

What SHOULD your laboratory provide YOUR practice?

Great question isn't it?

Truth of the matter is there are several industry wide paradigms or conditions to consider before we can deliver an accurate answer.

Of course every lab MUST provide high quality restorations that meet your practice's changing needs. Certainly providing your patient's cases on-time is expected, education is always important and last but not least...good'ol fashion customer service is paramount! Many dental practices would be extremely satisfied if their laboratory simply provided the above. However, today's rapidly changing dental industry and business climate demands more from your laboratory. Doesn't it?

Doctor consider this....

The Dental industry may experience double-digit growth over the next several years.

GREAT NEWS, RIGHT??? Maybe NOT... at least not without some "pain".

Macro-economical growth does come with some challenges for both dental practices and the laboratories. Today's Dental practice is plagued by rapid technological advancements, an increasing demand for dentistry and patient affordability challenges. In addition, insurance related obstacles pose a challenge daily and to top it all off...there is an extremely limited group of new Dentists to fill the void leaving many Dentists unable to retire or expand. Also, unlike much of the medical community a Dentist MUST be a BUSINESS person as well!

Will it get any better soon? No most likely it will not...or CAN it?

The Dental schools are limited by space & budget to accommodate candidates...thus increasing the impact of our national aging Dentist base. Couple this with our aging population in need of dental work and it can become a REAL problem.

However, this situation can be viewed congruent to general supply & demand scenarios.

The industry may become "*combustible*", creating tremendous opportunities for BOTH Dentist and laboratory that position themselves correctly.

WOW...what an opportunity!

An aging population in need of dentistry (*Baby Boomers*), rapid technological advancements, the possibility of insurance & affordability becoming more favorable and an industry poised for hyper growth is a good thing... right???

Rapid advancements and increasing demand can create some challenges.

WHY BIOGENIC DENTAL LABORATORIES FOR YOUR PRACTICE

Consider the following industry wide paradigms:

Technology is the driving force in the industry mainly related to CAD/CAM, implantology, practice / lab management tools / software and “*impressionless*” dentistry. To some degree it even “drives” the patient. Dental practices and laboratories that embrace technology will find ways to shorten turnaround, increase accuracy, create more value for their clients, reduce chair time and generally have a competitive edge. In this area Biogenic is positioned and willing to stay on the cutting edge of dental lab technology while “remaining behind the blade”. This truly is a competitive edge that YOUR practice can capitalize upon.

Implantology & cosmetic dentistry will continue to be areas of GROWTH for dental practices. With an ever-growing population, a broader concern for vanity, the increase of affordability and the ability / desire of Dentists to perform such dentistry grows...the demand will generate double digit growth for the next several years. YOUR laboratory MUST be prepared to provide your practice with these restorative solutions.

So...what should your laboratory provide YOUR practice?

Your laboratory of choice should provide the following:

- High quality restorative solutions, on-time every time.
- Dynamic client care that exceeds all of your expectations.
- Clinically PROVEN restorative options that YOUR patients demand.
- Highly trained technicians providing your practice with *world class* restorations.
- Education and technologies required by your practice to successfully deliver these new restorations and appliances.
- REAL practice building tools that go beyond waiting room material. Strategies to build your practice on YOUR terms.
- Restoration options that meet strenuous economical demands, an ever-growing “overhead” strain as well as “high-end” cosmetic dentistry... from making the smiles of movie stars to the most cost effective restorations!
- Procurement of ALL your practice needs.

Is YOUR BUSINESS... any of our business?

It certainly can be. We are prepared to provide your practice with the marketing expertise required for today’s dental practice to thrive. We have directly helped many of your colleagues develop a concise, pathological business growth plan that absolutely works...for everyone...everywhere. How is that possible? It’s quite simple. Based on our initial analysis Called “*The Good, The Bad & The Ugly*”! Based on our findings, we develop a plan that **WORKS FOR YOU AND YOUR PRACTICE SPECIFICALLY!**

How can we make such a claim...

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SIMPLE. We work with Dentists everyday to make certain their practice is a tremendous success. Ironically, it's self-serving. If we help YOU grow your business...we hope to grow ours through increases in restorative laboratory work! We work in conjunction with our alliance of professionals to ignite and maximize your practice through the latest, proven and effective marketing strategies such as:

- Direct Mail
- Billboards
- Radio Marketing,
- Advertising,
- Public relations
- Email marketing strategies
- Website & internet strategies
- Practice management / maximization

...and much more!

There are twelve (12) immediate areas of concern in most dental practices.

1. The 7 secrets that will get new patients for you automatically!
2. Everything you need to know about getting high profit cases that pay.
3. How to **guarantee your patients are back in your office every 6 months!**
4. The BEST way to end cancellations forever!
5. How to get a **flood of new patients with little cash investment!**
6. Get up to 50% of all your new patients FREE, from referrals!
7. How to attract higher quality patients **that Pay, Stay, And Refer!**
8. Understanding the two (2) teams in your practice. **Sales Team & Sales Prevention Team!**
9. **Guaranteed Secrets To Filling Up Your Schedule**
10. Get high quality, upper income, dream patients to choose you, seek you out... and get... cheapest price... out of their heads!
11. **How To Easily Make Maximum Amounts Of Money In A Fraction Of The Time!**
12. And... yes... as crazy as this might sound... **relieve yourself of all the stress you are currently feeling and start believing in the dream you once had.** The one that gave you passion and excitement about practicing. **Say good bye to all your frustrations, feelings of failure, disappointment, and disillusionment in one clean sweep. Just two of my strategies that I hand to you on a silver platter will show you how to do this immediately!**

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Bottom line...Biogenic Dental Laboratories wants to EARN YOUR BUSINESS!

Biogenic strives every day to provide the above services. In order to do so our education team provides the very best training available, our Research & Development teams make certain all and any new technologies are clinically PROVEN before we bring them to your practice, our customer service teams have one job...make certain our services exceed your expectations and we will provide you with the very latest practice building and marketing strategies available. Furthermore Biogenic has networked with hundreds of laboratories, manufacturers and vendors. We are confident that these alliances give us the absolute best feedback on a variety of methods and materials. These alliances can provide your practice with timely and efficient procurement for many of your practice needs... beyond laboratory work!

Truly Committed to Your Success,



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P.S. Call or email me right away for I am only able to work with a select few at a time.
Our first meeting is over lunch...on me! Let's find out if I can truly HELP YOU
build your practice... starting immediately! Call me directly today.