

2019 FALL PROMOTIONS



Planning Your
Dental Office
Design Project
PAGES 43-45

Practice Profitability
Gross Production vs.
Net Production
PAGES 46-48

KANSAS CITY

ST. LOUIS

DENVER

DES MOINES

OMAHA

SPRINGFIELD

WICHITA

GOETZE
d e n t a l

OCT 01
DEC 31

Q4

FEATURED PRODUCTS

PAGES 18-19



elements™ IC
Obtruration System
by Kavo Kerr
PAGE 18



IPS e.max® ZirCAD MT
Multi for PlanMill
by Ivoclar Vivadent
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LuxaCrown
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SENSORS



DEXIS Titanium
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ProMax® 3D Mid
By Planmeca
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A-dec 500
By A-dec
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ADVANCEDENTAL

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NOW AVAILABLE!
Advance Dental Products by
Goetze Dental

FALL PROMOTIONS

OCTOBER 01 - DECEMBER 31

FOUR EASY WAYS TO ORDER

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PLEASE NOTE:

Goetze Dental is not responsible for any typographical errors in the price or descriptions of items featured in this flyer. Prices subject to change due to manufacturers' price increases. Visit goetzedental.com/your-resources for the most up-to-date pricing.

GAINSpeed™
desktop ordering application



GoetzeOnline.com
e-commerce ordering option



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8am - 5pm CST



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OUR PLEDGE

— TO THE —

PRIVATE PRACTICE

100% of our energy and resources will continuously center on the products and services we offer to the privately held dental practice through integrity, education, innovation, and customer service.

We stand united with the artists, the scientists, and the explorers of the dental community, whose sole interest of providing exceptional patient care never fades.

SERVICES

Goetze Dental

A Family Tradition of Excellence

Totally transparent pricing >>

Unbeatable selection >>

Excellent service >>

UPS Next day dental supply shipping to most locations >>

Your source for all Quala products >>

Goetze Dental is a family-owned business serving practices just like yours since 1884.

We proudly serve over 10,000 dentists in nine Midwestern states and our centrally

located Kansas City distribution center allows us to ship supplies to most practices within one day. Visit your local showroom to

see the latest offerings of equipment and technology. The Kansas City showroom has the largest selection in the Midwest.

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+ DENTAL SUPPLIES

Authorized dealer for over 300 top dental supply brands



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Experienced Dental Equipment Specialists and Technology Technicians are masters at integrating software, hardware, dental equipment and dental technology.

- >> 2D & 3D Radiography
- >> CAD/CAM
- >> Cabinetry
- >> Caries Detection
- >> Chairs
- >> Compressors and Vacuum Systems
- >> Delivery Units
- >> Digital Impressioning
- >> Digital Sensors
- >> Handpieces
- >> Intraoral Cameras
- >> Lighting
- >> Servers & Workstations

— AUTHORIZED DEALERS —



+ REPAIR SERVICE

- 1:1 ratio of Service Technicians to Outside Sales Representatives
- All Service Technicians are factory trained
- Handpiece Repair Department - call for FREE handpiece repair kit
- Large inventory of rental equipment including the largest inventory of rental sterilizers

+ DESIGN SERVICES

- Experienced, full-service design and installation teams will help build your dream office or update your existing space
- Partnered with a number of leading dental practice architects and contractors in the Midwest

Advancing the Quality of Dental Care Products



Advance
Dental Products Available Soon!

- **Dust Free Alginate**
- **Endodontic Line**

Please contact your Goetze Dental sales representative for more details on future Advance Dental Products!



Topical Anesthetic Gel
 Contains 20% Benzocaine for maximum strength pain relief while fast working to quickly relieve patient discomfort. Available in six great tasting flavors.
Bottle 1oz
 Cherry..... **575018**
 Mint..... **575019**
 Piña Colada..... **575020**
 Bubble Gum **575021**
 Strawberry..... **575022**
 Raspberry..... **575023**
Ea \$6.75



Lidocaine HCl 2%
 with Epinephrine 1:100,000
 Features:
 • No-methylparaben formulation to avoid allergic reactions on sensitive patients.
 • 100 percent latex free components to help reduce allergic responses.
 • Terminal sterilization of product/cartridges for safe use.
 Box/50..... **577673**
Ea \$40.00



Premium Non-Woven Sponges

- Unique rayon/polyester blend
- Provides maximum absorbency
- Less adhesion to wounds for faster healing
- Soft, Smooth, Strong, Virtually lint free
- Ideal for sustained patient use, disinfecting, general cleaning
- 4 ply non-sterile

2" x 2"
 Case/5000..... **097805**
Ea \$75.00

4" x 4"
 Case/2000..... **097837**
Ea \$90.66



- BLUE
- DUSTY ROSE
- SILVER GREY
- WHITE

Plastic Cups
 Horizontal embossed grip for easier dispensing and holding. Double rolled lip for easy separation. Can be used with any 5oz dispenser.

5oz Cups Case/1000
 Blue **191885**
 Dusty Rose..... **191889**
 Silver Gray..... **191887**
 White..... **191880**
Ea \$28.45



Both Econoback and Polyback Towels come in a wide variety of colors!

Econoback Towels 3-Ply

Highly absorbent tissue specially treated to enhance wet strength and tear resistance, and a bonded layer of poly film. Reinforced edge to provide strength for Towel clips.

2-ply tissue with 1-ply poly (3 ply bibs)

19" x 13" - Case/500

Aqua	198252
Beige.....	198257
Blue	198260
Dusty Rose.....	198266
Green	198254
Lavender.....	198263
Peach.....	198264
Silver Gray.....	198268
White.....	198255
Yellow	198261

Ea \$30.71

Polyback Towels 4-Ply

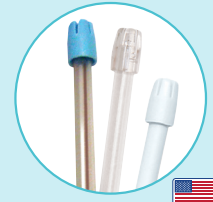
Highly absorbent tissue specially treated to enhance wet strength and tear resistance, and a bonded later of poly film. Reinforced edge to provide strength for Towel clips.

3-Ply tissue with 1-ply poly (4 ply bibs)

19" x 13" - Case/500

Aqua	198269
Beige.....	198270
Blue	198275
Dusty Rose.....	198292
Green	198280
Lavender.....	198282
Peach.....	198288
Silver Gray.....	198294
White.....	198285
Yellow	198290

Ea \$34.39



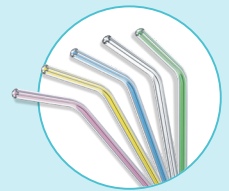
Saliva Ejectors

Provides optimal suction without aspirating tissue using a unique wire-reinforced tube, which maintains any desired configuration. Latex Free

Pkg/100

White / White tip.....	197510
Clear / Blue Tip.....	197508

Ea \$4.68

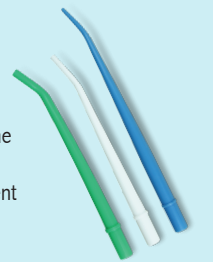


Air/Water Syringe Tips

- Rounded edge for maximum patient comfort
- Convenient dispenser bottle keeps work area clear and assists in preventing cross-contamination
- Rounded non-scratch end to minimize wear and tear of O-ring in hand piece

Bag/250.....	576916
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Ea \$27.64



Surgical Aspirator Tips

- Designed to fit all high-volume evacuation systems
- 30° angle for maximum patient comfort
- Made of rigid opaque plastic

Bag/25

1/8" White	576914
1/4" Green	576915

Ea \$5.99

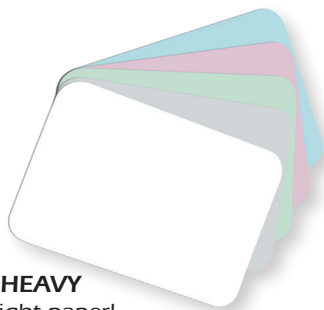


Combo Tip Evacuators (HVE)

Double-ended design with both a vented and non-vented end on the same tip. Latex Free

Pkg/100.....	198174
--------------	--------

Ea \$7.26



HEAVY weight paper!



Bracket Tray Covers

Heavy weight paper impedes the flow of moisture, minimizing liquid seep-through, protecting the covers and unit beneath the tray.

Ritter- "Size B" (8.5" x 12.25")

Box/1000

Blue	198350
Dusty Rose.....	198347
Green	198422
Silver	198358
White.....	198360

Ea \$29.32



Nitrile Gloves Powder-Free

Advance nitrile gloves are soft, flexible and resilient, lightweight but strong, conforms to your hand. These latex-free, powder-free gloves offer the most natural fit available in the market today.

Box/300	
X-Small.....	575044
Small.....	575045
Medium.....	575046
Large.....	575047
X-Large.....	575048
	Ea \$14.74

Chloroprene Gloves Powder-Free

Advance CR Aqua Chloroprene exam gloves are made from non-latex, polychloroprene synthetic polymer and offer all of the benefits of latex, but none of the allergen problems associated with latex. Textured finish provides excellent wet or dry gripping ability. Aqua color.

Box/200	
X-Small.....	575257
Small.....	575258
Medium.....	575259
Large.....	575260
X-Large.....	575261
	Ea \$13.99

General Purpose Cleaner

Non-ammoniated concentrated liquid formula employs surfactants and anti-corrosive additives to safely and thoroughly clean instruments prior to sterilization. Phosphate-free.

Gallon.....	575655
	Ea \$19.75

Tartar & Stain Remover

Powerful, ready-to-use ultrasonic solution to remove stains from dentures, partials, appliances. Also removes temporary cement.

Gallon.....	575656
	Ea \$19.75

Temporary Cement Remover

Strong ready-to-use ultrasonic solution to remove temporary cement.

Gallon.....	575657
	Ea \$19.75

Premium Level 1 Earloop Mask

Procedural mask with soft white facial tissue inner layer, fluid resistant outer facing, and a front (outside) earloop attachment to eliminate potential irritation. Filtration efficiency of 99.5% at 1 micron. Latex Free.

Box/50	
Blue.....	195215
Pink.....	195220
Lavender.....	195018
	Ea \$8.83

Self-Sealing Autoclave Pouches

Autoclavable self-sealing, blue tinted, see-through pouches. Easy-to-read color changing arrows are indicators for chemical vapor, steam or gas sterilization. Utilizes a triple seal plus a fourth "Secure Seal" at the chevron.

Box/200	
2.25" x 4".....	577685 Ea \$9.24
2.75" x 9".....	575073 Ea \$11.20
3.5" x 5.25".....	575074 Ea \$11.72
3.5" x 9".....	575075 Ea \$11.14
5.25" x 10".....	575077 Ea \$16.14

Economy - Box/500

3.5" x 9".....	575076 Ea \$27.04
----------------	--------------------------





Easy removal
with no residue
left behind!



Light Handle Cover

Specially designed barriers effectively cover equipment with near custom fit.

Box/500 T-style

4"x5¾" **575327**
Ea **\$13.75**

Syringe Sleeve

Syringe sleeves have pre-cut openings for easy application. Made of clear poly material that protects instruments from cross-contamination.

Box/500

2½"x10" **575326**
Ea **\$9.95**

X-Ray Cover

Specially designed barriers effectively cover equipment with near custom fit.

Box/250

15"x26" **575328**
Ea **\$21.95**

Chair Cover

Tapered design conforms neatly to patient chairs, covering chair back.

Box/225

27½"x24" **575324**
Ea **\$23.48**

Tray Sleeve

Back-flip closure ensures tray is completely covered
Made of a clear poly material that protects tray from cross-contamination.

Box/500

10½"x14" **575325**
Ea **\$16.95**

Universal Cover Film

4"x6" perforated sheets with non-adhesive side edges for easy removal. Specially formulated adhesive leaves no residue behind. Helps to prevent cross-contamination. Convenient dispenser box contains 1 roll of 1200 perforated 4"x6" sheets.

