

REMOVABLE RESTORATIVE OPTIONS IN THE 21ST CENTURY

New Revenue Streams

Michael Reece, DDS

As a Clinical Instructor for LVI, I have talked to hundreds of dentists about a variety of topics in our field. The conversations usually start out clinical, with concerns about different techniques and ways to improve patient treatment. These conversations quickly evolve to the business side of dentistry and the main concerns are how to increase new patient flow and revenue effectively. I have learned through years of experience and owning my own business what works best for my practice. This includes adding new revenue streams such as implants, sleep dentistry, TMD treatment, and cosmetic dentures. The most recent addition of these has been NewYou dentures.

High end cosmetic dentures, (i.e. NewYou dentures) have been a major source of increased revenue as well as new patient clientele. With the “baby boomers” aging and the desire for improved esthetics increasing, there seems to be a stigma attached to getting conventional dentures. Our office sees an abundance of patients who have been wearing dentures, but are unhappy with the “denture look” that they have. The “denture look” is a sunken-in appearance with no facial support, which in turn, makes the patient look 10 years older. Every dentist knows that the edentulous ridge resorbs significantly when the teeth are lost, but dentists are taught to set teeth over this ridge when making conventional dentures. This is what causes the patient to lose facial and lip support. The most unique feature of the NewYou denture is that fact that we place the teeth where they were before the ridge was resorbed; giving the patient the full face and lip support they had before the teeth were lost. Most of the time, this makes the patient look 10 years younger!

As more NewYou dentures are being done in our office, we are seeing an increase in the number of new patients calling to set up consultations. People are falling into two categories; 10% who have worn conventional dentures but are unhappy with them, and 90% who still have their teeth, but know that they need to lose them. Over the last 2-3 years we have seen many people who would rather live with bad teeth than with good dentures, but once they realized there are options for a great denture, their outlook changes. This increase has led to several variations of the NewYou denture.

There are three types of NewYou dentures being done in our office; dentures without implants, implant retained dentures, and implant supported dentures. Patients that choose to have no implants placed are typically those who have worn conventional dentures and simply do not like the appearance or fit of their current denture. We call them “successful” denture wearers. They have become accustomed to having removable teeth and any adjustments that come along with them. Very few, less than 25%, of these people choose to have implants placed when they “upgrade” to NewYou dentures. When presenting the option of wearing dentures to someone who has teeth remaining, the treatment planning of NewYou dentures becomes more difficult. There are various reasons that dentures do not seem appealing. For starters, they must have teeth extracted. Many people have an emotional connection to their teeth and extracting them can cause hesitation. Secondly, function becomes a major concern. We have all heard horror stories about wearing dentures and so have our patients. Placing implants for the NewYou denture to connect to will help stabilize them and improve function. With the predictability of implants, an overwhelming majority of our cases choose to have implants placed for this reason.

When treatment planning these cases, all patients are told that they will get 2 dentures. We call the 1st denture a “healing” denture. This is placed immediately after surgery. This “healing” denture will be worn until the patient heals and any implants that are placed are fully integrated. This time period varies, but usually lasts 4-8

months. It is not uncommon for patients to change their mind and “upgrade” their finished prosthesis during this healing time. This is the first denture that these patients have ever worn and some decide that they want to remove the upper palate. Some decide that they want the stability of implants. All of these “upgrades” take an additional surgery, but the patients always feel good about their decisions. **Photo 1 and 2 (before and after)**

Our first implant option is the implant retained NewYou denture. Anywhere from 3-6 implants are placed on the maxillary arch and 2-4 on the mandibular arch. Adding more implants on the maxillary arch also allows for the removal of some of the palatal acrylic.

(Photo 6 and 7) The finished prosthesis connects to locators and the patient has the ability to take the denture in and out. This option is a good middle ground for patients who would like for of retention but still want the ability to take them out if needed. The placement of implants also helps retain the remaining bone. The ability to slow down the bone loss has always been very important to patients. There are several variations on the implant retained NewYou denture. Dr. Leo Malin and I discuss these in the Implant Restorative course that we teach together.

The second implant option is to do an implant supported NewYou denture. We like to place 5-6 implants on the maxillary arch and 4-5 implants on the mandibular arch. The finished prosthesis is attached to the implants and all of the maxillary palate can be removed. Patients like the idea of having teeth that are non-removable and function more like natural teeth. **(Photo 3, 4, 5)** It is easy for the treating dental office to overlook the emotional attachment that people have to their teeth. One of the reasons that these people put off their treatment so long, is that they don’t want to feel “old” because they have lost their teeth. This non removable option can be very exciting to these type of people. Again, there are several different types of implant supported dentures; bars, non-removable, fixed hybrids, zirconia, etc. These are also covered in the Implant Restorative course.

(Photo 9, 10 - before and after)

As the baby boomers are aging, we are seeing more and more of these patients. Baby boomers are not going to age “gracefully” and can find the money to invest in these restorative procedures. This has been a great new revenue source for our office. 2013 was our best year ever, and we are up 12% this year. This is a great revenue source for the dentist that is willing to take the time to be trained in these procedures.

Upcoming NewYou Dentures Courses

February 20-21, 2015

July 22-23, 2015

October 26-27, 2015



www.lviglobal.com/newyoudentures



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BEFORE



2

AFTER



3



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BEFORE



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AFTER