

# Dental Equipment

Veterinary dental equipment is not just for teeth cleaning. It helps practices identify and treat oral-health problems so more patients can avoid serious medical issues.

## Your opportunity

**Commissions on \$10,000+ to properly outfit a practice for dentistry, including around \$1,400 for a scaler/ polisher, \$7,800 for a full dental unit, and even more for optional equipment and supplies.**

## Equipment overview

Dental disease is the most common disease in dogs and cats, affecting 78 percent of dogs and 68 percent of cats over the age of 3. Not only does dental disease cause discomfort to pets, it can lead to other issues, such as liver and kidney disease.

**If serious dental/oral issues are discovered during the diagnostic and cleaning phases, other tools are required for addressing/ treating the problems, including anesthesia and monitoring equipment, surgical equipment, drills, extraction equipment and others.**

Practices can make a huge difference to patients through preventive dental care, plus early diagnosis and prompt treatment of dental/oral health issues.

- The latest diagnostic tools (radiography, for instance) help veterinarians identify hidden dental dangers.
- In addition, veterinarians can use advanced, ultrasonic dental scaling equipment to remove plaque and therefore eliminate certain oral disease

concerns. Ultrasonic scalers generally last at least five years, and many veterinarians use them about 500 times each year. **At \$200 a teeth cleaning, that adds up to nice revenue while preventing serious illness!**

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## Veterinarians providing dental care need the following equipment and supplies YOU can provide:

- Hand instruments (scalers, polishers, curettes, probes for measuring pocket depth around teeth, explorers for examination of hard-tissue defects, and prophylaxis cups and paste)
- Diagnostic equipment, particularly conventional and digital X-ray units
- Dental drill units, hand pieces and burs
- Extraction instruments (e.g., periosteal elevators, luxators, periodontal elevators, extraction forceps)
- Anesthesia and monitoring equipment
- Infection control disinfectants, instrument cleaners, autoclaves and personal protective apparel
- Suction equipment
- Fiberoptic light source
- Hemostats
- Mayo and Metzenbaum scissors
- Needle holders
- Mouth mirror
- Head/eye loupes or other methods of magnification
- Antiseptic rinse, fluoride, sealant
- Needles and syringes
- Items to prevent hypothermia (e.g., towels, blankets, circulating water blanket, hot air blanket, etc.)
- Gauze and sponges
- Suture (4-0 and smaller)
- Bone augmentation material ■

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Prospecting Tips

## Prospects likely to buy advancements in dental equipment

All general veterinary practices already or should offer dental cleanings, diagnostics and treatment to all patients. Plus, specialty practices will be interested in the latest advancements.

## Clinic clues for quality leads

When you're visiting a veterinary hospital, look for dental equipment or evidence that the practice offers dental cleanings and treatments. (The practice website, lobby signs and brochures may mention dental services.)

One of the best services you can offer is comprehensive literature that educates customers about veterinary dentistry. For instance, not every veterinarian may realize that a thorough teeth cleaning generally adds "etches" to the patient's teeth, requiring follow-up polishing.

Tell your customers about training opportunities that introduce new ideas and treatment modalities. Plus help customers identify the best instruments for their practice.

### Approaching the sales discussion

- **Check-off/qualify:** You can initiate a discussion by asking, "Doctor, how many dental procedures do you do in a month?" or "Do you offer dentistry to all clients... or have you considered doing this?"

- **Confidence:** If YES, confirm and support benefits. If NO, assert the benefits with confidence. "I'm sure a dentistry investment will pay off in healthier patients, happier clients and practice growth."
- **Invitation to neutral:** "Let's look at how dental procedures, using the latest equipment, are helping practices provide the best care while bringing in new revenue."
- **Seek alignment/understanding as the dialogue continues:** "Can you help me understand ..."
  - "Which dentistry technique and equipment training programs have you heard about, from dental equipment manufacturers and accredited CE programs?"
  - "What would it mean if you could add 20 dental procedures a week to your schedule?"
  - "How would you like to see ways to avoid client sticker shock by providing dental services – and spreading charges – over several appointments?"
- **It's the customer's decision...** "You can decide if adding dental procedures is a great way to help more patients and grow your practice." ■