Roll/1200

Clear **575330**
Blue **575329**
Ea **\$14.95**

Temporary C & B Material 10:1 Ratio

Syringeable bis-acryl composite for chairside provisional restorations. Available in 3 shades: A1, A2, A3. All are delivered in 76g (50mL) cartridges designed to fit on a 10:1 style automix gun. Ten waste saver tips are included per kit.

50mL Cartridge with 10 tips

A1 **575295**
A2 **575296**
A3 **575297**
Ea **\$83.07**



Denture Boxes

- One-piece "hinged" lid provides easy access to contents inside
- Sturdy, colorful plastic helps protect dentures from damage
- Deep soaking well fits both uppers and lowers at the same time
- Flat bottom provides area for writing "Return in found" information
- Assorted colors 3¾" x 3" x 2⅜"

Pkg/12 **577907**
Ea **\$13.19**

Retainer Boxes

- Clamshell design with easy to open/close "snap-lock"
- Sturdy, colorful plastic helps protect retainer from dust and damage
- Vented top and bottom holes allow box to "breathe"
- Flat bottom provides area for writing "Return if found" information
- Assorted colors 3" x 3⅜" x 1⅞"

Pkg/12 **577908**
Ea **\$12.12**





Ideal For:

- Occlusal registration
- Copying transfers
- Primary impressions with bite trays



High Performance Bite Registration Material

Formulated to have a light, mousse-like consistency ideal for occlusal registration, copying transfers and primary impressions with bite trays. Our material has excellent durometer or hardness preventing distortion in disposable trays, specifically the 'triple trays. Unique our Bite Registration approaches zero resistance allowing for unmodified natural movement of the jaw. The non-flowing, thixotropic formula stays in place and will not drip, run, or sag.

Bite Registration Kit w/Tips - 50ml
Each pack contains (2) 50ml cartridges & (6) 6.5mm mixing tips

Regular Set

Work Time 2:00 Intraoral Set 1:00
Unflavored **575100 Ea \$26.20**

Fast Set

Work Time 0:30 Intraoral Set 1:00
Unflavored **575101 Ea \$26.20**
Vanilla **575102 Ea \$26.20**

Super Fast Set

Work Time 0:30 Intraoral Set 0:30
Unflavored **575099 Ea \$26.20**
Vanilla **575103 Ea \$26.20**

Rigid Bite - Fast Set

Unflavored **575104 Ea \$26.20**

Clear Bite - Fast Set

Unflavored **575105 Ea \$27.95**

Multi-Color Disposable Impression Trays

Perforated

- Disposable premium impression trays made of high quality, rigid, transparent plastic
- Strategically perforated trays allow easy modification with dental bur to accommodate implants
- Can be heated and molded for a custom fit
- Bright color-coded body for quick and easy identification during procedure
- Easy to apply I.D. labels included in every bag
- Non-sterile

Large Perforated Yellow - Bag/12

#1 - Upper **575279**
#2 - Lower **575280**
Ea \$4.25

Medium Perforated Blue - Bag/12

#3 - Upper **575281**
#4 - Lower **575282**
Ea \$4.25

Small Perforated Orange - Bag/12

#5 - Upper **575283**
#6 - Lower **575284**
Ea \$4.25

Quadrant Perforated Green - Bag/12

#7 - UL/LR **575285**
#8 - UR/LL **575286**
Ea \$4.25

Anterior Perforated Pink - Bag/12

#9 - Upper **575287**
#10 - Lower **575288**
Ea \$4.25

Assorted Perforated Bag/12

..... **575289**
Ea \$4.25

Premium 3 Way Impression Bite Trays

Color Coded

- Disposable Advance bite trays precisely capture the master impression, counter impression, and bite registration in one procedure
- Rigid frame with nylon webbing to ensure accurate bite
- Ergonomically designed thumb grip aids in placement and removal
- Patent Pending grooves provide superior material retention

Box/12

Posterior (Blue) **575277**
Sideless (White) **575275**
Anterior (Purple) **575276**
Quadrant (Yellow) **575274**
Assorted Sizes **575278**
Full Arch (Pink) **575273**
Ea \$6.75



Peppermint Flavor



Pulp Vitality Refrigerant Spray

For use of thermo testing tooth vitality. Peppermint Flavor

6oz Spray **575267**
Ea \$17.90



Advance dental products carry our 100% no-questions-asked, money-back guarantee. We want you to be completely satisfied with your purchase of Advance dental products. If for any reason you are not completely satisfied with an Advance dental product, we will completely refund your purchase price.



Pre-bent Multipurpose Dispensing Tips

Dispensing Tips are pre-bent to the proper angle and have a blunt end for patient comfort. Great for placing sealants, etchants, cements and other flowable materials. Secure Luer lock, universal color coding for easy identification



Tips - Pkg/100

18ga - Pink.....	575290
(Cavity liners, Bases & Composites)	
20ga - Yellow.....	575291
(Composites & Sealants)	
20ga - Black.....	575292
(Composites & Cements)	
22ga - Gray.....	575293
(Sealants, Etchants & Cements)	
25ga - Blue.....	575294
(Etchants)	
Ea	\$8.12

Etching Gel 37% Phosphoric

Formulated for maximum working and handling characteristics.



Syringes (1.2ml) with 12 Tips	
Pkg/4.....	577676
Ea	\$11.84

Syringes (1.2ml) with 25 Tips	
Economy Pkg/12.....	577677
Ea	\$30.00

Syringes (25ml) with 50 Tips	
Jumbo Pkg/2.....	577679
Ea	\$36.50

Pre-bent Tips (25ga) - Blue	
Pkg/20.....	577681
Ea	\$8.50

3cc Empty Refillable Syringes	
Pkg/5.....	577678
Ea	\$12.50



Fluoride Trays

Fluoride trays are color-coded for easy identification and are disposable for your convenience. The Single Arch trays are made of soft, light foam for patient comfort and have a convenient handle for easy placement and removal. The Dual Arch trays have a fill line that helps reduce gel overflow and have locking handles for easy placement and removal.

Single Arch - Pkg/100

Small.....	575028
Medium.....	575029
Large.....	575030
Ea	\$39.99

Dual Arch - Pkg/100

Pedo.....	575024
Small.....	575025
Medium.....	575026
Large.....	575027
Ea	\$39.99



Propyl Paste

Mint w/Fluoride - Box/200	
X-Coarse.....	575114
Coarse.....	575113
Medium.....	575107

BubbleGum w/Fluoride - Box/200	
Coarse.....	575115
Medium.....	575108
Fine.....	575112

Raspberry w/Fluoride - Box/200	
Coarse.....	575117
Medium.....	575116

Assorted w/Fluoride - Box/200	
Coarse.....	575110
Medium.....	575109
Ea	\$24.99



Disposable Prophylactic Angles

Latex Free

Straight-body style in pink with a webbed cup that is soft and latex-free. This angle features a screw-type cup, allowing for stability. Fits comfortably and securely in the hand for hard-to-reach areas, while maintaining a favorable paste-holding capacity.

Soft Gray Cup	
Box/100.....	575078
Ea	\$44.99
Box/500.....	575079
Ea	\$184.99

Firm White Cup	
Box/100.....	575080
Ea	\$44.99
Box/500.....	575081
Ea	\$184.99





**Advance Technical
Adult 30 Tuft**

Assorted: 4 assorted colors

Box/72..... **578066**
Ea **\$45.12**



**Compact Super Row Bristles
Adult 35 Interdental Cut Tuft with
Super Grip**

Assorted: Dark Purple, Dark Blue, Teal, Orange

Box/72..... **578067**
Ea **\$32.30**



**FlexBrush Clean
Adult 40 Tuft Interdental Cut**

Assorted: Dark Blue, Red, Dark Green, Yellow

Box/72..... **578062**
Ea **\$30.88**



**Super Tip Bristle
Adult 38 Tapered Tuft**

Assorted: Yellow, Red, Dark Blue, Dark Green

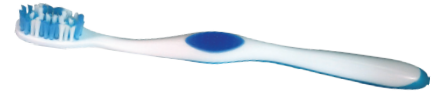
Box/72..... **578063**
Ea **\$32.50**



**Advance Compact Micro Tip
Adult 33 Tuft**

Assorted: Blue, Green, Pink, Purple

Box/72..... **578068**
Ea **\$47.50**



**Dual Action Ergo Grip
Gum Stimulator and Tongue Cleaner
Adult 36 Tuft**

Assorted: Dark Pink, Bright Blue, Vibrant Green, Orange

Box/72..... **578069**
Ea **\$32.30**



**Criss-Cross Easy Grip
Adult 41 Tuft**

Assorted: Bright Purple, Bright Blue, Green, Dark Pink

Box/72..... **578070**
Ea **\$32.30**



**Compact Opaque Straight
Handle
Adult 35 Soft Rounded Tuft**

Assorted: Purple, Dark Blue, Dark Green, Orange

Box/72..... **578065**
Ea **\$47.50**

YOUTH BRUSHES



**Ladybug Grip
Infant 24 Soft Tuft**

Assorted: 4 assorted colors

Box/72..... **578061**
Ea **\$29.26**

YOUTH



**Advance Color Youth
Age 8+ 32 Tuft**

Assorted: Two Tone colors

Box/72..... **578060**
Ea **\$32.38**

YOUTH



**Child's Sparkle Ergo Grip
Ages 5-7 27 Rounded Tuft**

Assorted: 5 assorted two-tone colors with sparkles

Box/72..... **578059**
Ea **\$31.45**

YOUTH



**Triple Action Sport Grip
Adult 32 Tuft Interdental with
Tongue Cleaner and Power Tip**

Assorted: Green, Purple, Red, Blue

Box/72..... **578058**
Ea **\$37.38**



Advance BASIC Great Value on Everyday Products!

BASIC Non-Woven Sponges

• Soft, viscose/poly blend, non-woven material for increased patient comfort.

- Economical alternative to cotton.
- No chemical additives to avoid allergic reactions.
- Non-sterile

Non-Sterile - 2" x 2"

Case/5000.....**575070**
Ea **\$39.99**

Non-Sterile - 4" x 4"

Case/2000.....**575071**
Ea **\$43.99**



BASIC Bracket Tray Covers

High quality paper tray cover.

Ritter - Size "B"

(8.5" x 12.25") Case/1000

White.....**561033**
Ea **\$24.86**



BASIC Level 1 Earloop Face Mask

Level 1 protection for low-risk procedures. Ideal for patient appointments and exams.

- Inner and outer layer constructed for fluid resistance, with ultrasonically sealed, soft, stretchy, latex-free earloops for superior comfort.
- Adjustable nosepiece for custom fit and easy breathing.

Level 1 Mask - Box/50

Blue.....**575007**
Pink.....**575006**
Lavender.....**575008**
Ea **\$6.25**



BASIC Level 3 Earloop Face Mask

Level 3 Mask - Box/50

White.....**575009**
Ea **\$8.50**

BASIC Cotton Rolls

Pliable, non-linting super absorbent rolls made from 100% cotton. They do not adhere to mucous membranes and will retain their shape and strength when wet.



