

# See More - Treat More - Be More Productive!

ZEISS Microscopes provide comfort and enhance precision

## Positioning Increases Comfort

- ZEISS microscopes facilitate an excellent working posture<sup>1</sup>
- 60% of dentists suffer neck and back pain<sup>2</sup>
- 30% of dentists retire early due to neck and back pain<sup>3</sup>



- Preventing neck and back pain with proper positioning, will increase comfort adding years and satisfaction to your practice
- Adding just one year to your practice can increase your income by over \$200,000<sup>4</sup>

## Foster Patient Loyalty by Treating Cases In-house

Treat more cases in-house and improve retention with a microscope

- One additional multi-root endodontic therapy, one crown, or one composition restoration per month can add between \$2,444 and \$14,208 to your annual income<sup>5</sup>



Identify hidden microfractures

Refine implant placement

Identify caries

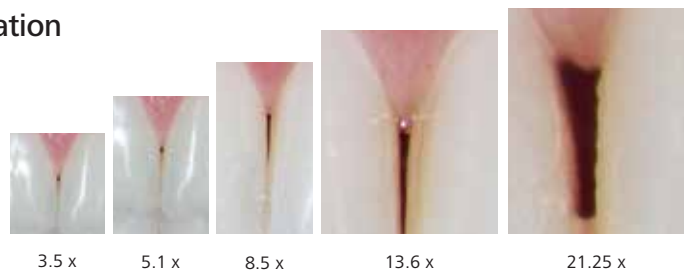
Perform periodontology

Locate canals

## Increase Patient Referrals

See more, treat more, and improve patient education through documentation with a microscope

- Satisfied patients give excellent referrals. All you have to do is ask!
- With the clinical advantages of the microscope, adding just one new patient a month can increase \$12,000 on average to your annual revenue.<sup>6</sup>



**For more information on growing your practice, call 800-442-4020.**

1 Valachi, B. Practice Dentistry Pain Free. 2008, 104.

2 Mandel, ID. Occupational Risks in Dentistry: Comfort and Concerns. J AM Dent Assn. 1993;124:41-49

3 Burke, FJ, Main, JR, Freeman, R. The Practice of Dentistry, an Assessment of reasons for premature retirement. BR Dent J 1997;182(7):250-4.

4 \$212,830 was average income for private practice dentists in 2009 ([http://www.ada.org/~media/ADA/Science%20and%20Research/HPI/Files/10\\_sdpi.ashx](http://www.ada.org/~media/ADA/Science%20and%20Research/HPI/Files/10_sdpi.ashx)), not adjusted for inflation

5 Average cost of Molar Endo procedure is \$1,184 (<http://health.costhelper.com/root-canal.html>)

Average cost of Dental Crown procedure is \$1,093 (<http://health.costhelper.com/dental-crown.html>)

Average cost of tooth filling with tooth colored composite is \$204 (<http://health.costhelper.com/cavity-filling.html>)

6 Average value of new patient is \$1,000/year (<http://thehealthydentist.com/surveyresults/136-new-patient-value.htm>)