bean-sized connector uses extremely high frequency (EHF) signals to transmit information securely, using standard protocols. When built into tablets, laptops, smartphones or docks, it is said to save space and free product designers to create sleeker rugged de-

vices. It also offers consumers a new way to securely share, sync, and store their content, without wireless networks that can be hacked. The connector is reportedly solid state, preventing RFI/EMI signal interference and eliminating metal contacts, which are prone to wear-and-tear from repeatedly connecting cables or pins. It supports standard protocols, and requires no programming overhead or software drivers, according to the manufacturer. It also co-exists with all wireless



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Guidelines for Infection Control in Dental Healthcare Settings. 2003.

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power standards and will have configurations that integrate wired power. Users can operate at transfer rates of up to 6Gbits per second, meaning that when supporting protocols like USB 3.0, DisplayPort, SATA and PCIe, Kiss Connectivity can download a 1GB movie in as little as two seconds. In addition to permitting users to share content in seconds, Kiss Connectivity is said to enable mobile devices to:

- Dock seamlessly to other mobile devices, and add keyboard, monitors and storage, as well as sync data, songs and movies.
- Kiosk to download movies in seconds.
- Display to stream 4K video.

Rise and shine

HARMAN International Industries Inc. recently introduced JBL's Horizon, a clock radio designed to start one's day by charging phones, tablets or wearable devices. The clock features two separate customizable alarms, which can be set to one of several digital alarm tones, the FM station of one's choice, or music from one's smartphone. USB ports stand ready to fast-charge phones, tablets and wearables.

Touch sensitive

Samsung has introduced a fingerprint sensor in its product. The Galaxy S5 home button presents a fingerprint sensor with PCB technology for capacitive sensing of ridge peaks and ridge valleys of a fingerprint on a swiped finger. The technology senses the speed of the finger as it is swiped across the image sensor and recognizes the fingerprint image. Located above the home button, the 17.5x5.5 mm sensor is incorporated within a rectangular shaped housing composed of an aluminum ring and a stainless steel base, and is protected by a white plastic cover.

Device happy

Surprise! United States consumers are becoming increasingly obsessed with their devices, according to a recent Deloitte survey on mobile consumer trends. The survey offers insight into consumer behaviors

and trends in the United States, with a focus on mobile devices, existing services, and emerging technologies. Nearly 90 percent of people check their phone in the first hour after waking up, and 23 percent look at their device up to 50 times a day, according to the survey. About 55 percent of those surveyed expressed interest in a connected-home solution. Survey results also indicate that in-store mobile payment technology (e.g., mPayments) is underutilized by U.S. consumers, which could change given recent market developments. Other key findings include:

- The average consumer uses more than a gigabyte of data per month, with the majority allocated towards video. Of those surveyed, 19 percent reported streaming television or film more frequently than in 2013.
- Interest in price grows. Consumers are becoming savvier about pricing, both in terms of mobile devices and service plans.
- Consumers intend to purchase new devices at the same rate of frequency over the next five years.

Smarter smartphone

Can't find your phone or keys? No worries. Gecko, a multi-functional smartphone accessory available at amazon.com/geckotag, uses Bluetooth Low Energy to track anything to which it is attached. One can utilize Gecko as a smart leash to one's valuables, such as a phone, keys, purse or laptop. In the event that valuables are left behind, the app will send a notification of their whereabouts, as long as the Gecko is attached. In addition, the user can simply press a button on the app to make the Gecko beep and track the misplaced items. Gecko can also be used as a luggage tag. The device either sends an alert if someone moves the bag, or it sends the user an alert when the bag arrives. Gecko is powered by Bluetooth Smart technology, removable coin cell battery with up to a year's worth of juice, depending on usage, as well as a buzzer and LED light for alerts. Multiple Gecko tags can be paired to one smartphone. The device works with iOS 7.0 or later devices and is currently available for \$34.99 USD each. **FI**

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Windshieldtime

Chances are you spend a lot of time in your car. Here's some automotive-related news that might help you appreciate your home-away-from-home a little more.