Non-Sterile #2 Medium

Case/2000.....**577297**
Ea **\$18.75**

BASIC Self-Sealing Sterilization Pouches

- Dual External Indicators, Built-in Internal Indicator
- Blue-Tinted, Transparent Film
- Triple Seal & Heat Processed
- Wide Self-Seal Adhesive Strip



Box/200

2.25" x 4".....**576806**
Ea **\$5.99**

2.75" x 9".....**576807** Ea **\$9.99**

3.5" x 5.25".....**576811** Ea **\$10.48**

3.5" x 9".....**576812** Ea **\$9.75**

5.25" x 10".....**576814**
Ea **\$14.25**

7.5" x 13".....**576815**
Ea **\$37.50**

Economy Pkg/1000

2.75" x 9".....**576809** Ea **\$45.75**

3.5" x 9".....**576813** Ea **\$46.50**

Basic Curved Handle Adult 38 Soft Tuft Rounded

Assorted: Dark Blue, Dark Purple, Dark Green, Orange

Box/72.....**578056**
Ea **\$28.14**



Basic Compact Head Straight Handle Young Adult 26 Soft Tuft

Assorted: Orange, Red, Dark Blue, Aqua

Box/72.....**578053**
Ea **\$27.08**



Basic Child's Curved Handle Ages 3-5 23 Soft Tuft

Assorted: Red, Green, Blue, Purple, White

Box/72.....**578055**
Ea **\$20.00**



Basic Straight Handle Adult 39 Rounded Tuft

Assorted: Red, Dark Blue, Dark Purple, Dark Green

Box/72.....**578054**
Ea **\$25.71**



Basic Twist Compact Adult 27 Tuft

Assorted: Red, Green, Blue, Purple

Box/72.....**578064**
Ea **\$29.26**



Advance BASIC
GREAT VALUE
on
Everyday Products!





Sutures

Super sharp siliconized needles for repeated passage through tissue. Needles are drilled-end to ensure smooth transition from the needle to the material and maximizes the needle attachment strength. Packaged in a double sterile pouch for sterile transfer, in color-coded suture boxes with a front dispenser. Packaged 12 per box.

Silk = Light Blue, Chromic Gut = Beige, Plain Gut = Yellow

18" Plain Gut Sutures with Needle

Needle Style	Needle Code	Suture Code	Usage	Material	Needle Description	Suture Size	Suture Length	Item #
	C-6	AD00071 591B	Absorbable	Plain Gut	3/8 circle -19mm reverse cut	4/0	18"	575058
	C-31	AD00065 594B	Absorbable	Plain Gut	1/2 circle -24mm reverse cut	3/0	18"	575056

Ea \$32.65

18" Chromic Gut Sutures with Needles

Needle Style	Needle Code	Suture Code	Usage	Material	Needle Description	Suture Size	Suture Length	Item #
	C-6	AD00558 558B	Absorbable	Chromic Gut	3/8 circle -19mm reverse cut	4/0	18"	575061

Ea \$40.54

18" Silk Braided Sutures with Needles

Needle Style	Needle Code	Suture Code	Usage	Material	Needle Description	Suture Size	Suture Length	Item #
	C-6	AD00066 781B	Non - Absorbable	Silk - Black Braided	3/8 circle -19mm reverse cut	4/0	18"	575057
	C-6	AD00072 784B	Non - Absorbable	Silk - Black Braided	3/8 circle -19mm reverse cut	3/0	18"	575059
	C26	AD00062 778B	Non - Absorbable	Silk - Black Braided	1/2 circle -15mm reverse cut	3/0	18"	575053
	C-31	AD00064 785B	Non - Absorbable	Silk - Black Braided	1/2 circle -24mm reverse cut	3/0	18"	575055

Ea \$27.57

27" Plain Gut Sutures with Needles

Needle Style	Needle Code	Suture Code	Usage	Material	Needle Description	Suture Size	Suture Length	Item #
	C-6	AD00822 554B	Absorbable	Plain Gut	3/8 circle -19mm reverse cut	3/0	27"	575065

Ea \$33.19

27" Chromic Gut Sutures with Needles

Needle Style	Needle Code	Suture Code	Usage	Material	Needle Description	Suture Size	Suture Length	Item #
	C-6	AD00636 559B	Absorbable	Chromic Gut	3/8 circle -19mm reverse cut	3/0	27"	575064
	C-6	AD00635 560B	Absorbable	Chromic Gut	3/8 circle -19mm reverse cut	4/0	27"	575063

Ea \$33.19

Contact your
Goetze Dental
Representative
to order!
Or Order at:
800.692.0804

Standard Operator: **FG** - Friction Grip **RA** - Right Angle **SS** - Short Shank **HP** - Hand Piece

	Round					Pear				Inverted Cone			Straight/Flat End Plain		Straight/Flat End Cross Cut		
SIZE	1/2	2	4	6	8	2P	4P	330	332	33 1/2	35	37	56	57	556	557	558
FG 10PK		575222	575223	575224	575225			575221			575219						575217
FG 100PK		575165						575159			575162		575163	575164	575160	575161	
RA 10PK		575178	575177	575176	575175												
RA 100PK		575154															
FG SS 10PK								575227									575226
FG SS 100PK								575215									

	Straight Round End Plain	Straight/Round End Cross Cut	Taper Flat End Plain	Taper Flat End Cross Cut	Amalgam Prep	Metal Cutter				Surgical Length							
SIZE	1157	1557	1558	169	701	245	2	330	557	1557	2	4	6	557	558	701	702
FG 5PK											575211	575212	575213	575214		575208	575210
FG 10PK		575155			575218	575220	575173		575174								
FG 100PK						575158	575172	575171		575170							
FG SS10PK																	
FG SS 100PK																	

	Trimming and Finishing																
SIZE	7006	7008	7204	7379	7404	7406	7408	7642	7664	7802	7803	7901	7902	7903	8404 20 Blade	9006 30 Blade	9008 30 Blade
FG 5PK	575202				575204	575205	575200			575199	575198	575197	575196				

	Trimming and Finishing			
SIZE	9406	9903	SE 9-10 10 Blade	SE 9-20 20 Blade
FG 5PK	575194	575195		

Trimming & Finishing FG Burs

Twelve Bladed Burs - Pkg/5
Ea \$28.95

Trimming & Finishing FG Burs

Twelve Bladed Burs - Pkg/5
Ea \$21.50

FG Carbide Burs

Economy - Pkg/100
Ea \$104.99

FG Carbide - Pkg/10
Ea \$13.75

Metal Cutting Carbide Burs

Economy - Pkg/100
Ea \$299.48

Pkg/10
Ea \$27.99

RA Carbide Burs

Economy - Pkg/100
Ea \$124.98

Pkg/10
Ea \$19.50

Surgical Length FG Carbide Burs

Pkg/5
Ea \$9.25



SonicTouch

Rechargeable Sonic Power Toothbrush



Produces 40,000 brush strokes per minute for a powerful dynamic cleaning.



Built-in timer to ensure dentist recommended brushing time.



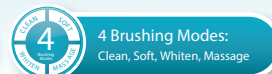
Built-in interval timer helps you brush each area of your mouth evenly.



Protection from direct contact from water, spills or splashes.



Built-in interval timer helps you brush each area of your mouth evenly.



Choose from Clean, Soft, Whiten, or Massage modes to cater all of your oral care needs.

SonicTouch

Rechargeable Sonic Power Toothbrush
Advance SonicTouch technology provides a powerful dynamic cleaning action that helps to keep teeth and gums healthy by removing plaque.

This technology provides effective stain removal which helps to brighten teeth and restore them to their natural whiteness.

- 2 Minute Auto-Timer, 40,000 brush strokes per minute
- 30 second interval timer helps you brush each area evenly
- Base charging indicator
- Waterproof design
- 4 brushing modes: clean, soft, whiten, massage
- 3 brush heads
- 1 year warranty

SonicTouch Toothbrush **578048**
Ea **\$45.83**

SonicTouch Refill Brush Heads

The rubberized brush head is designed to protect tooth enamel. The brush conforms to the contours of your teeth for effective, deep cleaning. High quality DuPont bristles promote naturally whiter teeth by gently polishing off surface stains, end rounded.



Pkg/2 **578049**
Ea **\$7.36**

Advance Thick Flexible Interdental Picks

Cylinder interproximal picks. Perfect for cleaning between teeth and under orthodontic work.



Pack/72 (Thick) **578185**
Ea **\$49.90**

Advance Thin Flexible Interdental Picks

Cylinder interproximal picks. Perfect for cleaning between teeth and under orthodontic work.



Pack/72 (Thin) **578184**
Ea **\$49.90**



Advance Varnish

5% Sodium Fluoride

Easy non-messy single dose delivery system. Tooth-shaded color. Contains Xylitol. Tasteful and transparent 5% sodium fluoride.

Box/50

0.4ml unidose (Toffee) **578143**

0.4ml unidose (Mint) **578144**

Ea **\$49.92**



Advance CR Exam Gloves

Made from non-latex, polychloroprene synthetic polymer, these new Advance CR exam gloves offer all of the benefits of natural rubber latex, with none of the allergen problems associated with latex. These exam gloves are the most comfortable gloves you'll ever wear! They're incredibly soft, unbelievably elastic, and yet they're still amazingly strong. Textured finish provides excellent wet or dry gripping ability. Pink color.

Box/200

Extra Small **578456**

Small **578457**

Medium **578458**

Box **\$14.49**

Advance

COMING SOON!

ENDODONTICS

Advance TAPER HT
HEAT TREATED NiTi ROTARY FILES

\$26.92 Pk/6

Compare to:
ProTaper® Gold and EdgeTaper Platinum™

Advance TAPER
NiTi ROTARY FILES

\$26.92 Pk/6

Compare to:
ProTaper® Universal and EdgeTaper™

Advance ONE HT
HEAT TREATED NiTi ROTARY FILES

\$18.33 Pk/3 \$24.43 Assorted Pk/4

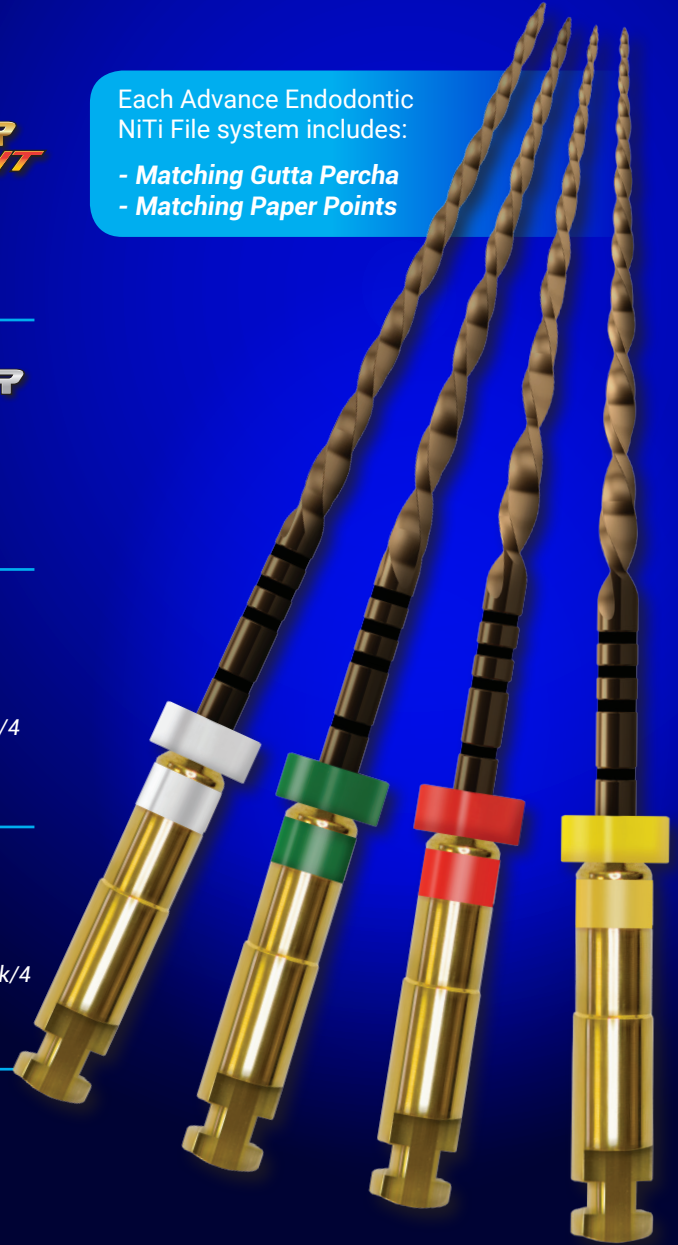
Compare to:
Wave One Gold® and EdgeOne Fire™

Advance ONE
NiTi ROTARY FILES

\$18.33 Pk/3 \$24.43 Assorted Pk/4

Compare to:
Wave One® and EdgeOne Platinum™

Each Advance Endodontic NiTi File system includes:
- Matching Gutta Percha
- Matching Paper Points



AdvanceOne HT Heat Treated NiTi Rotary Files

GREAT VALUE!
\$119.94
for 4 gram syringe
Average cost per gram \$29.99



Coming Soon!

