



ANIMAL HEALTH

Comprehensive Dentistry





You're making a difference.



You improve patients' lives every day, giving them more time with the people they love and who love them. **Thank you.**

You're our kind of people, and we can't wait to help you design even better care at your clinic with a comprehensive dentistry plan.

You've seen the statistics.

Most pets over the age of two suffer from periodontal disease. Have you thought about what that means for your patients? They could be enduring untreated oral pain.



Even at advanced, painful stages of oral disease, many animals do not show obvious signs of discomfort, and many owners do not recognize the subtle signs of pain.

According to Dr. Eric Davis of Animal Dental Specialists of Upstate New York,

“The majority of owners believe, intuitively, that animals experiencing oral pain should stop eating.”¹

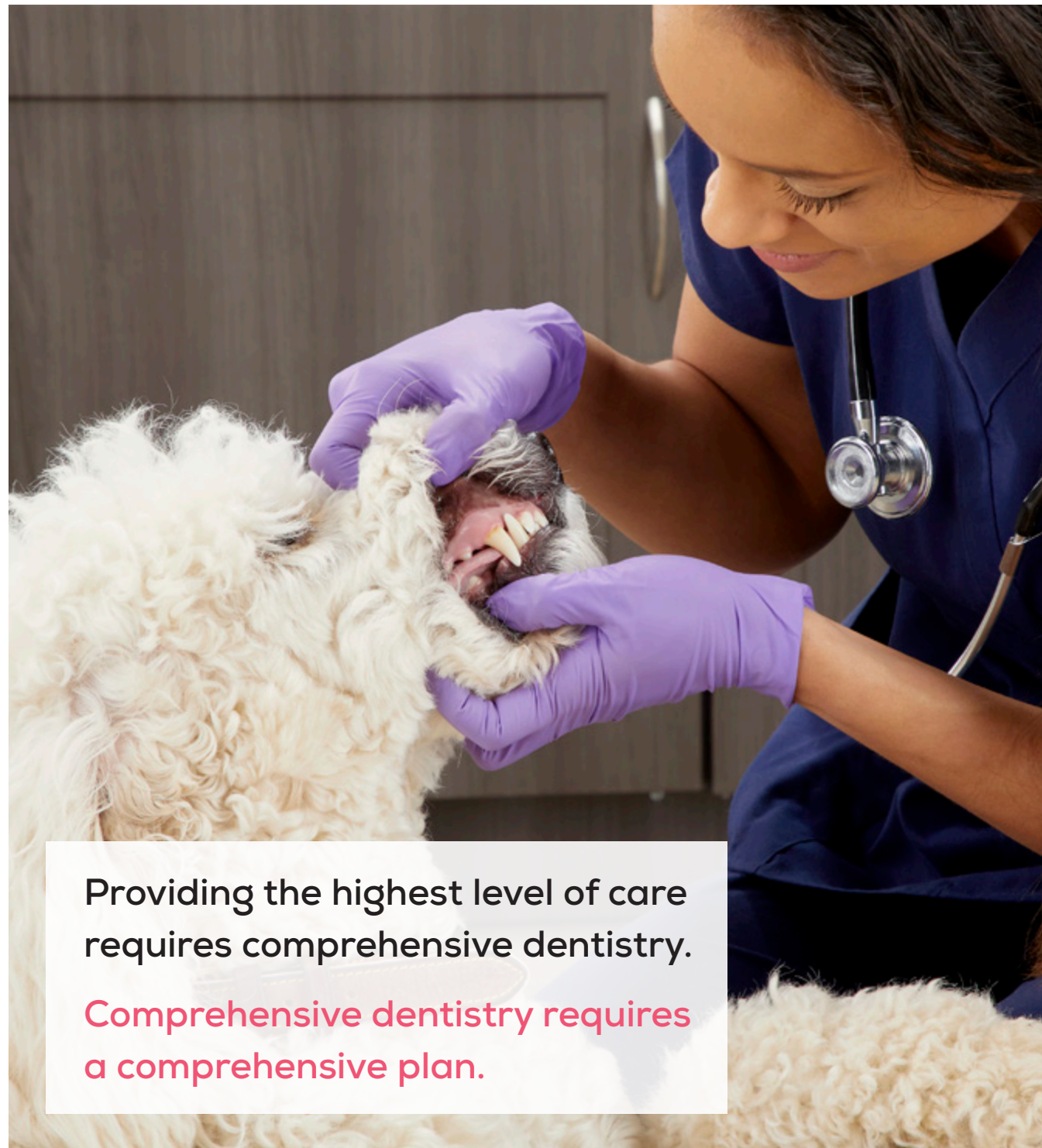
What owners may not realize is that most household dogs and cats continue eating normally, despite dental pain. Dr. Davis explains that they avoid using their teeth, opting to swallow most dry, pelletized food particles whole.

