



From left to right: David Frease, Dr. David Snodgrass, Matt Sabel, Dr. John T. King and Randy Bullard. Not pictured: Mike Williams

Peak Performance

Discovering CEREC and GALILEOS technologies at the 3D Summit

There's excitement in the air at the Scottsdale Center for Dentistry, where 100 doctors from across the United States have gathered to learn about CEREC CAD/CAM and GALILEOS cone beam imaging. This educational event, called the 3D Summit, takes place four or five times a year throughout the country at the Scottsdale Center, and is the key to getting a clear picture of how a practice can benefit with both technologies on board.

The 3D Summit is a two-day event led by top practitioners including Scottsdale Director of CAD/CAM Dentistry Dr. Sameer Puri and GALILEOS beta tester Dr. Alex Touchstone. All of the doctors are well-versed in CEREC and GALILEOS and draw on real-life experiences to lead seminars and live demonstrations, such as a GALILEOS surgical treatment and CEREC provisional crown placement.

Many doctors practicing today are familiar with one technology or the other, or have a general idea about how they work, but aren't sure exactly how CEREC and GALILEOS will fit into their specific practice. Dr. David Snodgrass is a pediatric dentist in Tennessee and lifelong Patterson customer, thanks in part to the relationship he had with his Patterson representative Clyde Arden. "He called on me right from the beginning [of my career] and set me up," Dr. Snodgrass says.

The doctor has been practicing for more than 20 years and is the CEO of Snodgrass King Pediatric Dental Associates, one of the largest practices in the state. With four locations, each at more than 10,000 square feet, he and his staff treat patients of all ages. In addition to the pediatric dentists on staff (Dr. Snodgrass practices as well as manages the business), there are also orthodontists and general dentists, and an oral surgeon and endodontist on call.

While he's a progressive dentist and strives to offer his patients the absolute best, Dr. Snodgrass was hesitant to bring CEREC and GALILEOS on board. Mike Williams is the doctor's Patterson equipment specialist and has worked with Dr. Snodgrass for more than 12 years. After he installed GALILEOS at several other practices, he says he truly realized the value of the technology and what it could mean for Snodgrass King. When he pitched it to the doctor, Williams told him that with CEREC and GALILEOS, he would be able to serve his patients "above and beyond the ability of many practices in Nashville...I knew that GALILEOS would make a positive impact on patient care and the doctor's bottom line."

Williams invited Dr. Snodgrass to attend the 3D Summit in Scottsdale and prepped him with a presentation by David Frease, their local CEREC specialist, as well as a Return on Investment (ROI) presentation to help the doctor set realistic expectations. Dr. Snodgrass agreed with Williams that the Summit would offer the best possible learning environment. He brought with him four other doctors from the practice. "It was a huge commitment for five doctors to be pulled from their practice for several days. I knew it better be good information, or Dr. Snodgrass would roast me!" Williams says.

Dr. Snodgrass says he was still skeptical about the technologies when he went to the Summit. But he definitely came away impressed. "I got there and saw what's going on and how nice cases were turning out, and I wanted to learn more and to get involved. And I'm 60!" he says.

Through case studies and live demonstrations, Dr. Snodgrass and his team saw applications for the technologies in all areas of the practice: from orthodontic work and implants to endodontics and periodontics. "The Summit was very enlightening and educational," he says. "It was very well done and in a very nice setting. The information was well presented."

One of the greatest benefits of the 3D Summit is that it allows doctors to step outside the busy practice environment and devote time to learning, says Williams. Doctors get answers from clinical experts, aka real doctors, who use the technologies in their own practices. The Summit is also a chance for the doctor and staff to further build their relationship with their Patterson team.



After the Summit, Dr. Snodgrass was fully committed to bringing CEREC and GALILEOS into his practices. "I think the technology has arrived and that CEREC is the wave of the future...I think GALILEOS will become a vital part of general dentistry and specialty in the future. I can't imagine being an oral surgeon or periodontist and not having GALILEOS to help guide my implants," he says.