Advance RCS
BIOCERAMIC ROOT CANAL SEALER

\$119.94
for 4 grams

Compare to:
EdgeBioCeramic™ Sealer
2 grams

Compare to:
ProRoot® MTA Sealer
2 grams

Up to 20% - 40% savings over comparable
Leading Brands!

FEATURED PRODUCTS

elements™ IC Obturation System

by Kavo Kerr

The cordless elements™ IC Obturation System combines a Downpack heat source with a Backfill extruder. The Downpack device provides fast heating of the heat plugger with precisely controlled temperature and timing, making it suitable for single-motion downpack obturation of the apical portion of the root canal. Utilizing single-use gutta percha cartridges, the ergonomic Backfill device has a motorized extruder system for precise temperature and speed control for a 3-dimensional obturation of the root canal system. Both handpieces are charged using inductive charging technology.

- 579027 - elements IC Obturation System\$2,995.00/each
- 579028 - Downpack Unit.....\$1,755.00/each
- 579029 - Backfill Unit\$2,095.00/each



BUY
GET

**BUY 1 ELEMENTS™ IC OBTURATION SYSTEM,
GET 1 ELEMENTS™ GUTTA PERCHA ARTRIDGE,
2 GUTTA PERCHA POINTS, 1 PAPER POINTS,
AND 1 SEALAPEX FREE!**



IPS e.max® ZirCAD MT Multi for PlanMill

by Ivoclar Vivadent

IPS e.max ZirCAD MT Multi blocks have a natural shade and translucency gradation from MT to HT with the ability to recreate the dentin and enamel progression of natural dentition. Highly esthetic zirconia crowns and 3-unit bridges can be fabricated. Highly esthetic zirconia crowns and 3-unit bridges can be fabricated chairside same-day treatment. Can be conventional, self-adhesive, or adhesive cementation.

- » Fast easy fabrication for chairside CAD/CAM
- » Beautiful esthetics
- » High strength



Contact your Goetze Dental Private Practice Specialist for ordering information



LuxaCrown by DMG America

LuxaCrown is a self-curing composite used for the fabrication of semi-permanent crowns and bridges that are cemented with permanent or temporary luting cement. This unique product allows for the simple, quick and cost-effective manufacture of long lasting crowns-directly chairside. The result is an incredible precision fit and an esthetic and long lasting restoration. Characterized by natural fluorescence and high shade stability, a choice of five shades is available.

- » Semi-permanent up to 5 years
- » Versatility in applications and uses
- » Optimum mechanical properties
- » Excellent fracture toughness and flexural strength
- » Excellent polishability
- » Simple processing
- » Reliable durability



LuxaCrown Kit
Contains: 1-50ml Cartridge
and 15 Automix Tips
578437-A1
578438-A2
578439-A3
578440-A3.5
578441-B1

KIT
\$340.15

BUY 1
GET 1
BUY 3 LUXACROWN,
GET 1 FREE!
See Page 55 for details.

WE'RE INVESTED IN [YOU]

100% of our energy and resources
will continuously center on the products and services
we offer to the **privately held dental practice**
through —

INTEGRITY
EDUCATION
& INNOVATION
& customer service

GOETZE
d e n t a l

DAILY

PREVENTATIVE MAINTENANCE SCHEDULE

MORNING

- Turn main water on
- Power on air and vacuum, note any error codes/messages
- Power on all computers and network equipment
- Verify data backup logs to ensure successful backups
- Verify antivirus is running and no threats are detected
- Power on all peripheral devices & equipment including printers, x-rays, scanners, cameras, mills, sterilization equipment, delivery units
- Open imaging and practice management software and run updates, if applicable
- Flush waterlines on delivery units with preferred treatment solution
- Top off water supply in sterilizers and self-contained water systems
- Empty waste water bottle from tabletop sterilizer, if applicable
- Fill ultrasonic cleaner with fresh solution
- Check cleaner/lubricant levels on handpiece maintenance machine

DURING THE DAY

PERFORM BETWEEN EACH PATIENT

- Flush waterlines on delivery units
- Sterilize and lubricate handpieces and instruments
- Disinfect surfaces with preferred disinfectant per instructions (Do not spray directly on equipment)

END OF DAY

- Flush vacuum lines with vacuum system cleaning solution
- Remove and empty water bottles, leave upsidedown to dry overnight
- Drain ultrasonic cleaner, ensure drain is not obstructed
- Clean and disinfect all contaminated surfaces and equipment
- Properly disconnect, charge, & store small equipment items, ensure x-ray equipment and servers are securely locked away from unauthorized access
- Run data backup procedures and install software updates
- Power down operatory and sterilization equipment
- Power down air and vacuum systems
- Turn main water off

WEEKLY, MONTHLY & ANNUALLY

PREVENTATIVE MAINTENANCE SCHEDULE

WEEKLY

OPERATORY

- Empty solids collectors in operatories
- Test waterlines and treat, if applicable
- Remove handpieces and couplers from tubings, lubricate threads
- Inspect o-rings on couplers and electric motors
- Clean and inspect operatory light shields
- Replace gauze in oil collector on delivery systems
- Wipe surfaces with mild soapy solution to remove surface disinfectant residue
- Run full virus scan on workstations
- Run and apply Windows updates, if applicable
- Shutdown or restart workstations

STERILIZATION

- Run sterilizer cycle with spore test
- Remove racks and trays from chamber sterilizer, wipe interior with cloth or Scotchbrite pad, replace gasket if worn
- Drain and replace water on chamber autoclave (recycling models only)
- Clean cassette with Scotchbrite pad, lubricate seal with Stat-Dri (Statim Models)
- Inspect o-rings on handpiece cleaner adapters and replace oil collection pad
- Clean interior of ultrasonic cleaner tank

MECHANICAL ROOM

- Clean or replace vacuum canister
- Check oil levels, if applicable
- Check moisture indicator on air compressor
- Check fittings for any leaks

MONTHLY

OPERATORY

- Disassemble, clean, and lubricate suction components (HVE, SE, Canister)*
- Perform shock treatment on waterlines (if no treatment systems in use)*
- Inspect intraoral x-ray unit for proper movement and inspect cone integrity*
- Check all units, lights, and monitor mounts for drifting*
- Inspect medical gas rubber goods for damages and ensure proper function

STERILIZATION

- Clean sterilizer chamber with manufacturer specified cleaning solution (Speed-Clean, Omni-Cleaner, Chamber Brite, etc.)
- Inspect and clean sterilizer seal, replace if necessary
- Wipe surfaces with mild soapy solution to remove surface disinfectant residue

COMPUTER NETWORK

- Shutdown or restart data server(s)

MEDICAL GAS ROOM

- Inspect tanks and hoses for leaks*
- Ensure manifold pressure is at 50 PSI*
- Test manifold alarm system*
- Ensure tank restraints are intact
- Test zone valve, if applicable*

MECHANICAL ROOM

- Check amalgam separator collection container level and replace canister when fill line is reached (properly recycle according to federal guidelines)

ANNUALLY

OPERATORY

- Lubricate pivot point on chairs and stools
- Check handpiece and water bottle pressures
- Replace waterline filters, if applicable
- Inspect handpiece and suction line tubings, replace as necessary
- Inspect Air/Water syringe o-rings, replace as necessary
- Perform x-ray calibrations as required by state regulations*
- Perform nitrous oxide calibration as required by state regulations*

MECHANICAL ROOM

- Perform preventative maintenance on vacuum and compressor according to manufacturer recommendations*
- Replace main water filter, if applicable

COMPUTER NETWORK

- Clean/blow out dust from internal CPU cases and ensure adequate airflow on all sides
- Review/modify data backup configuration*
- Review/modify antivirus configuration*

*MAY REQUIRE QUALIFIED SERVICE TECHNICIAN

FLASH SALE!

Biodentine® Bioactive Dentin Substitute
by Septodont

Indications:

- » In the crown: temporary enamel restoration, permanent dentin restoration, deep or large carious lesions, deep cervical or radicular lesions, pulp capping, pulpotomy.
- » In the root: root and furcation perforations, internal/external resorptions, apexification, retrograde surgical filling.

Features & Benefits:

- » Sets in 10 - 12 minutes
- » Versatile usage: endodontic repair and restorative procedures.
- » Natural micro mechanical anchorage for excellent sealing properties without surface preparation.
- » Similar mechanical properties and mechanical behavior as human dentin.
- » 3.5mm Aluminum radiopacity for easy short and long term follow-up.



BUY GET
BUY 1 BIODENTINE 15-PACK, GET A 5-PACK FREE!
See Page 68 for details.

5/PACK
\$73.91

560171 - Biodentine 5-Pack
Contains: 5 x capsules,
5 x single-dose containers

15/PACK
\$185.71

553393 - Biodentine 15-Pack
Contains: 15 x capsules,
15 x single-dose containers



BROKEN?

— WE CAN FIX IT! —

The Goetze Dental Service Team
is factory trained with years of experience
servicing dental equipment and technology.

Call **800.692.0804** to schedule a visit.

SUPPLIES | EQUIPMENT | TECHNOLOGY | SERVICE



EQUIPMENT FOCUS

3D IMAGING SYSTEMS



KAVO
Dental Excellence

Orthopantomograph™ OP 3D Pro

by Kavo

OP 3D Pro is the most comprehensive 3-in-1 platform designed for today and tomorrow, covering the entire maxillofacial region. OP 3D Pro combines an advanced panoramic imaging system with either cephalometric or cone beam 3D or a combination of both, giving you a truly adaptable platform.

- » 3-in-1 platform delivers high-quality images
- » Versatile selection of volumes and resolutions
- » Automatic dose control (ADC) technology with 3D
- » SMARTVIEW™ feature for accurate FOV positioning
- » Free FOV positioning in horizontal and vertical directions
- » Metal Artifact Reduction (MAR) tool
- » Large, easy-to-use 10 inch user interface enables efficient usage
- » Intuitive patient positioning
- » Designed to be upgradeable and expandable with a cephalometric option available

SPECIAL OFFER

BUY ANY KAVO™ 3D OR I-CAT™ IMAGING SOLUTION AND GET YOUR CHOICE OF INTRAORAL DEVICE.

- DEXIS DEXcam™ 4 HD Intraoral Camera
- DEXISTM Titanium by KaVo Sensor
- Gendex™ GXS-700 Sensor
- DEXIS CariVu™ Caries Detection Device
- KaVo NOMAD™ Pro 2 Handheld X-ray System

See page 27 for details.

Veraviewepocs 3D R100

by J. Morita

Veraviewepocs 3D R100 has changed the shape of FOV. This unit's groundbreaking and patent pending 3D Reuleaux Full Arch FOV (field of view) provides a unique shape for full arch imaging. With 6 field of view options and Morita's world renowned image quality, Veraviewepocs 3D R100 is suitable for a wide variety of dental applications including implant planning.

- » Multi-functional unit: 3D/Pan/Ceph
- » Six 3D fields of view
- » Four options for easy & accurate 3D positioning
- » Improved patient safety with Dose Reduction Mode
- » TDO Software integration with NEW 1-click interface



MORITA

EQUIPMENT FOCUS

3D IMAGING SYSTEMS

ProMax® 3D Mid

by Planmeca

Planmeca ProMax® 3D Mid is a genuine all-in-one CBCT unit including 3D imaging, 3D photo, digital 2D panoramic and cephalometry, all in the same unit. The ProMax® 3D Mid complies with a multitude of diagnostic requirements: those of implantology, endodontics, periodontics, orthodontics, dental and maxillofacial surgery, and TMJ analysis.