This is a great opportunity to teach your clients about their pets' eating habits, and to help them understand why a pet's normal behavior doesn't always mean they are healthy or pain free. The conditions we find painful are similarly painful for our pets, even if they are skilled at hiding their discomfort.

1. Eric M. Davis, DVM, FAVD, Dipl. AVDC. “The Whole Tooth and Nothing But the Truth: Pain, Pain, Go Away.” Animal Dental Specialists of Upstate New York (n.d.), 2019, www.adsuny.com/pain-pain-go-away.pml.



Lifting their lip is just the beginning.



Providing the highest level of care requires comprehensive dentistry.

Comprehensive dentistry requires a comprehensive plan.

What does a Comprehensive Dentistry Plan look like?

IT'S PROACTIVE

- Help your clients avoid progressive oral disease by prescribing oral health care with regular cleanings and radiography at every annual wellness visit.
- Reduce the number of unexpected oral procedures by increasing your focus on disease prevention.
- Invest in training and education opportunities for you and your staff, to enhance the dental skills you already have.

IT'S INCLUSIVE

- Provide your entire team with training that will leave them feeling confident and engaged in comprehensive dentistry.
- Educate clients on the importance of preventing and treating disease. Everyone should be delivering the same message.
- Ensure everyone at the hospital understands their role and appreciates its importance to the patient, client and hospital.

IT'S PURPOSEFUL

- Practice oral procedures in a dedicated space for dentistry, with reliable and ergonomic equipment.
- Implement and follow hospital-wide standards that support safety regulations and maximize efficiency.
- Create a desirable work environment where everyone aligns to provide the highest level of care, leading to happy clients and healthy patients.



Your patients need your voice.

PRESCRIBE C.O.R.E. PROCEDURES EARLY + OFTEN

Clients often don't recognize the early signs of oral pain in their pets. If they did, they would likely seek treatment. Yet the number one reason pet owners fail to schedule oral care for their pets is because it isn't recommended to them.

Your voice can make a critical difference for your patients, especially when it comes to Comprehensive Oral and Radiographic Evaluation (**C.O.R.E.**) procedures. Don't wait until your patient is facing infection, tooth loss or irreversible systemic health issues. Educate your clients—early and often—to help them understand what can happen if they delay treatment.



ALIGN STAFF WITH EDUCATION AND CLIENT MESSAGING

Whole team training, conducted in your hospital, ensures your entire team is delivering and reinforcing consistent messaging around the importance of oral healthcare protocols.

"Getting to witness a dramatic change in a pet's well-being is so rewarding."

"The investment in veterinary dentistry with Midmark products and training was a no-brainer. The expense is minimal compared to the rewards—even in the first year."



—Thomas Klein, DVM + Buddy and Bandit
East Hilliard Veterinary Services



Discover your dentistry opportunity

Midmark conducted the first-ever study to determine key factors for improving patient care and creating sustained success in dentistry for a small-animal practice. We provided five clinics with comprehensive training, state-of-the-art dental equipment and marketing support.

THE CLINICS ACHIEVED REMARKABLE RESULTS IN JUST 12 MONTHS:

- Doubled dentistry revenue
- Added \$75,000 in incremental revenue annually
- Doubled number of patients treated

Citation: Calculations, based on the AAHA Financial & Productivity Pulsepoints and Veterinary Fee Reference Guide, both 10th Editions. DOUBLE YOUR DENTISTRY® A STUDY OF 5 PRACTICES AND THEIR KEYS TO SUCCESS Cindy Charlier, DVM, Dip AVDC Andrew Schultz, Jr. MBA

How could \$75,000 added revenue impact your clinic annually?

INVEST IN EDUCATION

Empower your staff by investing in continuing education opportunities. Expanding their knowledge and credentials increases staff satisfaction and supports better patient care.

GROW YOUR TEAM

With the additional revenue, you could reevaluate compensation plans for your current team or hire additional staff to help treat more patients.

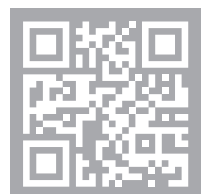
IMPROVE THE CLINIC

Invest in your space with new equipment, a remodel, expansion—any number of things—to help build your business and care for more patients.



