



An Awrel Case Presentation:

Opportunity Cost and Value Chain for Fabrication of a Screw Retained Implant Supported Crown

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Our Dental Velocity case presentations focus on concepts and procedures that:

- *Demonstrate simplicity*
- *Improve outcomes*
- *Create efficiency*
- *Increase revenue*

*This presentation will introduce the concepts of **opportunity cost** and the **value chain** in the context of a case for fabrication of a screw retained implant supported crown.*

Opportunity Cost

"Time is Money" - Benjamin Franklin

Benjamin Franklin coined the phrase "Time is Money" and highlighted his reasoning about opportunity cost in his "Advice to a Young Tradesman" (1746)

"Remember that Time is Money. He that can earn Ten Shillings a Day by his labor, and sits idle one half of that Day, has really spent or rather thrown away Five Shilling besides"

Every resource can be put to an alternative use. The choice of one may result in the lost opportunity of another, i.e. increase your revenue and profits.

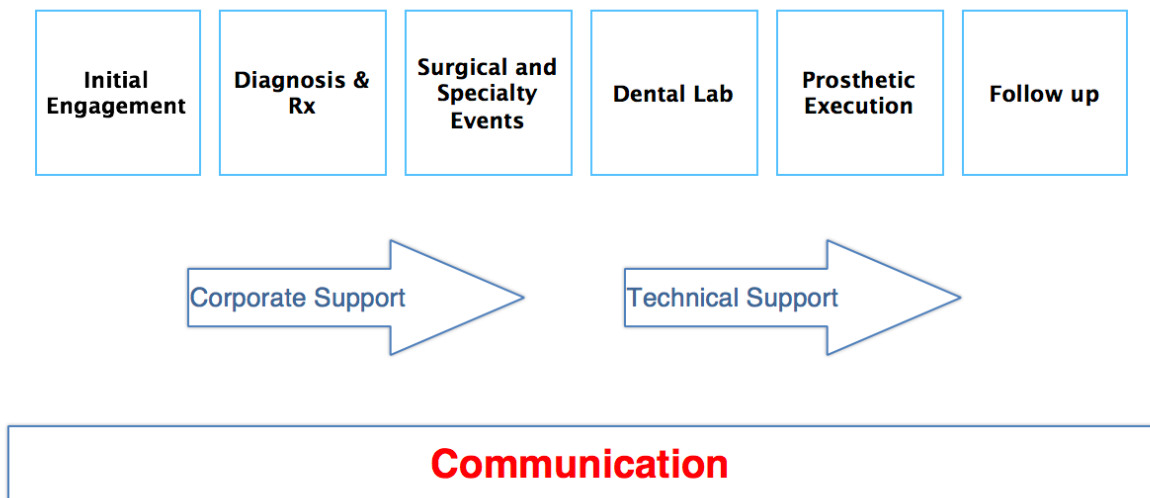
Value Chain

Michael Porter in his book "Competitive Advantage: Creating and Sustaining Superior Performance" (1985) introduced the concept of a **value chain**.

A value chain is the full range of activities that businesses go through to bring a product or service to their customers. It can drive cost, improve customer value and differentiate from the competition.

While the value chain concept was conceived in the context of large global companies, such as automakers, the concept applies to any company, large or small, that provides a service or product.

Value Chain in Dentistry



The value chain represents a number of events and inputs that contribute to a final product or result.

- For the dental practice, the value chain is about seamless information flow during the entire patient experience.
- Efficient control of all activities and inputs in the chain will lower costs, improve outcomes and increase productivity.

Value Chain in Dentistry (continued)



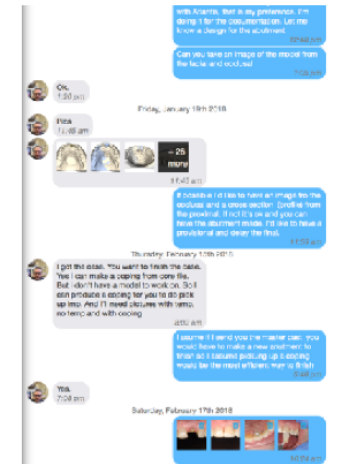
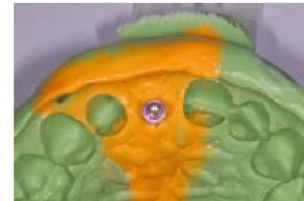
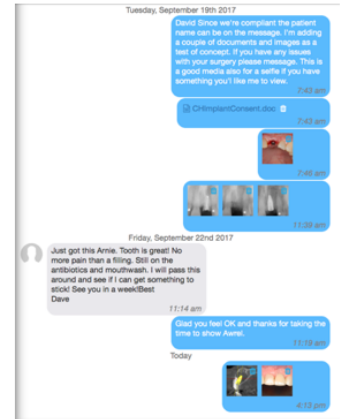
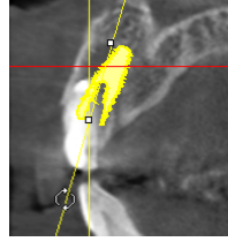
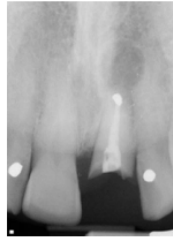
Communication

The chain of events starts with the first opportunity to engage a patient and ends with successful conclusion of a treatment plan.