- » Ideal resolutions and patient dose levels
- » Optimal volume size and location for every clinical need
- » Effortless patient positioning and unmatched comfort
- » Planmeca Romexis® software
- » Mac OS and Windows support



PLANMECA



vatech

Green CT 2

by Vatech

Green CT 2 is an advanced 4-in-1 digital x-ray imaging system that incorporates PANO, CEPH (optional), CBCT and MODEL scan. It provides high quality images with lower radiation by combining imaging processing and accumulated experience in dental imaging from VATECH. This will improve your diagnostic accuracy with increased treatment planning and patient satisfaction.

- » Multi FOV Selection enables the user to select the optimum FOV mode and minimize exposure to areas not in the region of interest
- » Green Scan Time minimizes motion artifact and enables faster workflow
- » Low dose and high image quality

See page 39 for promotion details.

EQUIPMENT FOCUS

SENSORS

HD Sensor

by Vatech

The HD Sensor is clinically usable at a wide range of exposure settings and is more consistent than all of the other sensors in the market. Practitioners benefit from a reduction of time consuming and exposure-related retakes. Also, patients benefit from the reduction of radiation exposure. With our high sensitivity sensor, you can capture diagnosable images under any condition, even when using an old X-ray source.

- » 4.8mm Ultra-Slim Design makes it easy to position within the patient's mouth
- » New noise and artifact reduction image processing provides clear and consistent images
- » Quick and easy switch between seven new contrast filters to find your perfect diagnostic image
- » Direct USB 3.0 connection to your PC can be easily transported and utilized in multiple operatories

See page 39 for promotion details.



vatech

ProSensor® HD

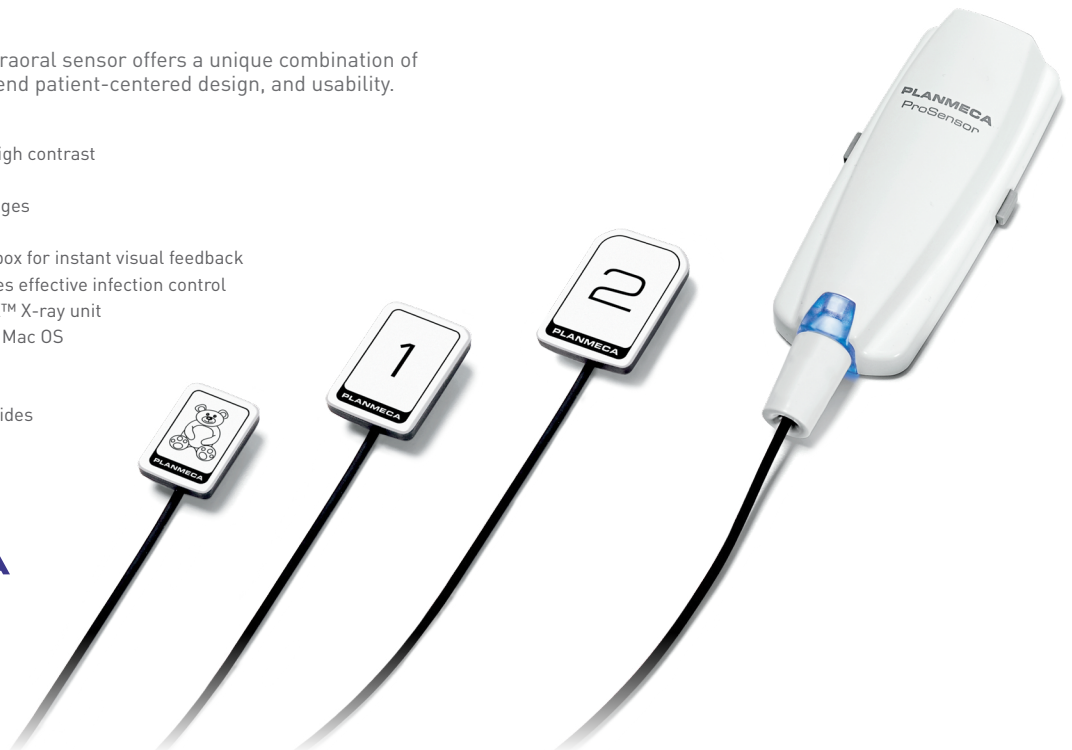
by Planmeca

The Planmeca ProSensor® HD intraoral sensor offers a unique combination of unparalleled image quality, high-end patient-centered design, and usability.

True resolution of over 20 lp/mm

- » Sharp and low-noise images with high contrast
- » Wide dynamic range
- » Three sensor sizes with rounded edges
- » Magnetic connector for ease of use
- » Colour-coded LED light on control box for instant visual feedback
- » Hermetically sealed housing ensures effective infection control
- » Integration with the Planmeca ProXTM X-ray unit
- » Fully compatible with Windows and Mac OS
- » Plug and play USB version
- » Two-year warranty program
- » Planmeca Romexis® software provides the most versatile tools

PLANMECA



EQUIPMENT FOCUS

SENSORS

KAVO  Kerr



DEXIS Titanium

by Kavo

The new DEXIS Titanium sensor captures consistent, high-quality images with improved tissue contrast across the broader spectrum of radiation levels especially at low doses. DEXIS Titanium is compatible with DEXvoice™, an add-on module to the DEXIS imaging software that enables voice activation-Hands Free Workflow. DTX Studio™ suite connects the devices and technologies in your dental practice or lab-in one single platform.

- » Extraordinary images
- » SMART Features
- » Sustainable Durability
- » Patient Comfort
- » Unconditional Replacement Warranty

**BUY
GET**

BUY \$14,995 IN QUALIFYING DEXIS AND/OR GENDEX INTRAORAL PRODUCTS ON A SINGLE ORDER AND CHOOSE YOUR FREE DEXCAM 4 HD INTRAORAL CAMERA OR A DEXIS CARIVUV CARIES DETECTION DEVICE FREE! See Page 27 for details.

Gendex™ GXS-700

by Kavo

With rounded corners and smooth finishes, the Gendex™ GXS-700™ sensors comfortably fit the oral cavity. High-definition images having amazing clarity and detail that support diagnosis and treatment.

- » GXPicture™ allows for an open software architecture
- » Dynamic exposure settings provide consistent image quality and repeatable results
- » Advanced CMOS sensor technology enables enhanced diagnostic capabilities
- » High-performance sensor captures high resolution images, providing more than 20 visible line pairs per millimeter



KAVO  Kerr

KaVo Kerr IMAGING

P R O M O T I O N A L O F F E R S

SEPT. 1 - DEC. 31, 2019

INTRAORAL SENSORS



Earn up to \$200 in cash value or \$500 in KaVo Kerr products!

To participate, customers must sign into their KaVo Kerr Preferred account and enter promo code **Sensors2019** prior to purchase.

DEXIS

GENDEX

CONE BEAM 3D IMAGING



BUY any KaVo™ 3D or i-CAT™ Imaging Solution and get your choice of Intraoral Device.

- DEXIS DEXcam™ 4 HD Intraoral Camera
- DEXIS™ Titanium by KaVo Sensor
- Gendex™ GXS-700 Sensor
- DEXIS CariVu™ Caries Detection Device
- KaVo NOMAD™ Pro 2 Handheld X-ray System

KAVO

i-CAT

CALL YOUR IMAGING CONSULTANT TODAY!



INTRAORAL IMAGING SOLUTIONS

BUY \$14,995 in qualifying DEXIS and/or Gendex Intraoral products on a single order and choose your FREE DEXcam 4 HD Intraoral Camera or a DEXIS CariVu™ Caries Detection Device.



KAVO Kerr

PREFERRED
LOYALTY PROGRAM

To be eligible for this offer, qualifying equipment must be purchased and invoiced through an authorized dealer between Sept. 1 - Dec 31, 2019. To redeem your free goods, submit the completed redemption form and a copy of the dealer invoice to orders@kavokerr.com by Jan 31, 2019.

Customer must be registered at kavokerrpreferred.com and enter the appropriate promo code prior to purchase to be awarded the rewards points.

Contact your Goetze Dental Representative for more details.

TRUSTED SOLUTIONS BY **KAVO Kerr**



Free Upholstery. What's your color?

**Don't sit on this offer.
Order by December 15.**

Available for new orders
received by A-dec
August 19 through
December 15, 2019.



Buy: An A-dec 500 chair with a 500 delivery system and light, and receive sewn or formed upholstery at no charge (savings up to \$2,565 retail).

Buy: Any A-dec chair with a 300 delivery system and light, and receive formed upholstery at no charge (savings up to \$1,590 retail). You can upgrade to sewn upholstery for the promotional price of \$975.



Free upholstery, it's easy!

**Order by
December 15, 2019
to get free upholstery.**

**Qualifying orders must be
received by A-dec August 19
through December 15, 2019,
and ship on or before
January 31, 2020.**

Here's how it works.

Save up to \$2,565 with an A-dec 500 package.

Buy an A-dec 500 chair, delivery system and light, and receive:

- Sewn or formed upholstery at no charge. (Save up to \$2,565 retail value).

What qualifies?

- A-dec 500 chair (model number 511)
- A-dec 500 delivery systems (models 532, 533, 541, 542)
- All A-dec lights

Save up to \$1,590 with an A-dec 400 or 300 package.

Buy any A-dec chair, 300 delivery system and light, and receive:

- Formed upholstery at no charge, or sewn upholstery for an additional \$975 (save up to \$1,590 retail value).

What qualifies?

- Any A-dec chair (models 511, 411, and 311)
- A-dec 300 delivery systems (models 332, 333, 334, 335, 336)
- All A-dec lights

Details:

- Available for incoming orders from August 19 through December 15, 2019.
- Order must ship on or before January 31, 2020.
- Configurations must be submitted at time of order.
- Free chair upholstery is valid for standard colors.
- Custom upholstery is subject to special processing and material fees and extended lead times.
- You may not combine this offer with any other A-dec equipment promotion.
- Available in U.S. only. Not available for DSO customers.
- Savings are based on manufacturer's suggested retail pricing.

**Contact your Goetze Private Practice Specialist
to place your order — and get ready to save.**



A-dec Headquarters
2601 Crestview Drive
Newberg, Oregon 97132
United States
Tel: 1.800.547.1883 Within USA/CAN
Tel: 1.503.538.7478 Outside USA/CAN
Fax: 1.503.538.0276
a-dec.com

EQUIPMENT FOCUS

OPERATORY CHAIRS

A-dec 300

by A-dec

Stylish and compact the A dec 300 fits both small spaces and conservative budgets. It combines a robust design, great access, and minimal maintenance.

- » Pressure mapped, contoured surfaces and virtual pivot back ensure patient comfort and support.
- » Quietly and smoothly position patients with a hydraulic lift cylinder that's engineered for a 20 year life.
- » The ultra-thin, flexible back provides excellent oral cavity access. This thin profile allows you to tuck your knees under the backrest and around the headrest no matter what position you need to work.
- » 60° swivel with brake. Allows 30° rotation on each side of center.
- » Radius delivery option for versatile left/right compatibility.
- » 5-year warranty.



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A-dec 500

by A-dec

Premium comfort for your patients. Great ergonomic access for you. Not only does the A-dec 500 dental chair provide your patients with more comfort than any dental chair available today, it allows you to get close enough to the patient to maintain a healthy posture, reducing pain and discomfort.

- » Ultra-thin backrest that "flexes"
- » Double-articulating, gliding headrest
- » Innovative hydraulic lift system
- » Integrated 300-watt power supply
- » Expanded height range
- » 60° swivel with brake. Allows 30° rotation on each side of center
- » Multi-position armrests
- » Cut-away, cast iron baseplate
- » Exceptional patient comfort

DentalEZ NuSimplicity™

by DentalEZ

The thin, narrow back on the NuSimplicity chair from DentalEZ® provides clear sight lines and direct access to the oral cavity.

