

Introducing Technology to Your Dentists

If there's one thing a manufacturer knows, it's the process of introducing a new technology, product or service to the marketplace. They are aware of technology challenges based on years of experience and know how to help customers start reaping the benefits of new technology solutions right away.

Recently, Sensable Dental Products President Bob Steingart agreed to share some of this knowledge with you, so the next time you are introducing a new technology solution to your dentist clients, you will get the positive results you're after. As an example, here's part of the process Sensable took when it introduced its touch-enabled (TE) CAD solution, now renamed the Sensable Intellifit™ Digital Restoration System, to the dental laboratory industry three years ago.

The company had three main challenges it focused on solving, Steingart said.

1. Mastering the complexity of digital partials. “Digitally designing partial frameworks is technically very demanding. Unlike simple copings, partials are intricate, complex organic shapes. Sensable’s core strengths in voxel-based, touch-enabled 3D modeling allowed us to deliver a fast, flexible touch-

enabled (TE) CAD solution for dental labs that could efficiently handle the design challenges of partial frameworks,” Steingart said.

2. Providing a totally integrated solution. “Digitally designing and fabricating accurate-fitting dental restorations is a process with many variables,” he said. “From scanning the model to investing and casting materials to room and water temperatures, there are a lot of unique environments, which add to the complexity and challenge of providing a totally integrated solution. We spent countless hours sweating all the details to ensure that parts fit right the first time.”

3. Giving dental laboratories the choices and flexibility they want, while still providing great-fitting, consistent results. “The Intellifit system allows labs to design and fabricate fixed and removable restorations—including metal and flexible partials. “It’s a lot to ask of one system, but we know dental labs need the flexibility to design their way. Sensable’s voxel technology—think of voxels as 3D pixels—provides unparalleled design flexibility that can easily handle a difficult prep such as knife edge or bevel, and all the intricate shapes of removables. With Intellifit, labs can choose to fabricate restorations



Steingart

using almost any material that's on the market. And, the system utilizes standard file formats, giving labs the flexibility to leverage supported, non-proprietary scanners, 3D printers and milling machines they may already own,” he said.”

Steingart also had some suggestions for laboratories introducing technology solutions to their dentist clients. First and foremost, laboratories can benefit by helping dentists understand the benefits of the technology.

“Using Intellifit as an example, you can focus on the benefits of better fit, decrease in chairtime, fast turnaround, many choices of materials, faster remakes and repairs, if needed, and the ability to collaborate in a more timely fashion,” Steingart suggested.

“When introducing new technology to your dentist clients, you have a wonderful opportunity to position yourself as an industry leader,” he said. “You can distinguish yourselves from other labs by becoming your dentists’ guide to digital solutions that enhance productivity and help them achieve greater business success. You might invite doctors to your lab to personally see and experience digital solutions that you offer, and show sample parts that illustrate how you can help them provide superior solutions to their patients. And finally, you can even offer to tackle an especially challenging case a doctor may have—once where digital technology will really make the difference.” **JDT**



Sensable maintains an in-house dental production center to serve customers run by former dental laboratory owner Nicole Varras, CDT, (left) and supported by Sensable Dental team members, including Thanh Nguyen (center) and Max Balmean.