

Lab Notes



Mt. Hood Dental Lab

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Are We a Starbucks Generation?

The real price of being different

For many of us, each day starts out as lemmings waiting in line at the local Starbucks café, conveniently located just about anywhere you're going if you live in the Northwest. We don't deviate. We walk to the counter, order our usual latte, like everybody else. Maybe today we'll mix it up and ask for a shot of flavored syrup, although we only have 5 to choose from (even though there are hundreds of available, but not offered syrups).

Starbucks limits our coffee choices and we accept that. We go back again and again because that's what everybody else does. We don't try that little cute café down the street, they don't serve Starbucks coffee, and the plethora of coffee and syrup choices overwhelms us. If we did, we might discover that it is possible to have peppermint in a latte...even in the

summer.

This Starbucks attitude carries over to every other aspect in our lives. We accept limited choices because everybody else accepts limited choices.

This permeates into our business choices as well. We tolerate products that are not made well because they are made at the lab everybody goes to.

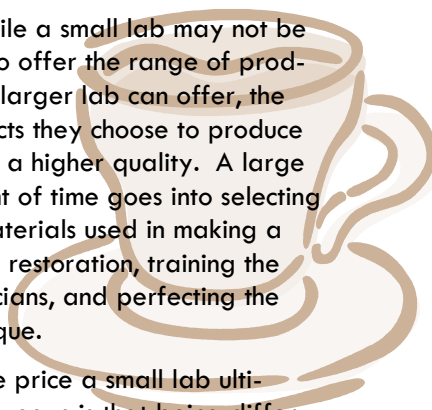
How does a small dental lab compete? By virtue of our size we are different, and this is good. We don't suffer turnover at the same high rate as the large labs and as a natural result, the products show greater consistency in quality. A small lab doesn't have to assembly line their production, giving the technician greater control over the outcome of the restoration. That enables a smaller lab to get to

know you; what you like and what you don't and fashion the work to your specifications.

While a small lab may not be able to offer the range of products a larger lab can offer, the products they choose to produce are of a higher quality. A large amount of time goes into selecting the materials used in making a dental restoration, training the technicians, and perfecting the technique.

The price a small lab ultimately pays is that being different usually isn't enough of an incentive to get a prospective account to give up their Starbucks dental lab. How does a lab compete for your business?

Take a look at us, we're Mt. Hood Dental Lab...a different kind of lab.



Implant-O-Rama!!

We are pleased to announce that Mt. Hood Dental Lab is adding implants to our product mix. As more dentists and patients are choosing implants as an alternative for missing teeth we have responded by adding them to our product offerings. Adding a new item to our product line

is not an easy choice. We want to be good at what we do so that you are confident you are getting the very best quality restoration for your patient.

After hours of research, discussions and training, we have partnered with Nobel

Biocare™ to offer you custom abutments or produce implants to your provided, pre-fabricated abutments. Send us your next implant case and see how we do. Look for a money saving implant coupon available on our website, mhdental-lab.com.

Working with you to create beautiful smiles

Mt. Hood Dental Lab

8075 S.E. 15th Ave.
Portland, OR 97202

Phone: 503-238-0480
Toll Free: 888-778-6335
info@mhdentallab.com

To receive this newsletter in your e-mail box, enter your e-mail address on the contact page of our website.

Visit us on the
web at
mhdentallab.com

Mt. Hood Dental Lab has been serving the dental community for over 25 years. Our commitment to the quality of our work and to your complete satisfaction is important to us. We build relationships with our dentists, working together to create the best product to meet your patient's dental needs.

We offer the latest in dental laboratory technology, providing you with the following quality products:

- Ceramic Core Restorations
- Porcelain Crowns
- Gold Crowns
- Golden Gate Porcelain Crowns
- Custom Implants

Our commitment to service includes:

- Guaranteed on-time delivery.
- Free daily pick-up and delivery in our service area.
- 30-day satisfaction guarantee on any product we make and a 12 month guarantee on any case that fails due to our manufacturing process.
- In-person or phone consultation with one of our knowledgeable experts.
- Referral benefits.
- Expedited delivery when available.
- Free postage and delivery available for our out-of-area dentists.
- Monthly customer specials on our webpage....visit often.
- Fair and competitive pricing.
- 7-10 day turn-around in the lab on standard cases.

Implant Facts

Advantages of custom implant abutments:

- Customized for superior esthetics
- Can be made of Zirconia or Titanium
- Cost-effective, no need to stock pre-fabricated abutments
- Easy to make by scanning a wax-up
- Biocompatible