- » Ergonomics: Minimize Twisting & Reaching
- » Simplicity: Added Value
- » Flexibility: Positioning Made Easy
- » Technology: Meet the Demands of Today's Practices



DentalEZ
INTEGRATED SOLUTIONS



Midmark Elevance®

by Midmark

The Elevance® Dental Chair – where sophisticated styling, optimal patient access and exceptional patient comfort come together in a dental chair that is a genuine departure from any chair on the market today.

- » SerenEscape® optional heat and massage system to relax anxious patients
- » Advanced hydraulic system supports patients weighing up to 450-pounds with soft start/stop
- » Integrated armrests for full support and ease of entry/exit
- » Thin, narrow cast aluminum back rest for greater support, patient confidence and optimal access
- » Double articulating headrest
- » Electronic chair rotation release pedals
- » Chair swivels 76° (LR and Console chairs 30°)
- » Programmable foot switch chair control (included with chair only, optional with LR and Console chairs)
- » Available in your choice of Seamless, Royal Hampton upholstery, Ultraleather and Limited Seams Ultraleather
- » Cantilever Forward® design to accentuate styling and deliver an unsurpassed range of motion

Forest Dental 3900

by Forest

Forest Dental 3900 chair offers Ultraleather® upholstery with wide back for elbow support and double articulating pinch-style headrest. Featuring thin back with full lumbar support and right/left patient access as well as swing-down locking armrests.

Standard Features

- » Ultraleather® upholstery with wide back for elbow support
- » Double articulating pinch-style headrest
- » Thin back with full lumbar support : Right/left patient access
- » Swing-down locking armrests
- » Hydraulic cantilever mechanism
- » Emergency shut-off
- » 30 degree base rotation with lock
- » Multifunction touchpad with 4 programmable preset positions
- » Seat height: minimum 17" maximum 29"



DCI Edge



DCI Edge Series 5

by DCI Edge

Get Comfortable. Stay Healthy. The DCI Edge operatory chair provides comfort, style and efficiency. Our engineers have designed an ergonomic chair that combines a thin, narrow back with a low chair height. This allows you to be in the proper working position regardless of patient size.

- » Ergonomic Design/Thin, Narrow Back
- » All Hydraulic Movements
- » Dual Articulating Headrest
- » Chair Swivel
- » Low Chair Height Positioning
- » 5 year warranty

EQUIPMENT FOCUS

OPERATORY CHAIRS

Pelton & Crane Spirit 3300

by Pelton & Crane

Pelton & Crane's new Spirit 3300 dental chair builds on a strong foundation to provide new enhancements in doctor access, patient comfort, and aesthetic appeal.

- » **Narrow Back Advantage** Expertly designed with you in mind, the Spirit 3300's narrow back design enables ergonomic efficiency.
- » **Lower Minimum Height** The Spirit 3300's new ability to reach a lower minimum height enables positioning flexibility for practitioners of any stature.
- » **New Base Design** The Spirit 3300's new base design improves the patient's ability to easily enter or exit the chair with feet firmly on the floor.
- » **New One-Touch Programming** New one-touch programming makes chair operation intuitive, fast, and simple.



Royal Alliant 2260

by Royal Alliant

The Royal Alliant 2260 offers versatile positioning for the operator and patient. The thin, low profile backrests and headrest provide easy access to the oral cavity and encourage proper working position.

- » Low chair base (13.5" seat height)
- » Hydraulic drive
- » Magnetic headrest to easily position the oral cavity – other headrests available
- » Internal umbilical chase
- » 60 Degree rotation
- » Extendable headrest
- » Automatic position – 4 programmable positions
- » Last position memory
- » Dual integrated touch pad controls
- » Solid-state electronics

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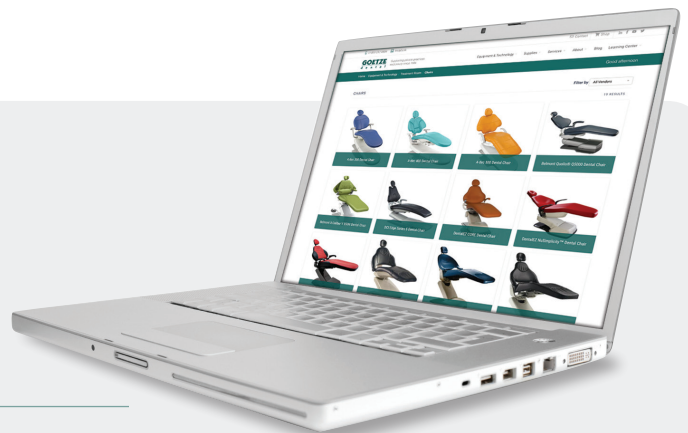
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EDDSON™

PRACTICE MANAGEMENT SOFTWARE

As a dental team, you juggle a variety of tasks in service of making patients smile. EDDSON was designed around the way you work to streamline, simplify and anticipate your workflow. Here are a few features that users love.



Simplify the way you work.

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TOP FEATURES AND FUNCTIONS



Workflow designed for you

Engineered around the way you *actually* work to deliver efficiency and effectiveness in your busy day.

- + **Tabbed Browsing** allows you to launch and toggle back and forth between multiple different tasks, never losing where you left off when an inevitable distraction arises.
- + **Static Primary Controls** provide quick, easy access to the most used functions from a heads-up set of primary controls. You won't have to back track, close open activities, or otherwise navigate to multiple screens to access function buttons and controls.
- + **Nested controls** simultaneously engage in *different tasks*, in *separate patient records*, so that you can be treatment planning in one patient record while processing a payment in another, or any other variety of activities.
- + **Intelligence** baked into EDDSON anticipates what you might want to do next, and pulls up related information that could be useful in whatever task you're working on.



Better Accounting for Better Information

Strict adherence to advanced accounting principles results in comprehensive reporting capabilities that produce consistently accurate information.

- + **True Line Item Accounting** delivers consistently accurate reports and account statements as well as the ability to instantly produce account balance "open item" details
- + **Event-based ledger** provides a more detailed and organized account ledger.
- + Save time with **Interactive End of Day Processes**, which allow for quick review and edits of daily transactions without the need to run and preview multiple accounting reports.
- + **Interactive Management Tools** deliver instant access to accounts receivable and outstanding claim information, bringing efficiencies to these essential activities.

CONTINUED





Improved profitability through enhanced Insurance Management

Tracking and managing insurance is a critical component for most dental practices. Better coverage and claims management and the ability to accurately estimate patient amounts due, means improved time of service collections, more timely claim payments, and ultimately a better patient experience.

- + Achieve more accurate insurance estimating and time of service collections thanks to EDDSON's **Comprehensive Coverage Administration**, including detailed plan allowances, deductibles and waiting periods.
- + Fully track carrier allowed amounts and associated insurance write-off adjustments to produce true Gross and Net Production numbers.
- + Improve your collections efficiency with the **Interactive Claim Management Tool**, which enables you to review, sort and filter, then select and submit claims en masse to help ensure quick payment turnaround.



Informed business decisions through better data

Critical business, patient care data and summary information are always at your fingertips with the **Practice Efficiencies and Key Statistics (PEAKS)**, built directly into EDDSON.

- + **Patient Manager** provides real time access to dozens of patient related variables to produce custom lists and reports on demand.
- + The easy-to-use **Recare Manager** provides access to patient recare and retention information. This helps maintain their engagement with your hygiene team to ensure their oral health, and the profitability of your hygiene department.
- + What takes administrators and practice consultants hours to gather and compile is available through **PEAKS (Practice Efficiencies and Key Statistics)** in an instant. PEAKS delivers real-time insights into all areas of your practice's performance in intuitively and concisely designed dashboards



Get your data working for you and for the benefit of your patients

Effective treatment management ultimately helps you deliver a higher level of patient care.

- + Track the entire course of treatment with the **Treatment Planning** module - from planned to scheduled, on through completion, and includes precision estimates for insurance and patient amounts due.
- + Use the interactive **Treatment Management** tool to monitor your case acceptance to track the status of diagnosed treatment to ensure a higher planned to production ratio and that patients get the care they need.
- + Create note templates and quickly add free form text as needed with the **Clinical Notes** module, which allows you to review and edit the day's clinical notes from a single screen.



Manage appointments more effectively

Quickly create appointments and related activities thanks to a complete picture of your schedule.

- + Ensure that scheduled services are posted to the correct dentist and hygienist providers with **Auto-Assignment**.
- + Easy visibility of cancelled and no-show appointments with heads-up information in **Appointment Footprints** to help fill any last minute scheduling holes.
- + Fill last-minute schedule openings with the **Appointment Quick Call** that auto-populates with potential candidates.
- + Review services, add and edit payments, discounts and insurance narratives, all from a single-screen **Appointment Checkout** module.



Built in, Cloud-Based Support

Avoid the frustration of the typical telephone matrix – you need help now.

- + **Live Support** is accessed directly through EDDSON and puts you in contact with a knowledgeable support specialist with just a couple of clicks.
- + **Total commitment to your experience as a user.** Our nimble development team is attentive to customer feedback and requests to help make EDDSON truly *your* practice management software.

CONTACT US

Learn more about EDDSON, contact your Goetze Dental Sales Representative or the EDDSON Team

800.692.0804

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EDDSON™

PRACTICE MANAGEMENT SOFTWARE

MEET EDDSON



Simplify the way you work.



Intelligent Designed around the way **you** work

EDDSON is engineered around the way you *actually* work to deliver efficiency and effectiveness in your busy day.

Tabbed Browsing

Never lose track of where you left off with tab-based interface, which allows you to effectively organize and manage multiple activities and quickly toggle between active tasks.

Static Primary Controls

Quick, easy access to the most used functions from a heads-up set of primary controls. You won't have to back track, close open activities, or otherwise navigate to multiple screens to access function buttons and controls.

Nested Controls

Nested controls simultaneously engage in different tasks, in separate patient records, so that you can be treatment planning in one patient record while processing a payment in another, or any other variety of activities.

Intelligent

Intelligence baked into EDDSON anticipates what you might want to do next, and pulls up related information that could be useful in whatever task you're working on.

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 CLEAR COMMUNICATION

Performance

Informed business decisions and higher quality patient care through dynamic data



PEAKS Dashboard

Critical business and patient care data and summary information are always at your fingertips with the Practice Efficiencies and Key Statistics (PEAKS), built directly into EDDSON.



Accounting & Reporting

Manage profit-impacting areas such as Accounts Receivable, Open Claims, and Patient Recare with dynamic and interactive tools, rather than static reports.



Improved Patient Care

Effective management of clinical and treatment related activities ultimately helps you deliver a higher level of patient care.



Usability & Speed

You deserve a software solution that works as hard as you do. State-of-the-art Microsoft database tools and technology help EDDSON deliver functionality and performance that is unmatched by most practice management applications.



Cloud Support

Built in, Cloud-Based Support avoids the frustration of the typical telephone matrix - you need help in the present.

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EDDSON™
Simplify the way you work.

EDDSON™

“ EDDSON's tools have been instrumental in helping our office maximize production and collection while at the same time helping to reduce our accounts receivable and outstanding claims numbers.

EDDSON's advanced accounting capabilities and reports as well as the intuitive dashboard have not only increased awareness but have helped our team better understand the ins and outs of running a dental practice.”

Jessica, Office Manager, Kansas City, MO

“ Things we appreciate most include the ease of scheduling, treatment posting and planning, as well as finding patient information at a glance. My personal favorite is EDDSON's multi-tasking capabilities –particularly when working on time consuming tasks like bulk insurance checks. The ability to open or toggle to another task and not lose where you were is a huge time saver.

We were worried about the conversion to new software but our implementation specialist and the EDDSON support team did a great job of helping our staff through the transition. Without hesitation - we would recommend EDDSON to any office and especially anyone looking to improve the efficiency of their practice.”