Deducting your miles

The Internal Revenue Service (IRS) has announced the 2015 national optional business mileage deduction rate of 57.5 cents for U.S. business drivers, effective January 1, 2015, reflecting a 1½ cent per mile increase. To establish the rate, the IRS worked closely with Runzheimer International, the company that has provided annual vehicle cost data to the IRS since 1980. U.S. taxpayers will be able to deduct the new rate for vehicle expenses on a 2015 tax return for recorded business miles.

Better safe...

Rear View Safety, a manufacturer of camera systems and accessories, has introduced new road safety features for commercial vehicles. The G-Series Replacement Mirror Monitor with Bluetooth capability, for instance, provides drivers with hands-free control for mobile devices. The integrated Bluetooth function is designed to allow drivers to easily connect their smart device, as well as answer or make calls through the mirror. Drivers can also play music through the connection, and it features voice recognition by pressing the monitor's microphone button. The company also offers a Two Channel Dash Camera, a rear-view camera system featuring dual cameras, with a four-inch touch screen that allows drivers to see both cameras. Each of the featured cameras on this product offer full features for HD recording, and can be viewed simultaneously. This backup camera system also comes with integrated Wi-Fi, permitting mobile devices to be connected.

Eyes on the road

iBOLT has introduced the iPro2 Car Dock, an MFi-approved car dock with an integrated lightning connector designed to fit iPhone 5, 5s, 6, and 6 Plus. The iPro2 Car Dock provides users with a reportedly secure and versatile connectivity and charging solution when on the road. Upon inserting the iPhone in the iPro2 Car Dock, users can launch the iBOLT Dock'n Drive app

to access favorite contacts as well as music and navigation apps. The iPro2 Car Dock features 360-degree viewing angles, as well as:

- Sliding adjustable latch
- Accessibility to AUX-out port and all buttons on the iPhone
- Open camera view
- Ball joint for easy turning and mounting options
- Two-meter lightning cable for flexible placement options, including the left side of the steering wheel.

Women have control of the wheel – literally

ReportLinker, a market research group, reports that women are set to form a larger and more influential consumer segment than men, driving OEMs to launch specific models targeting women. In 2012, women comprised the majority of drivers, according to ReportLinker. As such, U.S. OEMs, such as Fiat, Renault, Jaguar and Porsche, have been aiming key vehicle models at women. At one point, smaller city cars started the trend, but today luxury and SUV models are following. The dominance of female customers will drive changes in the retail space and many stores are predicted to become more lifestyle oriented, hire more female staff, and emphasize consultative selling. New business models are believed to attract women by offering longer warranty periods, pay-as-you-drive, and car-as-a-service. Dealers, car brokers, leasing companies, and insurers will win competitive advantage by marketing specifically to women, according to ReportLinker. According to the report, women will drive the following design trends in years to come:

- Interior spaciousness
- High visibility
- Environmental friendliness
- Intuitive controls
- Personalized options

Further, whereas past vehicles have been heavy and without assist functions, features such as park assist and sensorised doors are becoming standard.

New or used?

Consumers appear to be increasingly interested in purchasing used cars, according to the NADA Used Car Guide. At the same time, fewer cars are being sold at wholesale auctions. As a result, vehicles sitting in used car lots have managed to retain more of their value over the past couple of months. Still, the new vehicle market has remained strong, particularly toward the end of 2014.

dealers adopt more environmentally responsible business practices, while also reducing costs, Honda recently released the Honda Green Dealer Guide. The 93-page energy efficiency roadmap is geared specifically toward dealerships and similar commercial buildings with high-energy loads. The company is encouraging auto dealers across all brands to download the Guide and reduce their environmental footprint. To date, the program has reportedly helped 45 Honda and Acura dealers collectively reduce their annual CO2 emissions by approximately 5,000 tons – the equivalent annual footprint of the electricity

57.5

The IRS has announced the 2015 national optional business mileage deduction rate of 57.5 cents for U.S. business drivers, effective Jan. 1, 2015, reflecting a 1½ cent per mile increase.

