

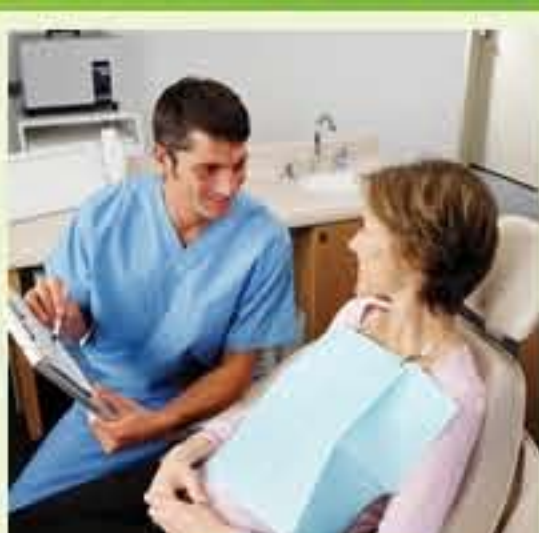
THE REGENERATION QUARTERLY

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Welcome to The Regeneration Quarterly, your source for the latest information on tissue and bone regeneration. From peer shared case reports to practice management tips, Straumann is continuously enhancing what we offer as your commercial partner of choice.

STANDARDIZING PERIODONTAL DISEASE DIAGNOSIS



It has been suggested that there is a need for the standardization of terminology in periodontal diagnosis. Patients should be given every opportunity to seek early treatment and the chance to save their natural teeth.

Learn how Straumann together with a group of dental providers including Periodontists, General Dentists and Hygienists developed a tool to address these very issues. [Read full story.](#)

IF YOUR PATIENT REFUSES TREATMENT, WHAT'S NEXT?



Explore the steps in developing your own style of effective communication that may decrease your risk for misunderstanding and increase the chance of case acceptance to win over a lifelong patient.

[Click here.](#)

PRACTICE PROFILE – MEET DR. LAURALEE NYGAARD AND LEARN HOW TO TRANSFORM YOUR PRACTICE



Each of us has a story of poor customer service to share. We are continuously bombarded with the words "exceptional customer service" when all too often the experience is far from perfect.

Think of that receptionist who was having a bad day and took it out on you. Think of the front desk you walked up to, feeling as if you were invisible because the workers were dishing the latest gossip and couldn't be bothered with you.

Dr. Lauralee Nygaard knows firsthand what it is like to experience this and she made the commitment to build a patient centric practice that focuses on exemplary service and sincerity driven business. [Read full story.](#)

OUTSIDE THE OFFICE – THE BUSINESS OF YOUR PRACTICE

A book review: *The Servant - A Simple Story About the True Essence of Leadership*

By James C. Hunter

What kind of leader are you? Do you think of leadership from the top down or the bottom up? Have you ever thought of leadership as a means of serving others? If not, you will want to read this fresh perspective and share in the experience of James C. Hunter who took an opportunity to transform his style of leadership and discover how to bring together devout followers through caring and service. [Click here to learn about the true essence of leadership.](#)

SUCCESSFUL USE OF CORONALLY REPOSITIONED FLAP – ROBERT MILLER, DMD



The goal of root coverage procedures is to gain complete root coverage and to restore the lost anatomic structures on the root surface. Advances in technology have significantly improved the predictability of root coverage procedures.

Meet Dr. Robert Miller who will walk you through the case of a 24-year old female patient in good health who presented with a Miller Class I recession defect with an adequate zone of attached keratinized tissue. [Read full case report.](#)

MEET THE WINNER – DR. IRA SY, RICHMOND AND VANCOUVER, BC



Inspired by a dentist with whom he had the opportunity to work while in college, Dr. Ira Sy of Richmond and Vancouver, British Columbia developed a very strong interest in patient care while working with hospice.

"It has always been about helping patients and trying to deliver the best possible therapy for them." Dr. Sy completed his undergraduate studies at the University of California and received his DDS from Case Western Reserve University. He later obtained his specialty certification training in Implants and Periodontics at the University of North Carolina, at Chapel Hill and received an M.S. in Oral Biology. [Click here to learn more.](#)

STRAUMANN® - A HIT AT THE 98TH ANNUAL MEETING OF THE AMERICAN ACADEMY OF PERIODONTOLOGY



September 29 – October 2, 2012 – In the heart of downtown Los Angeles, a spotlight was on Straumann and the number of **NEW** value add services being offered.

From the rollout of our Patient Education App for the iPad® to an expanding array of customizable materials designed to grow practices and strengthen referral networks, Straumann was **Simply Doing More**™ on the show floor and beyond. [Learn more.](#)

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THE CENTERS OF EXCELLENCE – A PREVIEW AT THIS YEAR'S AAP MEETING



Dr. Paul Fugazzotto



Dr. Michael McGuire

Doctors Paul Fugazzotto and Michael McGuire delivered outstanding presentations that engaged each member of the audience at this year's AAP meeting. Their message focused on building successful practices with loyal patients and strong referral networks. Each presenter shared his tips and techniques along with immediately applicable skills that doctors could implement upon return to their offices.

Take advantage of the opportunity to learn firsthand by attending a [Center of Excellence](#). This limited attendance education program is not to be missed. Stay tuned for 2013 dates and locations.

EVENTS AND EDUCATION

The **Centers of Excellence** provide you with an opportunity to learn more about regenerative therapies and practice growth strategies. With locations in **Boston, Atlanta and Houston**, you can select the one that's most convenient to you. Just one day. Staff invited.

For a listing of all education programs and events, [click here.](#)

For more information contact your Straumann Regenerative Territory Manager or Customer Service at 800/448 8168 straumann.us

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FOR DENTAL PROFESSIONALS

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