Grace, Office Administrator, Humboldt, IA

“ We have been with EDDSON since the early days and can say first-hand, they are always looking for ways to help dental offices improve their efficiency, patient outreach, practice analytics, and so much more. We appreciate having the help-desk on standby for any questions and feature feedback! As a small family business, we love knowing who we are working with and they truly help to ensure our practice's success!”

Kim, Practice Administrator, Jefferson City, MO

“ EDDSON is the most user-friendly software we've ever used. It's easy to navigate and offers many advanced feature for scheduling, accounting, and reporting that are needed for a large practice like ours.”

S. Huckabee, DDS, Kansas City, MO

“ I have had EDDSON Practice Management Software for 4 years. I love how user-friendly the software is. The training and tech support are amazing. Clinically, EDDSON has everything I need and more.”

N. Medley, DDS, Independence, MO

CONTACT US

Learn more about EDDSON, contact your Goetze Dental Sales Representative or the EDDSON Team

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GAME OVER

End of Life for Windows 7 and Windows Server 2008: **HOW THIS IMPACTS YOUR DENTAL PRACTICE**

BY BEN POESE, DIRECTOR OF TECHNOLOGY SERVICES

What you need to know

On January 14, 2020 Microsoft will no longer offer any type of support for Windows 7 and Windows Server 2008 operating systems.

This will leave the operating system, and potentially your entire network, open and exposed to outside infiltration and exploitation because future security gaps will no longer be addressed by Windows Updates. All versions of Windows Server 2008 and Windows 7 will be affected..

Why it's important to the dental practice

Data security is critical for any business to insulate against exploiting customer information, such as credit cards, contact information and passwords.

When sensitive health information is included in that data, protecting your patients' information is that much more vital. HIPAA requires practices who

“Following a breach of unsecured protected health information, covered entities must provide notification of the breach to affected individuals, the Secretary, and, in certain circumstances, to the media. In addition, business associates must notify covered entities if a breach occurs at or by the business associate.”

U.S. Department of Health & Human Services,
Breach Notification Requirements

Even in absence of a major security event, the day-to-day challenges can add up to major frustration. An older computer could take 1-2 minutes from power on to being ready to use, while a newer system may only take 10-15 seconds. The new computer would allow the user to move to the next task sooner and provide better, faster, and possibly more accurate service to your patients.

What to do about it

Upgrading a computer's operating system from one major version to another, such as from Windows 7 to Windows 10, requires the following:

1. Purchase a license for the new operating system
2. Copy any important data to another device
3. Reload the workstation or server with the newer operating system
4. Configure the new operating system to work with your:
 - Network
 - Software
 - Printers and other business peripheral devices
 - Imaging devices such as digital sensors and panoramic x-rays.

Because this can be a lengthy process, the labor charges and licensing to upgrade an old computer can total several hundred dollars per machine. Before upgrading an older device, we encourage you to take into consideration that most computer components are designed to last 3-5 years.

If you do decide to move forward with the update, in order to ensure transitions are as smooth and non-disruptive to your practice and your patients as possible, we recommend creating a plan, and blocking adequate time on a day without patients if possible.

We can help!

If you would like help evaluating which path makes the most sense, our Goetze HelpDesk team would love to help. Goetze HelpDesk is a full-solution IT provider, providing computer component sales, on-site service and remote support for dental practices in the midwest.

CONTACT THE GOETZE HELPDESK

FOR AN EVALUATION AT

800.692.0804, OPTION 7



PLANNING YOUR DENTAL OFFICE DESIGN PROJECT

BY INGA PAUL,
SENIOR INTERIOR DESIGNER

In 2013, Dr. Chris Hickerson located the perfect space for his new practice in his hometown of Derby, Kansas. He needed a partner to help with the buildout, and a conversation with an old classmate led him to Goetze Dental.

Dr. Hickerson chose to outfit two operatories and carve out space for three more. Planning for expansion is a smart strategy because it is more expensive to add operatories after the fact. Dr. Hickerson recommends other dentists do the same, because so much of the planning process is, “considering the needs of the practice going forward.”

Another decision that afforded this practice flexibility early on was to purchase a Nomad portable x-ray system. With this handheld device, doctors and hygienists can carry the x-ray between operatories instead of installing fixed x-rays at each chair. They also installed serialized dental equipment, as opposed to permanent cabinetry, so that the equipment wouldn't become ownership of the landlord if the practice decided to move. This also has depreciation implications that could save on your tax liability, so be sure to also consult your tax advisor as you're working through the planning process.

In the end, Hickerson Dental's new office had the look and feel of a high-end practice, while still retaining the intimacy of a small-town dentist..



The Benefits of Proper Planning

Hickerson Dental's new office is an example of how proper planning can make all the difference in a dental office design project. Thanks to his forward-thinking mindset and help from his equipment specialist, Dr. Hickerson was able to save money while building the perfect facility for their practice.

Planning your dental office design project is a big undertaking. If you've never designed an office before, we highly recommend working with an experienced team to walk you through it.

At Goetze Dental, we have had a dedicated dental office design team for over 50 years. Whether you're planning a redesign or building new, here are the planning steps we follow for each project.

“GOETZE WAS A GOOD FIT FOR ME,” SAID

DR. HICKERSON. “I LIKE HOW THEY WORK,

WHAT THEY SELL AND HOW THEY SELL IT.

THEY ARE TRANSPARENT... THEY PUT THEIR

CARDS ON THE TABLE AND THEY'RE HONEST.”

3 Steps for Planning a Dental Office Design Project

1. Build Your Team

Having the right team around you is the first and most important step of any successful design project. Even if you have built-out an office before, the right team will ensure you're up to date on the latest design trends, equipment innovations, and regulations. They also help the project run smoothly so that you can enjoy the process. After all, how many times do you get to design your dream office?

Your Goetze dental office design team includes an equipment specialist, a private practice specialist, and a design specialist. The equipment specialist has extensive knowledge of all the products available for your project and helps you navigate and refine the decision-making process. Your designer will layout your office to meet the specifications that accommodate your equipment.

Other team members will eventually be involved as well. Your project team will likely include a general contractor, subcontractors, an architect and possibly an interior designer. The Goetze Dental team will coordinate with these other parties to make sure the buildout goes according to plan.

Some practices choose to work with an architect to design the site before contacting Goetze Dental, and that's ok! We are happy to work with architects in this capacity. Especially if the architect has limited experience designing a dental office, support from your Goetze Dental design team will make certain that proper considerations are made for placement of plumbing and electrical for your dental equipment.

2. Design Specs and Requirements

Once you have your team in place, you will sit down with your designer to discuss your wants and needs for the new space. Many doctors already have a good idea of what they're looking for, while others are starting with a completely blank slate. Either way, the designer will help you develop your project requirements and specifications.

While every office design project is different, there is a standard set of questions for each space. In the reception area, for example, how many chairs do you need? Do you want a children's space? Will you offer refreshments and snacks? How many greeting stations will you have?

For these types of decisions, we developed a design planning checklist that walks you through important specs for each space.

Other questions are more personal and unique to your practice. These are questions about your brand, desired aesthetics, and your vision and business goals. It pays to work with an experienced interior designer when you reach this stage of planning. They can take all of these factors and incorporate them into a coherent plan.

3. Create Your Design Plan

After brainstorming design ideas, everything must come together into a cohesive design plan. Your designer will help you put this plan together, which will include:

- **Office Location.** While not part of the design plan itself, office location is a critical precursor and will shape all other design plans. The right office will accommodate the growing needs of your practice while staying convenient for new and existing patients. Will you lease, purchase, build?
- **Financing and Logistics.** Every construction project needs financing and scheduling. We will help you get the most out of your budget and also recommend financing solutions to fund the construction and any equipment investments. Your interior designer will work with the construction team to build an accurate timeline of the project.
- **Floor Plan Design.** The modern dental office has changed drastically. Today, workflow logistics and patient experience are at the forefront of floor plan decisions. New office floor plans place sterilization in the center of the practice with at least two points of access. Operatories are placed along the perimeter and have windows, so the patient and team members can enjoy natural light with a view.



- **Front Office/Reception Area.** Reception areas will vary based on the needs of your practice. If you work with families, you might want a children's area in your waiting room. If you serve a significant number of young patients, providing workstations with wifi, tables, and outlets will allow busy parents to work while they wait. Your designer can help you weigh the pros and cons of each feature to help you design the perfect reception space.
- **Equipment.** Equipment specifications are one area of the design process that deserves a lot of attention to detail. Doctors need to choose which equipment they plan to keep, which they plan to replace, and what their budget is for new equipment. Your equipment specialist is your go-to resource for all equipment-related questions.

With this information in hand, your designer will develop the first draft of your design plan. This is often an exhilarating moment for doctors because it's the first time they can fully visualize their new office.

Remember that this first draft is just that: a draft. When working with Goetze Dental, we are 100% committed to creating an office you love, so don't be afraid to give your designer feedback and critiques. Feel free to change your mind or ask for new drafts. We will work with you until the design is perfect.

We will also work with your architect and general contractor to develop a buildout plan. Once we have a final plan in place, it's time to bring your office to life.

Construction and Beyond

Once your team, requirements, and design plan are in place, your project is ready to begin. Your Goetze dental office design team will work with the general contractor and sub-contractors throughout the process to ensure everything meets your specifications.

Even after the construction crews leave and your buildout is complete, you won't be alone. Your designer, equipment specialist, and Goetze Dental Private Practice Specialist will check in with you regularly to make sure you're settling into your new space .

As your practice continues to grow and change, you can be confident in knowing you'll always have a partner on your side to help you navigate the murky waters. We have worked with some practices for over 50 years! Rest assured, we'll be there for you when you need us.

We've learned a lot over the many years we've spent building dental offices. There are several tips and best practices we encourage each practice to follow. Visit blog.goetzedental.com and check out "9 Tips for Designing Your Dental Office."

IF YOU'RE READY TO DISCUSS YOUR OWN
DESIGN PLAN, CONTACT OUR DESIGN TEAM
AT DESIGN@GOETZEDENTAL.COM.



Gross Production vs. Net Production: **WHAT'S THE DIFFERENCE?**

BY RUSTY BRADBURY,
DIRECTOR, EDDSON DENTAL

Every doctor wants their practice to be financially successful, but striking a balance between providing excellent patient care and maximizing the profit of the business is not always easy to navigate. For some dentists, being the CEO doesn't come naturally and, as a result, they tend to focus more on the delivery of patient care. Having a busy office and full chairs often becomes the yardstick for measuring a practice's business performance and they may not routinely look at numbers behind the numbers or for opportunities to improve.

When working with practices that are seeking to improve profitability, we always start with a review of the fundamental elements of profit or "the profitability factors" shown below.

1. **Production Volume:** It starts here
- more production should result in more collections/revenue.

2. **Collection Efficiency:** Production is a key factor, but its impact is diminished if not collected efficiently and timely. Bills are paid and profits are realized as the direct result of collections.
3. **Overhead Management:** Expenses reduce profit, period. They are, however, necessary to maintain the resources required to effectively run a dental practice. The essence of good overhead management is to minimize excessive or unnecessary expenses while ensuring that investments in the necessary resources are not marginalized.

These factors are typically the logical starting point for any review or analysis of a practice's financial performance with production being the first on the list. In this review, we'll take a closer look at production and particularly the importance of understanding the difference between Gross Production (GP) and Net Production (NP).

Production Fundamentals

Before we dive into GP and NP, let's begin with quick summary of some production fundamentals.

Like any business, measuring product and service sales volume is a key performance measure and one that often gets the most attention. Dentistry is no different – total production or production “volume” is an important indicator that is usually easy to obtain and, as a result, will inevitably receive more than adequate attention.

