

INSTANT IMPACT

THE IMPORTANCE OF CLASS II PROCEDURES TO YOUR PRACTICE

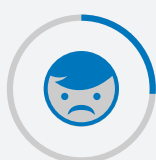
WHY CLASS II RESTORATIONS MATTER

The Class II restoration is more important to your practice than you may think. By optimizing your Class II procedures throughout every touch-point in your practice, it can be an instant way to improve profitability. From using quality materials to educating your staff, your whole practice can be more efficient and successful at performing one of the most impactful procedures.

APPROX. **1/3** OF ANNUAL REVENUE COMES FROM DIRECT RESTORATIONS¹



45% OF DIRECT RESTORATIONS ARE CLASS II²



26% OF PEOPLE BLAME A BAD DENTAL EXPERIENCE FOR NOT RETURNING³



33% OF ANNUAL DENTAL PATIENTS WILL EXPERIENCE A CLASS II RESTORATION.

CLASS II REDO IMPACT

\$262 DOCTORS TIME
+ **\$30** MATERIAL COST
= **\$292** PER FAILED PROCEDURE⁴

BAD PATIENT EXPERIENCE IMPACT

\$1,000 LOSS PER PATIENT ANNUALLY⁴
50% NEW BUSINESS LOSS DUE TO REFERRALS⁴

REASONS FOR CLASS II FAILURE



RECURRENT
CARIES



TOOTH
FRACTURES



FOOD
TRAPS



GINGIVAL
IRRITATION



POST-OP
SENSITIVITY



POOR
ESTHETICS



MARGINAL
STAINING



LOW QUALITY
MATERIALS

CLASS II PROCEDURE IMPACT



30-40 MINS PER CLASS II RESTORATION⁵



EVERY HOUR THE DENTIST NEEDS TO MAKE \$450 TO ACHIEVE AVERAGE DAILY REVENUE⁵



\$200 ESTIMATED REVENUE PER CLASS II PROCEDURE⁵

SOURCES

¹ 2010 Survey of Dental Practice – Income from the Private Practice of Dentistry.

² American Dental Association Procedure Recap Report (2006).

³ 2003 Public Opinion Survey: Oral Health of the US Population. American Dental Association.

⁴ DENTSPLY Caulk survey June 5, 2012 n=297.

⁵ 2013 Levin Group Annual Practice Research Report. Dental Economics November 2013.

For more information on Class II restorations and Dentsply Sirona's Class II Total Practice Solution, visit Class2Restorations.com or contact a representative at **800.532.2855**.

