Henry Schein Dental

The 3D Cone Beam Specialists

Enhanced Details, Predictable Outcomes, Improved Patient Care















3D Cone Beam

Revenue Predictions



Simple, Profitable Cone Beam Solutions customised to the needs of you AND your patients!

Scenario One - Based on 1 Scan Per Day

Patient Price Options Per Scan	Monthly Revenue	Annual Revenue	Monthly Payment Options*	Monthly Net Revenue*
\$250	\$5,000	\$60,000	\$1,900	\$3,100
\$300	\$6,000	\$72,000	\$1,900	\$4,100
\$350	\$7,000	\$84,000	\$1,900	\$5,100

Scenario Two - Based on 3 Scans Per Day

Patient Price Options Per Scan	Monthly Revenue	Annual Revenue	Monthly Payment Options*	Monthly Net Revenue*
\$250	\$15,000	\$180,000	\$1,900	\$13,100
\$300	\$18,000	\$216,000	\$1,900	\$16,100
\$350	\$21,000	\$252,000	\$1,900	\$19,100

^{*}Payment amounts calculated based on the average price of a medium FOV unit over 60 months @ 7.35% and is correct at the time of printing. Illustrative example only.



Phone: 0800 808 855 or email us at sales@henryschein.co.nz



The New Frontier for Dental Imaging

The Veraview X800 is an all-in-one dental X-ray unit that produces stunning images for panoramic, cephalometric, and CBCT evaluation.

This high resolution unit offers a minute voxel size of just 80 µm and features a horizontal X-ray beam for artifact reduction. Two exposure modes offer control and flexibility with a 360° high definition scan, or a faster 180° rotation with reduced dose. With a range of image sizes and unique features, the Veraview X800 has reached the pinnacle of dental imaging technology.



Increasing accuracy and efficiency with the Morita X800

Over the last few years, Dr Naoum has seen many indications that there are true benefits to being able to offer patients the radiographic assessment that comes from cone beam imaging.

While attending an Endodontics Conference in Brussels in 2017, Dr Naoum heard a lecture on cone beam technology that convinced him it was time to purchase a unit. "I approached the speaker immediately after the lecture to get his opinion on brand recommendations in the New Zealand market, and Morita was one of the brands he suggested."

The Quest for Quality

Image quality was of the utmost importance to Dr Naoum. "Prior to purchasing the cone beam unit, I had been referring patients to other practices, general and specialist practices, for examinations and imaging, and sometimes patients would be referred to our practice with the scan having been done somewhere else. Because of this, I was familiar with most of the brands out there, and it gave me the chance to compare each software."

Dr Naoum says one of the biggest reasons for his decision was the fact that other brands are not specifically designed for Endodontics. "I had the chance to see the Morita X800 at the conference in Brussels, and I felt confident with the newer technology especially because it gives me a small field of view – four-by-four field of view, with higher resolution, which is extremely good for Endodontics."

"Most importantly, I can tell you one of the biggest reasons for buying this machine is the image quality. In my view, it is far superior to anything else that I've seen. The image clarity is probably the best that I've seen."

Accuracy and Ease-of-Use

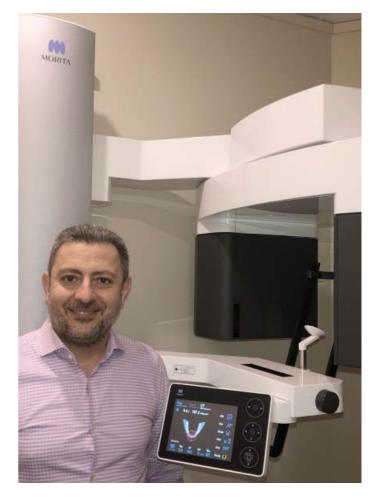
Dr Naoum feels the purchase of the Morita X800 has improved the accuracy of his diagnosis, and considerably helped with treatment planning. "Two-dimensional imaging has been used increasingly in Endodontics, but there are a lot of advantages using cone beam imaging, especially when you offer complex root canal treatment for molar teeth and teeth that are difficult to treat. It saves time, it tells us what to look for in very small canal spaces inside the tooth."

Dr Naoum performs most of the scans using the X800 himself, but all those working in his practice can set it up. "I find it very easy to use, I'm familiar with others out there in the market, but this software is very easy to use and set up."

