

# THE DENTAL INDUSTRY IS CHANGING. IS YOUR LAB READY?

The dental industry world is shifting beneath our feet. Practices are consolidating, digital dentistry is being integrated into every aspect of your everyday workflow, and dental laboratories are getting bought, or closing shop left and right. As the landscape changes, so must dental labs if they want to stay a part of the game. Read on to discover the state of the world we live in and find out how you can optimize your laboratory to ensure future success.

 **4,602**  
CERTIFIED DENTAL  
TECHNICIANS

 **6,200**  
U.S. DENTAL LABORATORIES\*

**35,630**   
U.S. DENTAL TECHNICIANS

**185**  
Certified  
Dental  
Laboratories 

**66%**



CLINICIANS WITH OR CONSIDERING  
ADDING IN-OFFICE CAD/CAM EQUIPMENT

\*Only includes labs with payroll.

## 20% OVERALL DECREASE OF LABS & TECHNICIANS SINCE 2007

### Why Is This Happening?

#### Industry-Wide Consolidation



Large production labs are swallowing up smaller labs or running them out of business. Large labs are thriving due to Dental Service Organizations, and small one-person labs are becoming a thing of the past. The medium-sized labs are the ones facing the most hardships as their pool of clients shrinks, and the average price of restorations continues to decrease.

#### Retiring Owners & Lack of Succession



Laboratory owners are aging out of the industry. The new pool of dental technicians is not large enough to meet the growing need for larger lab teams, let alone the need to replace retiring owners. While dental labs are often a family affair, the percentage of heirs interested in inheriting their parent's lab is dwindling.

#### Proliferation of Digital Dentistry



CAD/CAM and 3D printing have lowered the average price of restorations. Integrating digital tech requires a lot of upfront investment. While an easy feat for large production labs, especially those facing high volume from DSO clients, medium-sized and smaller labs have a harder time investing in equipment. Without the addition of digital dentistry, these labs are unable to make their products competitively priced.

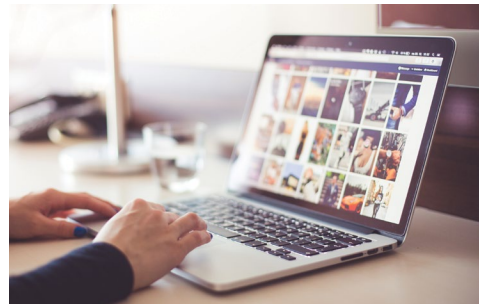
# DON'T LET YOUR LAB BECOME A STATISTIC

## 4 Ways to Remain Successful in a Consolidating Industry

### One – Cultivate an Online Presence

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Today, clinicians use the internet to vet laboratories. Having an up-to-date website, professionally maintained social media accounts, and a business listing on Google can significantly increase your standing in the eyes of prospective clients. The average age of dentists is lowering as more graduates filter into the workforce. These tech-savvy millennials want to learn more about your products, services, and discounts, and they want to use the internet to do so. Gaining the attention of these young clinicians is paramount to maintaining and increasing your average caseload.



### Two – Focus on Convenience for Every Case

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With the current pricing war on crowns, price is not the best way to make your laboratory stand out to clinicians. Low priced restorations are indeed the biggest draw to clinicians, but enticing them to partner with your lab requires more than just a cheap crown. Prioritizing your clients' time and money by offering convenient services and promotional offers is a great way to gain and retain clinicians.

Some examples of these types of services and offers include the following:

- Online Case Submission
- Case Guarantees
- Monthly Specials
- Scanner Rebates
- Digital or Modeless Discounts
- Rewards Program

Cheap crowns are an easy sell. If a clinician finds that working with a lab is time-consuming, frustrating, and often does not result in a happy patient or ideal restoration, they will begin to look somewhere else no matter the price of restoration.

### Three – Keep Pace with Digital Advancements

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Digital dentistry is not going anywhere. No matter your lab's size, failing to invest and integrate equipment, such as intraoral scanners, CAD/CAM, or 3D printing, will cause you to fall behind the rest of the industry. Dentists are getting used to highly precise and esthetic restorations that are available at a cheaper price point and shorter turnaround. Without integrating digital tech into your workflow, you will not be able to meet these new demands and expectations.



### Four – Help Your Clinicians Meet Demands with New Products

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Growing your laboratory can easily include the addition of new revenue streams by incorporating new products. Some of these products you should consider adding to your laboratory if you have not already include the following:

- Clear Aligners
- All-on-4®
- Acetal Resin Partial
- Digital Dentures
- GuidedSMILE™ CHROME™
- Aesthetic Full-Contour Zirconia