

The **WOW!** Factor

CEREC® creates a paradigm shift in Dr. Doxey Sheldon's St. Louis practice

Getting a crown used to be a laborious, boring and often-dreaded process for patients. Multiple appointments were generally required and the process wasn't very engaging.

Thanks to computer-aided design and computer-aided manufacturing (CAD/CAM) technology integrated with a CEREC (CEramic REConstruction) system, placing a crown or restoration is now a fascinating – and fun – experience for patients and practitioners.

Doxey Sheldon, DMD, is a fourth-generation Washington University Medical-Dental School, St. Louis graduate and has a six-operatory office in a suburb of St. Louis. She was so impressed by CEREC technology that she purchased her own system in early 2011. "The newer technologies have always fascinated me," said Dr. Sheldon, "but I never envisioned that life would be so much faster and easier for the patient. It's truly a paradigm shift for our office."

According to Dr. Sheldon, the most exciting outcomes of the technology are the fast and beautiful results. "These are the most gorgeous restorations that I've ever seen," she said, "and the speed is just incredible. The patients are walking out and they're still numb and presto! – they have a new crown. If they're going out of town or out of the country they don't have to worry about traveling with a temporary in their mouth."

"It really is the 'Wow!' factor," said Matthew Tomlin, a CEREC specialist at the Patterson Dental St. Louis Branch. Tomlin provides extensive assistance to dentists interested in integrating CEREC technology into their practices. "Patients can now watch the tooth or restoration being made on a computer screen right before their eyes and then walk over to the machine and see it milled out. Minutes later they're having their crowns placed and can go home."

Dr. Sheldon went on to say that patients not only get excited about being able to get a crown in one day and watch the milling process shape the crown to fit their individual tooth, they're actually raving about the phenomenon. "Most of them are taking cell phone pictures of the process!" she said.

Advertising is strictly word-of-mouth and just keeps spreading. "Patients keep calling to tell us how great their bite feels and how comfortable it is," Dr. Sheldon said. "They're thrilled to death and keep returning with their friends and family."

Dr. Sheldon is so impressed with the technology that she stated, "At this stage of my 32 years of dentistry, I will make a broad statement. I do believe CAD/CAM technology will be the state of the art and future standard of care."





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– Dr. Doxey Sheldon

Powering the Practice

The equipment Dr. Sheldon uses for her implant, crown and restoration work includes a CEREC Acquisition Center (AC), powered by Bluecam LED technology, and an inLab[®] MC XL milling unit, an inEos[®] Blue scanner, and an inFire[®] HTC speed high-temperature sintering furnace. While CEREC capabilities include inlays, onlays, partial crowns, posterior crowns, anterior crowns and veneers, Dr. Sheldon really wanted to utilize the CAD/CAM technology especially for performing IPS e.max[®] dental crowns and restorations in one day.

Dr. Sheldon admits she was “scared to death” when her first CEREC patient came in. “I thought I would never be able to do all the work in the promised time. That’s important to me because my motto is ‘Never promise something unless you can fulfill it.’” In preparation for those first patients, Dr. Sheldon attended basic training at the Patterson Dental branch in St. Louis. “They did a wonderful job with helping me manage the transition and market the equipment,” she said. “I liked the hands-on experience and talking to other dentists who use this system, and the training at Patterson in a non-intimidating environment was awesome.”

Dr. Sheldon’s practice features a dental laboratory, which her son operates. “My son has never been so happy,” said Dr. Sheldon. “He greets patients and explains the technology to them while they wait for their work to be completed. This has been a most unbelievably positive experience for our dental team and patients.”

“The staff have the right attitude,” said Tomlin. “They have totally embraced the technology and have pushed themselves to get the most out of it early on.”

Dr. Sheldon is currently enrolled in the Patterson Advantage[®] program as a Platinum member, which has served her well. “I



had a problem with the mill early on,” she said, and was very impressed with “how fast Patterson came out and took care of us.”

As follow-up support, Dr. Sheldon and her son meet once a week with Tomlin to “iron out any questions or experiences we’ve had, positive or negative,” she said. Tomlin makes sure she is connected with a variety of resources, including CERECdoctors.com and the local CEREC group. “He’s been very instrumental in helping us find the information to the questions that we need answered.”

“She just lights up when she talks about the system and raves about it,” said Tomlin. “I couldn’t be more happy for her and the success of her practice.”