BENCHMARKING RESOURCE

Discover how you compare with similarly-sized practices. A customized report features valuable benchmarking data that can be used to create an action plan for maximizing your potential.



vetdentalbenchmark.com

DENTISTRY CALCULATOR TOOL

Find out how many patients with periodontal disease you are missing—and how much revenue you could earn by treating them—with our simple calculator tool.



untreatedpatients.com



"To say that we're at a different place today from where we were when we started (with Midmark) would be a monumental understatement."

—Dr. Kurt Klepitsch, Owner, Gateway Veterinary Clinic

Does this look familiar?



You're not alone.

This picture shows the reality of countless veterinary treatment areas. While most care teams adapt to their spaces, or create workarounds, work areas like this can prevent clinics from operating at peak efficiency while further impacting:

- 1 SAFETY**
Cluttered equipment, aerosolized bacteria and tripping hazards compromise safety in this shared space.
- 2 ERGONOMICS**
Poor lighting, insufficient leg room under tables, reaching for equipment that is not close enough, and using non-swivel handpieces can all compromise ergonomics, which can shorten the careers of clinical staff.
- 3 CAPACITY**
A single-table setup can limit how many patients this clinic is able to treat each day.

Together, we can design the dentistry suite of your dreams.

Whether you are looking to build a new hospital or renovate your current space, we can help you create an environment that clearly illustrates your dedication to high-quality care. Let us help you build a practice designed to improve efficiency, retain talented staff and lead to better clinical outcomes.



LET'S BRING YOUR VISION TO LIFE.

Midmark design experts can create multiple 3D configurations of the same space to help you immerse yourself in the options and choose the layout that will work best for your team.



We can help you sort through cost- and aesthetic-related decisions regarding colors, finishes, countertops, handles and other options. You don't have to do this alone.



Midmark comprehensive dentistry solutions are easy to use, designed to fit your practice and made to create better care experiences for everyone—from staff to patients to clients.

Choose from a combination of fully-integrated products and solutions designed to meet your animal care facility's needs:

- Anesthesia + Monitoring
- Dental Delivery Systems
- Dental Suite Design
- Digital Dental Radiography
- Ergonomic Seating
- Handpieces + Accessories
- Instrument Processing
- LED Procedure Lighting
- Synthesis® Mobile Treatment Carts



DENTAL DELIVERY

The Midmark 1000 is an all-in-one dental delivery system that does not require added equipment. Reliable and easy to use, it is an ideal choice when adding comprehensive dentistry to your practice.



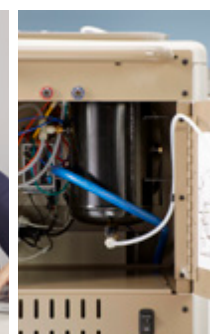
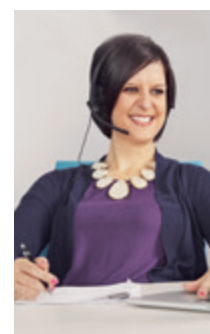
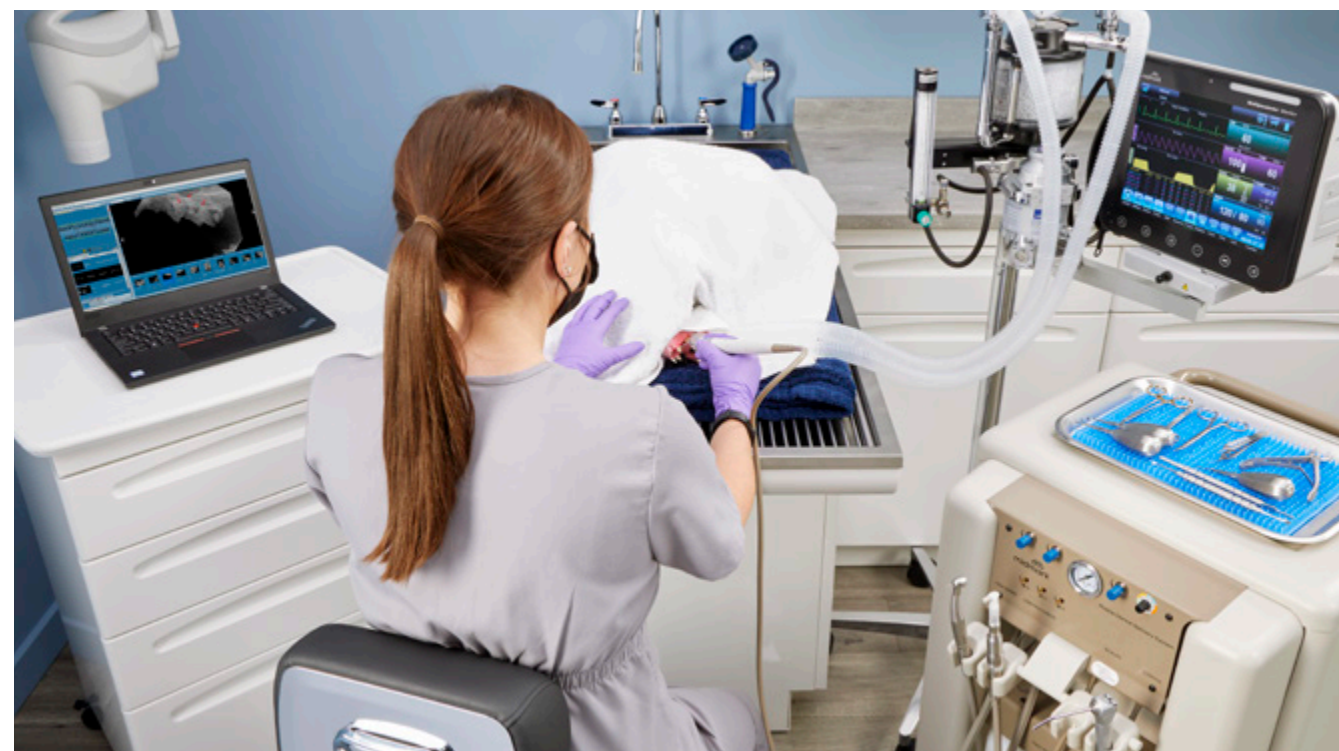
DIGITAL DENTAL RADIOGRAPHY