While Dr Naoum says the decision to go ahead and get the X800 was not money-driven, it has been worth the investment. "In a purchase like this, you have to know that the machine is going to cover its costs, so there is an advantage to being able to offer this service to patients. It makes the process from diagnosis to treatment more convenient and efficient. In our office – how much we are using the machine within the first three years means the machine is really paying for itself."

Support Through the Sale

Through the purchasing process, Dr Naoum and his team at Endodontic Solutions found the Henry Schein sales team to be helpful and adaptable. "Initially, we wanted a small field of view, but then we realised we needed to



upgrade to a bigger machine, and Henry Schein was great in making this happen. They were very understanding and happy to upgrade while maintaining a reasonable price for the bigger unit."

He says his practice can be quite demanding, but the technical support has been quite satisfactory. "We work in quite a demanding environment that often means we need answers right away, and the support is there."

Dr Naoum says he endorses the sales team very highly. "The Henry Schein sales team is fantastic, I wouldn't hesitate to recommend them."

"I know of two other Endodontists in New Zealand that use the older version of this machine, and they both recommended this brand. Personally, I would highly recommend it to other Endodontists over other brands. I'm very satisfied with the image quality, and if I had to choose again, I would still choose this one."



Dr Hani Naoum

Dr Hani Naoum is a registered dental specialist in the field of Endodontics and Dental Traumatology. After several years practicing general dentistry both in New Zealand and overseas, Dr Naoum developed an interest in the field of Endodontics, leading him to complete a Master of Dental Surgery Degree in Endodontics from the University of Otago. Dr. Naoum worked in a specialist endodontics practice in Australia for three years before returning home to Auckland in 2005 where he established Endodontic Solutions in Quay Park Health.

Dr Naoum has a special interest in biomechanical cleaning and shaping of the root canal space, treating dental trauma and tooth resorption. He has lectured both nationally and internationally and authored several scientific research papers published in international journals.

Implications of CBCT on Treatment Planning and Clinical Outcomes in Endodontics.

Author: Steve Shepherd, Henry Schein Global Category Manager, Endodontics.

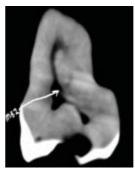
Many researchers have repeatedly highlighted the limitations of intraoral radiographs to diagnose apical periodontitis and identifying lateral voids in both oval-shaped root canals and multi-rooted teeth. Recent findings, in various publications, have questioned fundamental acceptance of some common beliefs. A short discussion of these and their clinical relevance to patient care follows.

It comes as little surprise that the quality of our diagnoses forms the foundation of our treatment plans. Logically, the validity of both are only as good as the diagnostic detail we have at hand. It is generally agreed that the complexities of root-canal anatomy can be confounding, especially in molars - where superimposition of roots and other anatomical structures occur.

Reading in 2D often subjects endodontic procedures to unnecessary uncertainty. A few studies highlighting the implications of this are detailed below.

A CBCT study in 2016 by Karabuchak - Penn University (1) found 40% of the upper first molars had missed canals. Of those teeth with missed canals, the likelihood of having a periapical radiolucency was almost 5x more likely than it was in those with completed canals – the missed canals were inevitably the MB2. In the PA, the MB2 is invariably superimposed behind the MB1. Image right of Planmeca ProMax imaging to guide access to MB2.

The "AAE cone beam statement" (American Association of Endodontics) indicates CBCT for various complex endodontic conditions such as "Diagnosis of dental periapical pathosis in patients who present with contradictory or nonspecific clinical signs and symptoms, who have poorly localised symptoms associated with an untreated or previously endodontically treated tooth with no evidence



CBCT - Note MB2 orifice

of pathosis identified by conventional imaging, and in cases where anatomic superimposition of roots or areas of the maxillofacial skeleton is required to perform task-specific procedures" commonly the case with upper molars.

The CBCT can be exceptionally useful in assisting the practitioner in treatment of the complete root canal system – or guiding the decision to reach for the referral pad. The CBCT will be of great assistance to your referral endodontist.



PA radiograph. Overlapping structures make anatomy challenging to see.



CBCT - Note confluence at 15.5mm and apical delta in MB root

In another authoritative study by Ee et al - University of Illinois⁽²⁾, thirty endodontic cases completed in a private endodontic practice were randomly selected to be included in the study. Each case was required to have a preoperative digital PA and a CBCT scan. Three Board-certified endodontists reviewed the 30 preoperative PAs. Two weeks later, the CBCT studies were reviewed in random order by the same evaluators. The evaluators were asked to select a preliminary diagnosis and treatment plan based solely on interpretation of the periapical and CBCT images.