Routinely monitoring production volume is important and recommended, but that alone may not provide the complete picture when it comes to production. Practice consultants may monitor dozens of production measures and metrics to get a full understanding of a practice's production performance and will likely always include::

- Doctor vs. Hygiene Production Volume – is the ratio between Doctor and Hygiene production in the ideal range of 70-75% DR and 25-30% HYG?
- Doctor and Hygiene Production per hour – the per hour average provides insight into the amount of effort expended to achieve the current level of prod volume. Are the DR and HYG averages meeting/ exceeding the ideal per hour average over the ideal respective ranges of \$300/\$100 per hour?

Another important measure and the subject of article is the concept of Gross vs. Net Production or measuring how much of the practice's production volume is actually collectable. The following review is intended to provide insight into this often overlooked metric.



Gross Production vs. Net Production

The relationship between Gross and Net Production is similar in nature to an employee's paycheck - there is a noticeable difference between an employee's earnings (gross pay) and the amount deposited into the employee's account (net pay) after taxes and deductions. For the dental practice, Gross Production is like the employee's earnings in that only a portion of that total will make it to the bank account. Deductions, or in the case of the dental practice, discounts and insurance write-offs reduce the “collectible” amount of the GP with the result representing the net production.

The math...

Production Volume:	\$10,000 GP
Discounts & Insurance W/Os:	(\$ 2,000)
Collectible Production:	\$ 8,000 NP

Why It's Important...

Understanding and monitoring your practice's NP is important for a variety of reasons including:

1. Accounts Receivable totals are overstated when based only on GP.
2. Other important performance measures including Collections Efficiency and Overhead Analysis are distorted by tracking only GP.
3. Analyzing the cost of insurance plan participation is not possible without fully and accurately tracking discounts and insurance W/Os.

TO FURTHER COMPLICATE THE MATTER, MOST SOFTWARE APPLICATIONS ALLOW FOR THE SIMULTANEOUS USE OF BOTH OFFICE AND ALT FEES. AS A RESULT, USERS HAVE NO EASY WAY OF DISTINGUISHING BETWEEN FULL FEE AND ALT FEE PRODUCTION WHICH FURTHER COMPLICATES GP AND NP TRACKING.

The NP Challenge...

Any practice management software can track and generate "production" reports. The challenge, however, is determining what is actually gross production and what is actually net production. Most software applications are not designed to manage both. Rather, they require the user to choose between charging the full office fee or using an "alt fee" for a given insurance carrier/plan.

Full Office Fee: Users charge full office fee for services rendered.

- **Pros:** Enables user to track GP and NP as posted fees require subsequent insurance write-off adjustments that can now be tracked.
- **Cons:** No ability to auto-estimate insurance and patient due amounts

Alt Fee Schedule Method: Users charge the insurance "allowed" fee instead of the full office fee.

- **Pros:** Enables user to accurately estimate insurance and patient due amounts leading to better time of service collections.
- **Cons:** No ability to accurately track net production as insurance write-offs are not recorded.

Production Analysis Parting Thoughts

As evidenced above, understanding and monitoring Gross and Net Production can provide meaningful insight into a practice's financial performance and health. However, it is important to remember that Production is only part of the equation and a logical place to start the analysis process. Statistics and metrics become more indicative as the time period reviewed is increased and when viewed in conjunction with additional performance measures.

It is important to avoid the mistake of drawing conclusions from only a few pieces of the big picture puzzle. A regular review of key measures from each of the profitability factors including but not limited to treatment acceptance, collection efficiency, and overhead ratios will keep any dental practice on the right track for optimizing profitability. Look for more details on these in upcoming posts.

Until then, our Goetze Dental team is here to answer any questions you have about your practice's profitability. Give us a call, or schedule an appointment.

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¹Mouly, S., Orlor, J. B., Tillet, Y., Coudert, A. C., Oberli, F., Preshaw, P., Bergmann, J. F. Efficacy of a new oral lubricant solution in the management of psychotropic drug-induced xerostomia, Journal of Clinical Psychopharmacology 2007; Volume 27, No 5.

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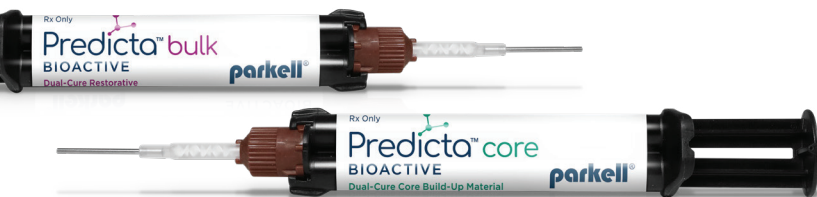
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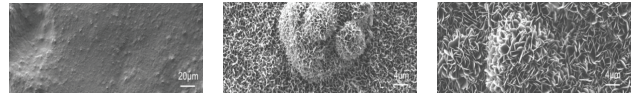
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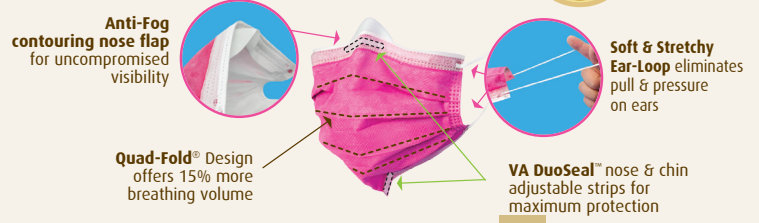


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REF #	DESCRIPTION	PRICE
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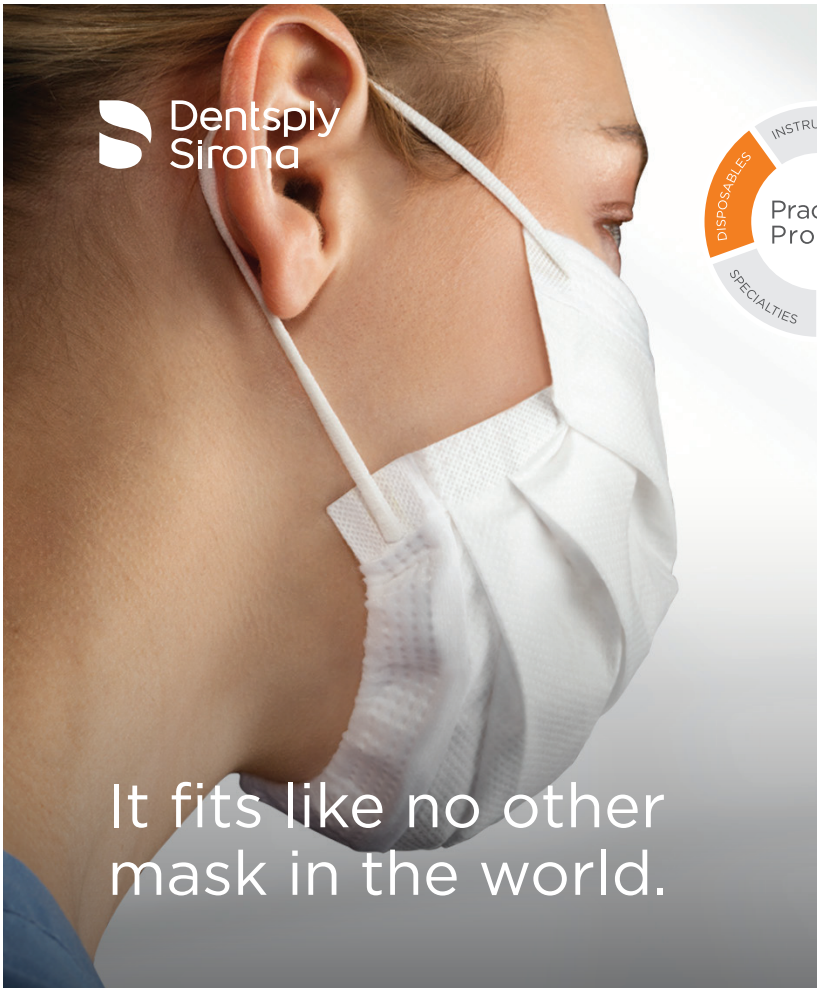
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1. Harrel SK, Molinari J: Aerosols and splatter in dentistry: a brief review of the literature and infection control implications. J Am Dent Assoc 2004, 135, 429-437
 2. Jacks MJ: A laboratory comparison of evacuation devices on aerosol reduction. J Dent Hig 2002, 76, 202-206.

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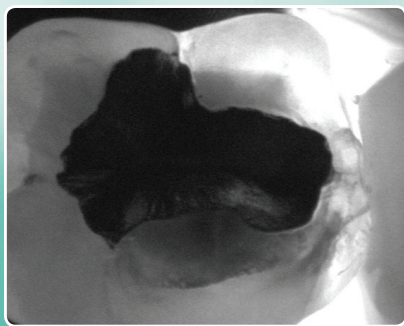
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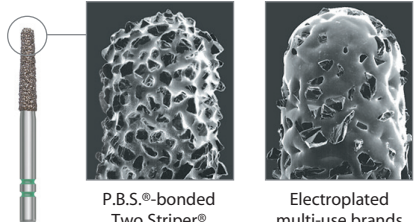
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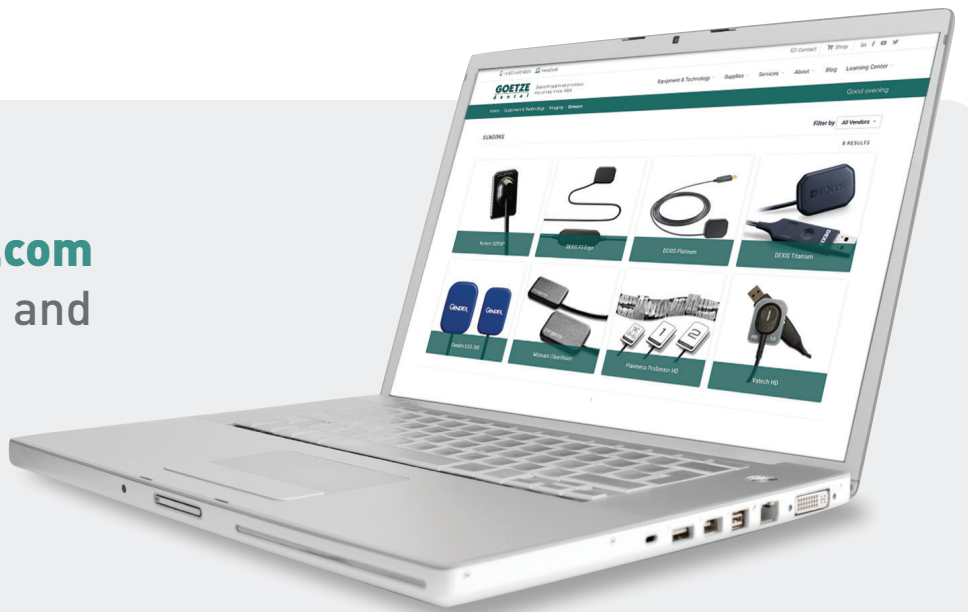
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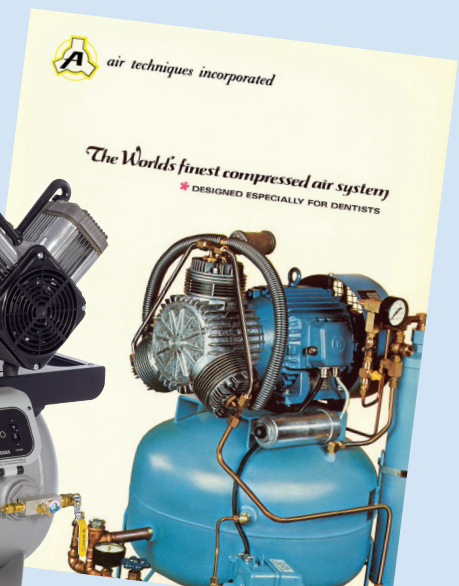
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