Using radiography software designed by veterinary specialists, the Midmark DC X-ray and DR sensor provide superior image quality.



MULTIPARAMETER MONITORING

The safety-focused Midmark Multiparameter Monitor helps clinicians identify and manage common anesthetic occurrences and avert possible complications.

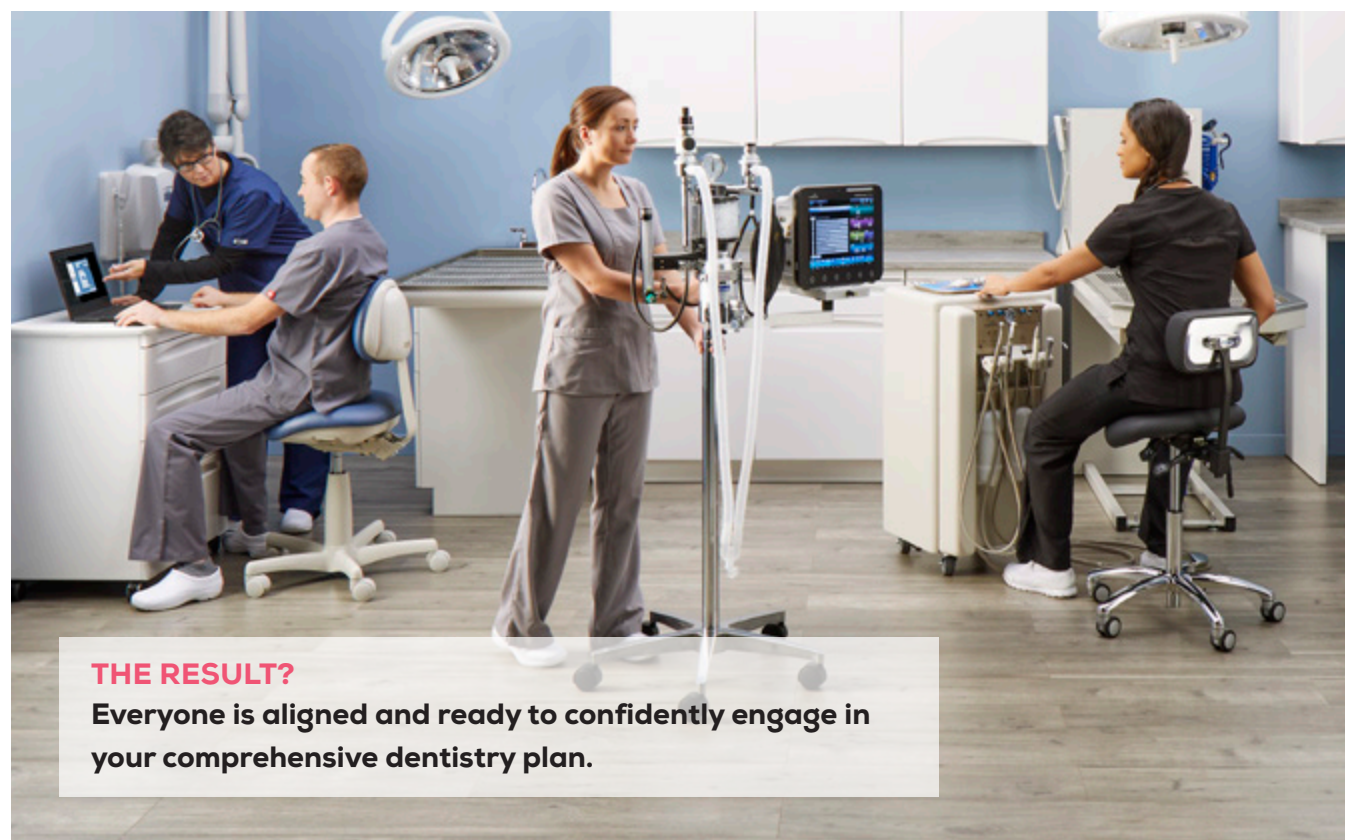


EXPERT CLINICAL + TECHNICAL SUPPORT

Our Clinical Support team of credentialed technicians will guide you through equipment usage, sharing best practice for system settings, patient positioning and monitor readings. Our Technical Support team is available for general troubleshooting questions, helping you quickly identify and resolve issues. Both teams bring extensive knowledge and experience to ensure you have what you need to provide the highest level of care.

Empower your **whole team** with education through Midmark AcademySM

Consider that a comprehensive dentistry program includes more than the physical space and equipment for patient care delivery. Successful outcomes can hinge on team engagement. That's why whole team training ensures that everyone on your team is prepared to embrace new processes, equipment and procedures. Accredited Specialists from Midmark Academy will deliver comprehensive training in your clinic, using your equipment, with your staff.



Ensure everyone from administrative to clinical staff are prepared to support your recommendations and inspired to advocate for oral health.

Most veterinarians receive as little as four hours of dentistry-specific training in school.²



RACE-APPROVED CONTINUING EDUCATION

Enroll in courses designed to provide essential training for your entire staff. With over 40 hours of RACE-approved clinical training, you can receive almost 10 times as much dentistry training as most students receive in veterinary school. See a list of all the courses Midmark Academy offers!