Conclusions: Under the conditions of this study, preoperative CBCT imaging provides additional information when compared with preoperative periapical radiographs, which may lead to treatment plan modifications in approximately **62% of the cases.**

In other words – two thirds of endodontic treatment plans will be modified after CBCT evaluation. (Evaluators were Endodontists)

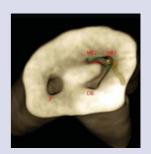
A thorough knowledge of the most common root and root canal morphologies, and their variations, is important to aid clinicians in detecting deviations during root canal therapy and ultimately enhancing treatment outcomes. Different root and root canal configuration types can be found in any group of teeth.⁽³⁾ One important parameter to support the reliability of root and canal anatomy using CBCT imaging technology is the voxel size. The lower the voxel size, the more reliable the outcome is – the current 'best practice' is either the Planmeca Promax (75µm) and Morita X800 (80 µm). ⁽⁴⁾

It is often difficult to diagnose AP lesions in maxillary posterior teeth with periapical radiography, primarily because of the structural complexity found in this region. In particular, bone defects within the furcal area are difficultto detect with periapical radiography because of overlapping roots, whereas they are readily detectable on CBCT scans ⁽⁵⁾. Also, lesions associated with apices near the sinus floor are more difficult to detect with PR than those associated with apices located further away from the sinus floor. Such 'invisible' lesions are often a frustration for dentist and patient alike. ⁽⁶⁾

Left is a series of images of the same tooth – comparing information gained from PA and CBCT. Note – CBCT (and renderings) used is the 75 voxel Planmeca Promax (small field Endo mode).



CBCT Rending - Note MB root canal anatomy with WL's. Rendered view is magnificent when planning access and profile.



CBCT Rendering - Axial cross section showing where to find MB2 and its entry angle, distance from MB1 and confluence canal location.

- (1) Prevalence of Apical Periodontitis in Endodontically Treated Premolars and Molars with Untreated Canal: A Cone-beam Computed Tomography Study JOE Volume 42, Number 4, April 2016
- (2) Comparison of Endodontic Diagnosis and Treatment Planning Decisions Using Cone-beam Volumetric Tomography Versus Periapical Radiography Jonathan Ee, BDS, DDS, MS, FRCD(C),* Mohamed I. Fayad, DDS, MS, PhD,† and Bradford R. Johnson, DDS, MHPE†
- (3) CBCT and micro-CT on the study of root canal anatomy. In: Versiani M, Basrani B, Sousa-Neto M, eds. The Root Canal Anatomy in Permanent Dentition. New York: Springer International Publishing; 2018: 89–180. Martins JN, Versiani M.
- (4) Prevalence Studies on Root Canal Anatomy Using Cone-beam Computed Tomographic Imaging: A Systematic Review Jorge N.R. Martins, DDS, MSc, Duarte Marques, DDS, PhD, Emmanuel Joao Nogueira Leal Silva, DDS, MSc, PhD, k Joao Carames, DDS, PhD, FICD, and Marco A. Versiani, Lt Col, DDS, MSc, PhD
- (5) Ability of Cone-Beam Computed Tomography to Detect Periapical Lesions That Were Not Detected by Periapical Radiography: A Retrospective Assessment According to Tooth Group Shintaro Uraba, DDS, Arata Ebihara, DDS, PhD, Kei Komatsu, DDS, PhD, Naoto Ohbayashi, DDS, PhD, and Takashi Okiji, DDS, PhD
- (6) Furcation Involvement: Comparison of Dental Radiographs and HR-CT-Slices in Human Specimens. J Periodontal Res 1997;32: 409–18. Fuhrmann RA, Bucker A, Diedrich PR.

Planmeca ProMax® 3D Family

True all-in-one units for all your imaging needs

Planmeca ProMax® 3D is a product family consisting of exceptional all-in-one units. With three different types of three-dimensional imaging – as well as panoramic, extraoral bitewing and cephalometric imaging – these intelligent products can meet all your maxillofacial imaging needs.



Planmeca ProMax® 3D s

Planmeca ProMax® 3D s is an ideal 3D unit for capturing small details. It is perfect for single implant, endodontic, and wisdom tooth cases.



Planmeca ProMax® 3D Classic

Planmeca ProMax® 3D Classic imaging sensor covers the whole dentition area, so the unit gives a clear view of the mandible and maxilla.