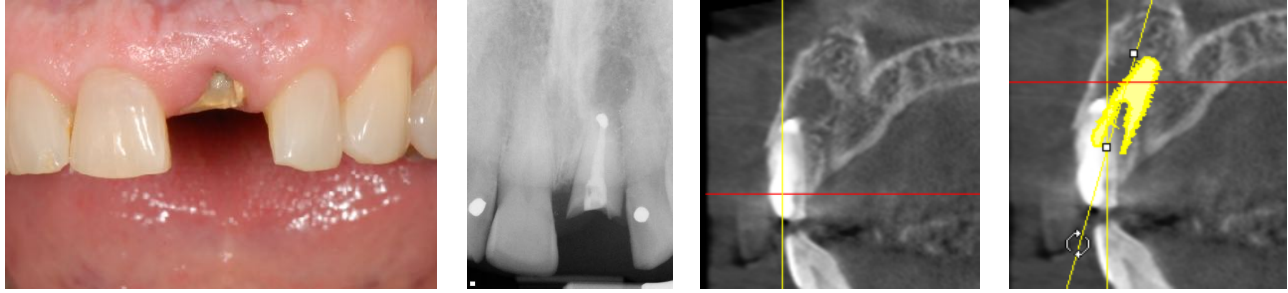
Effective use of resources and technologies play an essential role as do product selection, technical support and communication.

Value Chain in Dentistry (continued)

The chain is about how we manage the connection of every product, source of support, point of collaboration and information exchange.



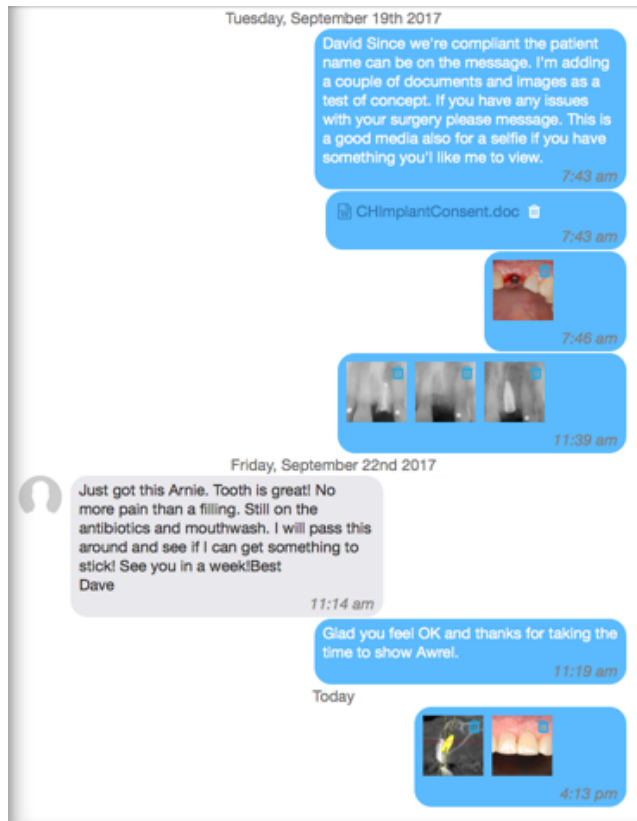
Diagnosis and Treatment Planning



1. Patient presented with fractured upper left central incisor and apical pathology.
2. Treatment plan included atraumatic extraction, graft and delayed implant placement.
3. Implant placement was planned on Simplant for a screw retained prosthesis on a co axial implant

AWREL

Document sharing and conversation were supported with Awrel HIPAA-compliant texting.



Initial Engagement

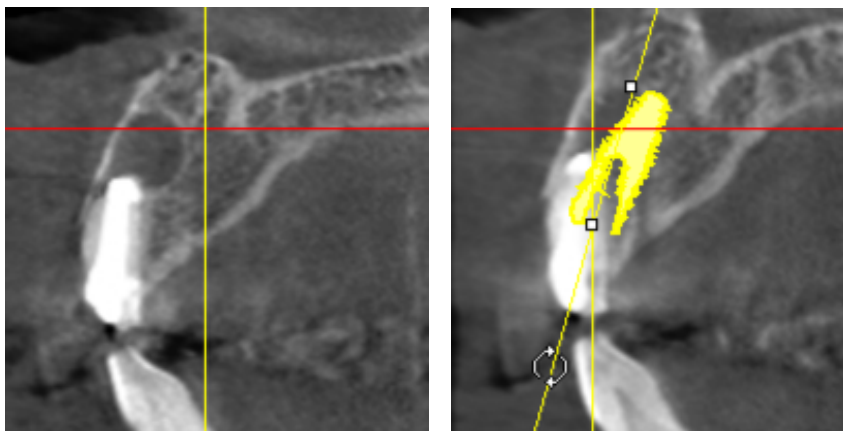
Patient presented to our office with a fractured upper left central incisor and apical pathology.



After reviewing the treatment options with the patient, we planned:

1. Atraumatic extraction
2. Management of extraction site and apical pathology with allograft
3. Delayed placement of an implant for four months
4. Screw retained restoration
5. Provisional management with a simple bonded restoration for patient comfort and simplicity

Diagnosis and Treatment Planning



A CBCT and Simplant software were used to plan placement of a co-axial implant to take advantage of the available bone and to provide for a screw retained restorative option.



Images were taken with and without a polarizing filter for an initial shade.

An acid etch retained bridge was fabricated with a metal framework and a composite tooth. Composite was used to ensure adjustments could easily be made over the course of surgical procedures.

Surgical and Restorative Phase



Initial cosmetic management at the time of extraction and graft was accomplished with an Essex retainer.

Three weeks post extraction and grafting: sutures were removed and the acid etch bridge was inserted.

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Eight weeks post extraction and graft, the acid etch bridge was carefully tapped off to prepare for implant placement.

The implant was placed as planned to support a screw retained prosthesis. A healing abutment followed by placement of the acid etch bridge.

Communication

The Awrel HIPAA-compliant texting application was utilized to share and store information and to replace phone conversations, emails and snail mail.

