



**Pacific Dental Arts, Inc**

CREATING BRIGHTER SMILES SINCE 1990

A leading full-service laboratory specializing in case planning, full mouth restorations, anterior case work and implants. Certified in Lava Cos, Itero and Cerec Connect Digital Technologies.

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March 2013



## Message from Greg Wallace CDT

Just as I was putting the finishing touches on our new “menu of services/fee list” the approximately 3% Medical Device Excise Tax came across my bench and threw a monkey wrench into the project. We were actually going to lower some fees, thanks to the large investment PDA has made with CAD/CAM technology and thankfully still can (pfms are now lower along with some other fees). If you would like more information on the MDET please see the NADL website at [www.nadl.org](http://www.nadl.org).

Unfortunately we did have to increase a couple fees to keep up with inflation and

now the MDET, but it was not an across the board increase. You will also notice we now have included models in with almost all of our standard appliances so there will not be a “model fee” added onto these prices for most routine procedures. Hopefully this makes it easier for you to see exactly how much something is without having to add a bunch of “extras” on the invoice. If you ever have any issues with fees, please contact myself or Angie and we are always willing to listen carefully to your financial concerns. We are all in this together!

Back to the new fee list. I am very happy to finally have one list that combines all our crown and bridge restorations, implants and now a full range

of removable appliances and explanations of our warranties and new “Expedite” and “Custom” services.

Also, I am excited to introduce you to the “next generation” translucent zirconia. This product is sold by Wieland (who was just purchased by Ivoclar/Emax). The product is called “ZenoStar” Translucent Zirconia. It’s the newest generation of zirconia. It comes in 6 pre-shaded colors

from the factory unlike most that come only in white, then need “dipping” or “shading”, both of which can provide inconsistent results. I believe this pre-shaded zirconia will be the newest wave to hit solid zirconia and look forward to even better esthetics. I’ve attached some info for you to review. If you have any questions, or concerns about anything, I am always here for you! ■



## PDA staff announcements

PDA is happy to announce that on August 6th we welcomed Priscilla Zal to our team. I have personally known Priscilla and her family for over 15 years, and if her last name looks familiar... its because her

sister Betty also works here as our Lab Manager. Priscilla has been fabricating patient specific nightguards, flippers, dentures, partials, etc. here in town for the past several years for Hortin Dental Lab. Priscilla

has now become a welcome addition to our team. If her services are ever needed by your office, please let us know or just call and ask for Priscilla personally.

wasn’t possible to operate a “commercial lab” through Dr. Lawtons in-house lab so after much thought we decided to move our removable department down the street next to our main lab. It’s steps away now, located in Dr. Watsons DDS old practice that has been thoroughly renovated for PDA, stop in any time!

Also, new to PDA is Ryan Holmberg. He is our new Customer Service Rep. We welcome him to Pacific Dental Arts! ■

If Priscilla hasn’t fabricated a nightguard for your office through PDA, we would like to offer your first for 50% off. Simply cut the “coupon” on the opposite side and send it with the case.

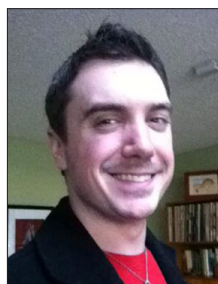
Unfortunately, David Wright, CDT told us that it



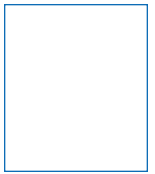
**Priscilla Zal**  
Removables Manager



**Betty Keller-Zal**  
Lab Manager



**Ryan Holmberg**  
Customer Service Rep



**Pacific Dental Arts, Inc**

**A FULL SERVICE DENTAL LABORATORY**

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**www.PDA-Lab.com**



*Working with you to help make beautiful smiles.*



## CONTINUING EDUCATION

*Please add these dates to your calendar!*

Pacific Dental Arts Inc. Continuing Ed Classes will be held at our newest Removable's location just steps away from our main PDA Lab location and will accommodate up to 8 clinicians.

If you are interested in attending either of the following presentations put on by PDA, please call Angie to reserve your spot. There is no charge and will include food and drink and two (2) hour of CE credit.

**May 16, 2013 - 6-7:30 pm :: Where:** Meet at 3701 Ensign Rd. NE, Olympia

**TOPIC:** *BruxZir prep design, impression techniques and Crown adjustment money saving tips*

Our local presenter, Dr. Stephen Kern DDS and I have worked very closely together to create the most consistent results in this area and he will show you in his operatory what clinical burs he uses for his preparations, discuss prep design and show you his chairside BruxZir adjusting burs that PDA recommends to adjust and polish these finished restorations at a fraction of the cost bur companies sell you their "Zirconia adjustment kits". It should be a jam packed 90 minutes of great pearls! :)

**September 19, 2013 - 6-7:30 pm :: Where:** Meet at 3701 Ensign Rd. NE, Olympia

**TOPIC:** *Sleep Apnea/Snore EMA appliances*

80 million Americans are affected by restricted airflow. We now are authorized to fabricate the FDA appliances for both obstructed sleep apnea and snoring. Our presenter and local clinician Dr. Ron Mikkelson DDS has experience in this area and will be breaking down the steps needed to get you started down the road to offering these life changing appliances. You will not only learn how to get started, but also leave with a sample EMA sleep device to show your patients.

**- Food and beverages provided at all events - Limit 8...so, call now to reserve your spot!**



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