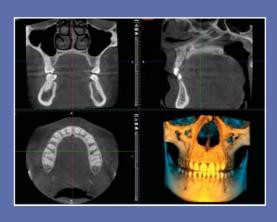


Planmeca ProMax® 3D Plus

The newest member in the 3D family, Planmeca ProMax® 3D Plus, offers a wide variety of different volume sizes and is a great choice for any imaging needs.

3D X-ray Image

Cone Beam Computed Tomography (CBCT) is an X-ray imaging technology where a large number of 2D images are taken of a patient from different angles. A 3D volumetric image is then calculated from these 2D projections. The resulting images can be viewed with Planmeca's advanced imaging software from any angle, including the axial, coronal, sagittal and cross-sectional planes.



3D Face Photo

Planmeca ProFace® is an exclusive 3D face photo system available for all Planmeca 3D X-ray units. This pioneering integrated system produces a realistic 3D face photo and CBCT image in a single imaging session. You can also take a separate 3D face photo without exposing your patient to any radiation.



PLANMECA







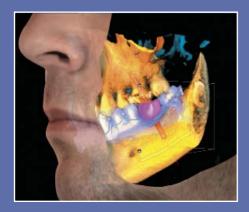


Thanks to its wide volume size selection, Planmeca ProMax® 3D Mid handles a wide range of diagnostic tasks without compromising best practices.



Planmeca ProMax® 3D Max

Planmeca ProMax® 3D Max is a dedicated 3D imaging device that produces all required volume sizes when diagnosing the maxillofacial region - from the smallest special cases to images of the entire head.



3D Model Scan

You can use all Planmeca's 3D X-ray units to scan both impressions and plaster casts - an exciting feature that was an industry first for CBCT units. With the advanced Planmeca Romexis® software, the digitised models are available immediately and stored for later use.



Planmeca Romexis®

PLANMECA

Software for all images

Planmeca Romexis® supports different workflows from high patient turnover 2D imaging to advanced specialist 3D treatment planning. With simplicity as a leading design principle, Planmeca Romexis® offers easy-to-use tools guaranteeing that the software can be used with minimal training.

Planmeca Romexis® software offers specially designed tools for implantologists, endodontists, periodontists, orthodontists, maxillofacial surgeons, and radiologists. You can also view your images wherever you are using our mobile apps, and enjoy unmatched compatibility with other systems.

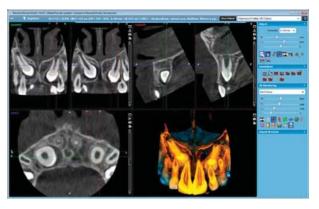
Excellent tools for quality images

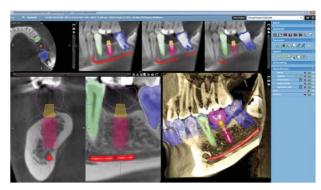
With a complete set of tools for image viewing, enhancement, measurement, drawing and annotations, Planmeca Romexis® improves the diagnostic value of radiographs. Versatile printing and image import and export functionalities are also included. The software consists of different modules – so you can choose those most suited to your needs.

Convenient 3D diagnosis

The Planmeca Romexis® 3D rendering view gives an immediate overview of the anatomy and serves as an excellent patient education tool. The images can be instantly viewed from different projections or converted into panoramic images and cross-sectional slices. Measuring and annotation tools – such as nerve canal tracing – assist in safe and accurate treatment planning.











Implant Planning Made Easy

Planmeca Romexis® 3D Implant Planning module offers the most sophisticated tools to meet all the needs of modern implantology.

Planmeca Romexis® allows easy planning and verification of implant placement using realistic implant, abutment and crown models from our Planmeca Romexis® libraries. You can then import and superimpose a soft-tissue scan and crown design with CBCT data – providing you with the perfect environment for implant planning.

To finalise the conversion from virtual planning to reality, you can design your own implant guide with the new Planmeca Romexis® Implant Guide module. The guide can then be printed from surgical guide material with any suitable 3D printer.

In pursuit of the latest technology

How the purchase of the Planmeca ProMax has taken Dr Zanicotti's practice to the next level.

Since Dr Zanicotti took over Wellington Periodontics and Dental Implants three years ago, the quest to source the latest technology has been one of the utmost importance to him. "As a specialist, it's my opinion that it's mandatory to have the latest technology, and to provide the best ways to reach a proper diagnosis and achieve the best treatment outcome."

