



CUSTOMERS ARE OUR INSPIRATION

SUCCESS STORIES FROM ACROSS NORTH AMERICA

CHRIS MAY, *CERTIFIED DENTAL TECHNICIAN*

SUNSET HILLS, MO

LAB

Background

Chris May, a certified lab technician and owner of May Dental Arts, is ahead of the curve when it comes to efficiency in his lab in Sunset Hills, Missouri. As his five-year-old lab began increasing capacity and doing more cases, May started evaluating his lab processes to determine how his team of 20 could remain efficient and technologically advanced in the now very digital world of dentistry. As part of this process, May noticed that the majority of implant cases coming into his lab called for a custom abutment and that he had to invest in a digital solution that manufactures components to a precise fit – a must-have for long-lasting esthetic restorations.

The Challenge

Selecting a partner.

Often labs don't have the financial strength to add new systems, so once they have purchased a technology, they usually are locked into it for a long time. The attitude can be, "Buy one technology and make sure it pays for itself." After using several custom abutment outsource services to fill client prescriptions, May sought to bring the abutment design in-house in order to maintain quality control. May started researching his options for creating a more digital lab and after reviewing several different scanning technologies, May was confident in his decision to adopt the Straumann® CAD/CAM solution for abutment design.

For May, the usability and flexibility of the Straumann technology made it the right choice for his business. May was positive the restorative solutions would exceed customer expectations because he felt the Straumann technology provided a material, product and technique that had been tested in the marketplace and was ready to use out of the box. In fact upon implementation, the Straumann CAD/CAM solution allowed technicians to focus on their design skills rather than focusing on working out the bugs of the software.

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“By partnering with one of the top implant companies in the world, our clients know we are working with quality material that has been validated to meet rigorous scientific standards. It helps my staff provide an accurate, precise and lasting restoration to our clients.”

The Results

For May and his team, workflow is everything and Straumann CAD/CAM has proven to be particularly beneficial when multiple technicians were out sick. Prior to adopting the Straumann technology, a smaller staff meant it was a challenge for the lab to meet its workload. Customer cases would get backed up, adding additional work for the technicians in the office. In turn, when staff returned to the office they had to play catch up and could neglect time-sensitive duties. With the Straumann partnership and the solution's digital capability, May and his team can now stay on task without worrying about workflow concerns. Technicians choose from a variety of materials and model the framework in the etkon™ visual software, which are delivered directly to the Straumann CAD/CAM production center via the Internet.

In addition to the time savings, the Straumann system is enabling the lab to offer a wide array of materials for restoration cases. For example, biocompatible ceramics such as zirconium dioxide can be processed with precision. These choices allow the lab to be more responsive to customer needs. On multiple occasions, May and his team have been able to provide clients with material alternatives and as a result retained their business.

When May first purchased Straumann CAD/CAM, he didn't anticipate the nearly dozen free hardware and software updates he has received. Each update helps him maintain a competitive advantage by ensuring the lab has the latest software, materials and tools to create the best restoration. As a result, May views Straumann as a partner not simply a dental technology vendor.

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