MIDMARK ACADEMY CLINICAL TRAINING PACKAGES

Midmark prescribes a two-day in-clinic training event that begins with the Dentistry Best Practices interactive workshop for your entire staff. This workshop is customized to your practice and designed to engage your team in launching a comprehensive dental program that will take oral care for your patients to the next level.

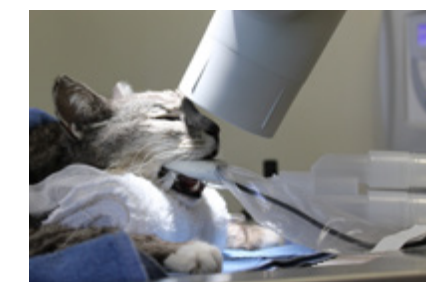
The second day clinical lab will prepare your veterinarians and technicians with the skills and confidence to perform comprehensive oral radiographic evaluation ("C.O.R.E.") procedures and to treat underlying oral disease with fundamental techniques in pain management and oral surgery.

Following this approach, more than 150 hospitals nationwide have experienced results that include:

- Better client compliance
- Improved patient outcomes
- Team empowerment
- Reduced turnover
- Practice growth



To learn more about this transformational gold package, best practices workshop or to schedule a training event visit MidmarkAcademy.com or contact midmarkacademy@midmark.com.



2. The State Of Veterinary Dental Education In North America, Canada And The Caribbean J. Anderson, G. Goldstein, K. Boudreaux, J. Ilkiw, JVME 44 (2), 2017, AAVMC



"What's
really
important
is having
more time
with the
pets we
love."

—Thomas Klein, DVM
East Hilliard Veterinary Services





Designing better care.®



CARB 93129.2 Phase 2 Compliant and TSCA Title VI Compliant

Midmark is an ISO 13485 and ISO 9001 Certified Company. Certain products are not included. See the complete list at: midmark.com/ISO

For more information, contact your Midmark dealer or call: 1.800.MIDMARK Outside the USA call: 1.937.526.3662 or visit our website: midmark.com

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007-10268-00 Rev. A1 (7/21)



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