As someone who is constantly searching for the best equipment for the job, Dr Zanicotti has experience using a number of other 3D Conebeam systems and believes that the Planmeca Promax Plus 3D Unit surpasses other brands. "In terms of imaging, the Planmeca Promax is right at the top end and that's why I chose it. The difference in image quality is quite brutal in some cases."

"It's a fantastic diagnostic tool to aid diagnosis and is instrumental in the whole process of guided implant surgery." Prior to purchasing the unit, his practice would have to refer patients elsewhere for 3D imaging, so Dr Zanicotti says the decision to make the investment made a lot of sense.

Positive Growth

Following the installation of the new equipment, it didn't take long to see the positive effect it had on Dr Zanicotti's practice. "Once I had the machine, I actually advertised that we could now offer a more inclusive process, and we began to become more well-known – increasing the number of referrals being sent to us." The practice also saw an increase in referrals for the scan itself, as they now offer that as a stand-alone service.

In terms of return on investment, he emphasised that purchasing the unit has been worth every cent. "It's a no brainer. If I'm honest, you're going to make more money with this machine than your original investment." Dr Zanicotti said while it does depend on the size of the business, for his practice with two specialists working within it, the purchase has resulted in growth across the board. "For us, it was an easy decision and it's been fantastic – we're very pleased with the returns."

Ease and Efficiency

Using the Planmeca Promax for guided implant surgery gives Dr Zanicotti the ability to digitally plan the surgical process and, rather than sending off the STL file to a lab to have the surgical guide printed, Dr Zanicotti has his own 3D printer so he can complete this step in-house, making his process even more efficient.

He says that while there are a number of elements he needed to learn to work with on the equipment, he had no trouble getting his head around the technology. "For me, it was very straightforward. I would say, even within a few hours I knew how to operate the software, and then the more you do with it, the quicker you get." Designing surgical guides is one area, in particular, where he has seen a real increase in productivity.

He was also impressed with the online instructional videos provided by Planmeca. "That was fantastic, as it really sped up the learning process."

Superior Sales Support

"Being pleased would be an understatement," Dr Zanicotti emphasises when discussing the sales support he received from Henry Schein. "First of all, the purchase price included the setup of the machine, and everything was included, which was just great."

He was also very impressed with the follow-up care and support provided by Henry Schein's Equipment Technician, Christo Kovachev, who Dr Zanicotti describes as "amazing".



"Every time I contacted him; if I had an issue, or needed something adjusted, he came down to Wellington to help me out. While I wouldn't expect anything less when you're purchasing a machine of this cost and calibre, the service provided was very impressive and Christo was just fantastic."

The support Dr Zanicotti received in the initial weeks following installation was particularly helpful. "In the beginning, we had a lot of questions about the workings of the machine, the workings of the software, natural questions that don't arise until you have one of these. Again, Christo and Henry Schein were great and really patient with me and my team, and always sorted us out really quickly."

Investing in Advancing Technologies

Using the Planmeca Promax allows Dr Zanicotti to get a clear picture of patient's bones and nerves and reduces the risk of error. The purchase of the unit has had such a positive impact on Dr Zanicotti's practice, that he describes the system as "a must", for any dental specialists considering making the investment.

"As a specialist, it's your job to provide the best available treatments. The image quality of the Planmeca makes us more effective and the process easier on patients."



Dr. Diogo (DJ) Godoy Zanicotti

Dr. DJ Zanicotti graduated with a BDS from Tuiuti University, Brazil, in 2004 and has been working as a specialist in Periodontics for thirteen years. He has a Masters Degree in Clinical Dentistry (Implant Dentistry) from Universidade Positivo in Brazil and, after moving to New Zealand in 2011, he completed a PhD on the regeneration of bone around implants using stem cells at the University of Otago.

Dr. Zanicotti took over the practice of Wellington Periodontics and Dental Implants in 2016, and he has special clinical interests in gum disease treatment, plastic surgery of the gums, bone, and gum grafting/regeneration and dental implants.

Improve Diagnosis and Treatment Planning

Comprehensive CBCT Imaging Platforms by KaVo.

The upgradeable units offer workflow efficiency and unsurpassed imaging quality, all while putting your patients first. Enjoy KaVo's dental 3D CBCT X-Ray machines for high quality images and highly comfortable patient positioning. All KaVo's CBCT machines offer 2D and 3D X-Ray dental imaging!