Dr. Snodgrass ordered CEREC machines for two of his practices and GALILEOS for his Cool Springs, Tenn., location, which will serve as the practice's imaging center until more machines are brought on.

Nashville Branch Manager Matt Sabel says that when Dr. Snodgrass was making his purchasing decision, he looked at the technologies in two ways. First, as a businessman. And then from the patient's perspective – "If it will help the patient, that ultimately makes the decision for the doctor," Sabel says.

Dr. Snodgrass encouraged his staff to commit to becoming proficient in both technologies. "It's expensive technology. If we're spending that kind of money, you have to dedicate yourself to investing in learning about it," he says.

He hasn't been alone in providing training, however. Both Patterson and Sirona, the manufacturer of CEREC and GALILEOS, offer comprehensive support. "The Sirona people have been phenomenal in coming and teaching – they've been at our beck and call. We get right through to their technical support and they've been able to answer my questions immediately and get me started on the right foot," Dr. Snodgrass says. "This is a highly advanced system and there's a large learning curve, so you need support to 'get' it."

While he and his staff have only been using their new CAD/CAM and cone beam imaging system for six months, Dr. Snodgrass plans to install another CEREC at a third practice in the near future. Where he once was a skeptic about the technologies, now he's a convert. "I don't think you need to be a trailblazer or be the first ones to do something," he says. "But once the technology is verified and there and usable, I think you need to accept it and try to give your patients the best quality of dentistry you possibly can give them."

Dr. Snodgrass helps give Haitian kids big smiles.



Help for Haiti

For the past two years, Dr. David Snodgrass of Snodgrass King Pediatric Dental Associates has been working with his Patterson team to build a medical and dental facility in Haiti. *Patterson Today* caught up with the doctor after a recent, highly rewarding trip.

Patterson Today: When did you first visit Haiti and what inspired you to go?

Dr. Snodgrass: A missionary came and spoke in our church. Two weeks later my wife Melody and I were in Haiti checking out an orphanage in the city of Quanamthe called Danita's Children. We've been down there three or four times since 2008.

PT: Describe your experiences with the orphanage and subsequent visits.

DS: Danita's Children is a rescue orphanage and what attracted me is that it's also a church for 500 Haitian families. There's also a school – it's state-of-the-art with 12 classrooms, and more than 550 of Haiti's children in that city attend school every day. On two separate occasions I've gone there and pulled teeth. We saw 850 adults and children and pulled teeth on more than 600 of them.

PT: Who is Margarete?

DS: When I was at the orphanage the first time, I met a little girl. I noticed that she had eye problems. I am blind in my left eye, from a traumatic injury in dental school, so I had to struggle for everything I have. When I see kids with eye problems, it brings home what I went through.

I contacted Dr. Ming Wang, a world-renowned ophthalmologic surgeon, to inquire about Margarete's situation. He agreed to help in any way that he could and we made arrangements to bring Margarete to the United States for examination and possible eye surgery. When she came to Nashville and had a corneal transplant in her right eye, she stayed in our home with us. We fell in love. She's such a kind and happy child. That was more than a year ago. We got the adoption process underway. After the [January 12] earthquake hit, we were able to expedite her adoption and bring her home!

PT: What project(s) are you currently working on in Haiti?

DS: I designed a dental clinic based at the orphanage where we will have dental chairs that medical doctors use for operations when dentists aren't there. I can take a dental team down there of hygienists and assistants, and other doctors can go there. We can take kids out of classrooms, can do sealants and fillings. We'll have a base from where we can provide toothbrushes and toothpaste. My staff can go and teach the students how to take care of teeth.

Snodgrass King purchased all new dental equipment and Patterson made arrangements to ship it all to Haiti. Patterson also found some dentists to donate used, good dental equipment. Once it arrives, Patterson technicians will go and install it. We're also shipping medical supplies.

PT: Did the earthquake in Port au Prince on January 12 affect the orphanage/clinic?

DS: Quanamthe is in the northeastern part of the country, so the building's structure wasn't physically affected. They did, however, take in a number of new orphans.