Kites, lasers and sunshine – oh my!

Driving may become much more environmentally friendly, sooner than one might expect. Although there are no imminent changes for mainstream consumers, thousands of Unmanned Aerial Vehicles (UAVs) will be deployed in the next few years for both civil and military missions, with a focus on smart structural components and intelligent motors with integral gearing. Cars are expected to follow suit in years to come, note experts. Currently, UAVs are powered by electric motors said to provide maximum torque from stationary, with virtually no noise or gaseous emissions. There is also work on unmanned aircraft harvesting power from winds at altitude using kites and beaming it to earth. Other UAVs are held aloft by lasers, while another project will result in upper atmosphere UAVs that stay aloft for five years on sunshine.

Honda going green

Looking to buy a new car? How important is green when it comes to choosing a dealer? To help auto

needed to power more than 600 U.S. homes. In addition, dealers have cut their cumulative annual operating costs by more than \$800,000. If all 17,000 automotive dealerships across the country were to reduce their electricity consumption by 10 percent, nearly 800,000 tons of CO2 emissions would be eliminated annually, says Honda.

Zero-emission fuel cell

Hyundai Motor introduced its zero-emission fuel cell, reportedly the first available mass-produced fuel cell electric vehicle. The fuel cell is designed to replace the battery pack used in an electric vehicle by generating electricity from hydrogen through an electrochemical process, which does not involve hydrogen combustion, with no moving parts within the fuel cell stack. The Tucson fuel cell maintains the day-to-day flexibility of the gasoline-powered Tucson so that its driver is able to immediately enjoy the next generation of electric vehicles, without regard to range or recharge-time. [FI](#)

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NEWS

Henry Schein joins ADA Foundation to celebrate Give Kids a Smile Day

For the 13th consecutive year, Henry Schein Inc (Melville, NY) and its supply partners will help to expand access to oral health care for underserved children in the U.S. by sponsoring the American Dental Association (ADA) Foundation's (Chicago, IL) Give Kids A Smile (GKAS) program. Celebrated on the first Friday of each February, Give Kids A Smile Day is the result of a public-private partnership between the American Dental Association (ADA) (Chicago, IL), ADA Foundation, Henry Schein, Colgate-Palmolive (New York, NY) and DEXIS (Hatfield, PA). The program was launched in 2003 to help raise awareness of the critical need to expand access to oral health care for children. In all, Henry Schein and its supplier partners have donated more than \$13 million in oral health care products used to provide free oral health services for nearly five million children. For more information, visit www.henryschein.com.

ACTEON North America launches new trade show booth

ACTEON® North America (Mount Laurel, NJ) launched its new trade show booth at the 2015 Chicago Dental Society Midwinter Meeting. The new booth is designed to support and project the company's quality brand and technologically advanced products, and features separate workstations where users can experience the latest technology in a comfortable, relaxed setting. The workstations will feature products including PURE NEWTRON™

piezoelectric ultrasonic scalers, PIEZOTOME™ piezo-surgical bone surgery devices, MINI LED™ curing lights, polishers, SOPRO™ intraoral cameras with caries detection, digital imaging, electronic motors, OEM options, and the new X-ray unit X-Mind Unity. The booth also features three 50" LCD monitors and three projection screens to showcase helpful product videos and demonstrations. For more information, go to www.acteonusa.com.

