

## PROFILE

# Gene Messenger, D.D.S.

BY MARK FLEMING, D.D.S.

**T**his self-confessed “high-tech” dentist shares how his practice, mindset, staff and patients have been transformed by the addition of CEREC.

**Q:** *How long have you been in practice?*

**A:** I am a graduate of University of Tennessee, Class of 1991. I practiced in New Jersey for a large group practice for approximately two years. After gaining the experience, I decided to purchase my own dental practice and found a small private practice in the city of North Adams, Mass. My family and I fell in love with the building and the location, so we decided to purchase the property and make the Berkshires our new place to call home.

**Q:** *What is the size of your practice?*

**A:** With the purchase of my first practice, I started with a client base of 1,800 patients and a staff of three. Over the past 16 years, my practice has expanded and my client base has reached 6,000 active patients with an office staff of 10. My staff currently consists of three assistants, three hygienists, two receptionists, one office manager and one business manager. The growth resulted in the relocation of my practice to the current 12,000-square-foot building located privately on 11 acres, only three



miles south of our original practice. My new practice opened in June of 2010. I am looking to expand even further by bringing in a periodontist and an endodontist a couple of days a week. My daughter, AnnaMarie is currently a third-year dental student in Buffalo, N.Y. We anticipate her joining our practice in 2012.

**Q:** *How many operatories does it have?*

**A:** My practice has nine operatories. I have designed them so that each has a specific function.

Three of the nine operatories are designated to hygiene. Of my six operatories, three are used for basic dentistry and CAD/CAM dentistry. I have one set up specifically for endodontics. I have another set up for orthodontics and bleaching. The last is set up for oral surgery, extractions and the placement of implants. All of the operatories have centrally located televisions, which helps with patient comfort.



**Q:** *What type of dentistry do you do?*

**A:** I am a “high-tech” general dentist. I have integrated as much technology into my practice as possible and continue to do so, as new technology is introduced. I like anything high tech. All hygiene operatories are equipped with Florida Probe and DIAGNOdent. In all of my operatories I have Biolase MDs for removal of small cavities and soft tissue applications. I have CEREC units in three of my operatories for inlay/onlays, crowns and smile makeovers. I use GALILEOS for panoramic and 3-D imaging, Schick Digital X-Ray Sensors, Isolite, Zoom Advanced, Eaglesoft practice management software and paperless charting. I also do Six Month Smiles and Snap-On Smile.

**Q:** *Why did you select CEREC as your CAD/CAM choice?*

**A:** I started looking at CEREC back in dental school. There was an article in the *JADA* in 1988 about it and I remember thinking, “I’m going to do



» Dr. Messenger's high-tech general practice in North Adams, Mass., includes (clockwise from top) a sterilization center, GALILEOS, and patient consultation suite.

that when I get out of school." After practicing for about seven years, I opened my own dental lab and closed it five years later. I figured if I wasted \$100,000 on a lab and I was still OK, I could invest in myself. It was then that I started my journey with the CEREC 2. CEREC has come a long way since

then, and I have enjoyed the journey. I have made a lot of great friends in the CEREC community and in Dentaltown. I went to E4D's headquarters in Texas and I saw their system. I liked CEREC; it was a much better fit for my practice.

**Q:** How does this technology fit into your office philosophy?

**A:** CEREC has changed my whole mindset. My view on restoring teeth has changed immensely. I can be very conservative and save more natural tooth structure. In one visit, I have the ability to fabricate, try-in, make any needed





» Dr. Messenger with his office team and three CEREC machines.

adjustments, custom stain and glaze the crowns and insert. No temps and no impressions. I like one-visit and done.

**Q:** How does CEREC impact your practice?

**A:** CEREC has made me a better dentist. My preps are better, and my crowns look better. It has helped me grow as a dentist and has kept it exciting. I am amazed at the precise fit and how natural they look. After 12 years, I still get excited by how good they fit, and with the new block I custom stain crowns a lot less. With the integration of GALILEOS and CEREC, I am placing implants with surgical guides. That is something I never would have thought about doing years ago. So, has CEREC impacted my practice? ABSOLUTELY! It has given

me the confidence to do things I would not have done without it.

**Q:** What is your favorite CEREC procedure?

**A:** I really like doing smile makeovers of the six anterior teeth in one visit. It is exciting for me and the patient to watch their new smile develop in a matter of a couple hours. I also like treatment planning implants with the GALILEOS integration with the CEREC. All the procedures with the CEREC are fun. I feel like a kid with a new toy every day, and it's contagious with my staff and the patients.

**Q:** What was your most unique CEREC procedure?

**A:** I had a patient want me to put a flower on the facial of a crown. She

really wanted it, so I did it, but told her not to tell any other dentist that I did it. She LOVES it ... go figure. I also did an inlay bridge with the CEREC 2 years ago, and it's still there.

**Q:** If someone was to take your CEREC away today, you would ...?

**A:** My assistant said I would "throw a temper tantrum, stomp my feet and take a personal day"! On a serious note, my career in dentistry would not end, but it would definitely not be the same for me, my staff or my patients.

**Q:** Anything else you would like to add?

**A:** Yes. I would like to thank my wife for letting me buy all my toys ... uh ... er ... I mean office equipment. ❖