OP 3D[™] Pro

- Very low radiation doses with Low Dose TechnologyTM
- Maximum flexibility with 5 volume sizes up to FOV 13x15 cm and 4 resolutions
- Ability to compensate for incorrect patient positioning and difficult anatomies with Multilayer feature providing five panoramic images with only one scan
- Automatically obtaining the most optimum panoramic image layer with ORTHOfocus™
- Simple, intuitive operation thanks to the new touch panel user interface
- Proven modular concept for maximum investment reliability



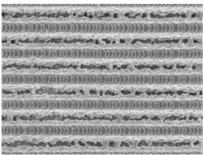
- Full dentition 3D imaging at a dose comparable to a 2D Panoramic X-ray with QuickScan+. QuickScan+ cuts dose and scan time to just 4.8 seconds, producing a full 3D dentition at a radiation dose comparable to a panoramic image.
- Visual iQuity[™] advanced image technology delivers i-CAT's clearest 3D and 2D images, demonstrating our commitment to offer the optimal balance between image quality and patient safety.
- SmartScan STUDIO provides an easy, customisable solution for a guided, controlled workflow in your practice. SmartScan STUDIO offers step-bystep guidance, allowing you to select the appropriate scan for your patient with an ALARA (As Low As Reasonably Achievable) radiation dose.
- Capture traditional 2D panoramic images with the i-PAN™ feature when 3D diagnostic information is not required.
- Ergonomic Stability System (ESS) allows for easy, seated patient positioning, designed to minimise patient movement and avoid unnecessary retakes and radiation.

BIOHORIZONS®



Laser-Lok Overview

Laser-Lok microchannels is a proprietary dental implant surface treatment developed from over 25 years of research initiated to create the optimal implant surface. Through this research, the unique Laser-Lok surface has been shown to elicit a biologic response that includes the inhibition of epithelial downgrowth and the attachment of connective tissue. This physical attachment produces a biologic seal around the implant that protects and maintains crestal bone health. The Laser-Lok phenomenon has been shown in post-market studies to be more effective than other implant designs in reducing bone loss.



Laser-Lok at 800X exhibits consistently formed microchannels to organise and

promote tissue growth

testimonials

"Kim has given us amazing support with our implant program through her expertise and vast knowledge in dental implants." Victor Young, Avondale Dental

"Kim has been an invaluable resource for us with our implant procedures. Not only is she extremely knowledgeable and efficient when providing our implant hardware requirements, she has been immensely helpful in assisting with the training of our staff. We all appreciate her friendly, calm and reassuring nature."

Richard Otley, Phoenix House Dental Centre, Whakatane

tapered implant family

The Tapered Internal family of dental implants provide excellent primary stability, maximum bone maintenance and soft tissue attachment for predictable results. All implants can be placed with the same instrument kit giving you surgical convenience and flexibility to choose the ideal implants for each patient's needs.

I have had many rewarding years working for both manufacturers and distributors within the New Zealand Dental Industry.

I have held various roles throughout New Zealand including Territory Management, Product Specialist and Sales Management.

I have particularly enjoyed the last 15 years and the challenges

dental implantology has presented to me; both surgically and restoratively.

One of my biggest challenges and successes to date has been in my current role of Oral Surgery Business Development Manager with Henry Schein, and the launch of the BioHorizons implant system. This has drawn on all my skills and strong long term relationships within the dental profession which I value tremendously.

Henry Schein has provided me a fantastic launch platform which I utilise every day and the results have far exceeded our expectations on how this new implant was go to go in a fairly implant saturated market.

As I am a very driven, motivated and passionate person my goals regarding success are high and success to me is measured by regular customer interaction and providing solutions to achieve a successful outcome.

I thoroughly enjoy my role with Henry Schein, my goal here is long term with the objective of eventually managing a strong team of implant sales people with outstanding knowledge and expertise to provide the best implant solution for both patients and professionals.

Kim Austin



Need Help?



Henry Schein's in-house digital team work alongside our diverse network of third party factory approved agents to provide you nationwide service and support.

Who better then to keep your investment in tip-top shape?

Services we offer include:

- Preventative Maintenance
- Annual Servicing
- Breakdown Support
- Equipment Installations
- Practice Planning Advice
- Re-locating Existing Equipment
- Removing Old Equipment



Christo Kovachev
Digital Imaging, CAD/CAM,
Software Integration and Support



Rene Navarro Service Technical Specialist



Dustin Jacobsohn CAD/CAM and Digital Imaging Technician



David Hohen Equipment Installation Co-Ordinator



James Goodman
CAD/CAM and Digital
Service Technician



Judy Drew Equipment Service Administrator

Contact our team to discuss your preventative maintenance and annual service requirements today!

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