A-dec founder releases autobiography

The lives of Newberg philanthropists and A-dec Inc (Newberg, OR) founders Ken Austin and his late wife, Joan Austin, are the focus of "American Dreamers," a new book co-authored by Austin and Kerry Tymchuk. Based on Austin's recollections, the book is relatively short at 127 pages, but it covers a wide breadth of material. It begins tracing the histories of Ken and Joan's families, describes Ken's early years and time in college, the Austins' marriage, Ken's life in the military and, of course, the beginning and rise of A-Dec Inc, including a prediction of what the company will look like in 2065, its 100th anniversary. For more information, go to a-dec.com

Keystone Industries relocates headquarters to Gibbstown, NJ

Keystone Industries, a manufacturer of dental and pharmaceutical products, moved its headquarters from Cherry Hill to a 250,000-sq-ft manufacturing facility in Gibbstown, New Jersey. Although this is just an 18-mile move south, the difference in size

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gives Keystone a distinct advantage with their production process. The state-of-the-art factory will allow for expansion of manufacturing products for the dental industry. One of the biggest advancements is the transformation of the company's private branding program. Inside of the new, larger facility, products can be manufactured with excellent quality and efficiency, allowing for timely delivery at competitive pricing. For more information, visit www.keystoneindustries.com.

Ivoclar Vivadent included on Dental Advisor's list of 2015 Product Award winners

Many of Ivoclar Vivadent's (Amherst, NY) products were included on the THE DENTAL ADVISOR's (Ann Arbor, MI) list of 2015 Product Awards and Preferred Products. These awards are given to those products that stand out from all others in the marketplace in their particular category. The winners are chosen through lengthy discussion, voting, and agreement from the editorial board, which consists of dental professionals with experience in all areas of clinical dentistry, as well as dental research. Practicing clinicians, dental assistants, dental hygienists, dental laboratory technicians, and researchers convene weekly to discuss all products for the year, votes are tallied, and awards given to those which are highly rated. Visit dentaladvisor.com or www.ivoclarvivadent.us to view the full list of winners and products.

Midmark brings dental equipment to troops and developing countries

The recent installation of new Midmark (Versailles, OH) dental equipment at Fort Stewart and Hunter Army Airfield (Savannah, GA) resulted in equipment donations to developing countries. An order of 47 dental chairs, as well as delivery units and dental lights, was recently placed by the U.S. Army Medical Service (Fort Sam Houston, TX). The installation's used equipment was removed and shipped abroad to Bosnia and Burundi, Africa, two underserved regions in desperate need of dental equipment. Midmark worked in collaboration with World Vision,

a humanitarian organization dedicated to assisting children, families, and their communities worldwide, to ship and distribute the used equipment. For more information, visit www.midmark.com.

OSAP opens registration for 2015 symposium

The Organization for Safety, Asepsis and Prevention (OSAP) (Annapolis, MD) opened registration for the 2015 OSAP Symposium, "Infection Control—Gaining the Edge," which will be held May 28-30 in Baltimore, Maryland at the Hyatt Regency on Baltimore's Inner Harbor. Attendees who register early receive a significant discount. For more information or to register, go to www.osap.org. The event is one of the premier infection control education and networking events in the dental industry. Nationally and internationally known experts discuss current and emerging issues relating to infection prevention and safety in oral healthcare settings, and provide attendees with essential resources, valuable tools, and new approaches for better protecting patients and staff. Symposium attendees can also choose from a number of optional leisure activities during the three-day event including dining options, tours, and the popular OSAP auction

Pulpdent launches Embrace Varnish

Pulpdent Corporation's (Watertown, MA) Embrace Varnish five percent sodium fluoride with CXP is now available in economical 12mL tubes. By incorporating xylitol-coated calcium and phosphate in a permeable resin matrix that does not separate and requires no mixing, Pulpdent developed a sustained, time-release bio-active varnish with predictable, uniform dosage that delivers a generous amount of fluoride in four hours. Embrace Varnish also releases bio-available calcium and phosphate ions, the essential minerals that teeth need to stay healthy. The xylitol coating prevents the calcium and phosphate salts from reacting until they come in contact with saliva. For more information, visit www.pulpdent.com. **FI**

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