

# LABS ON THE CUTTING

## Jarvis Dental Laboratory

Jarvis Dental Lab in Navasota, Texas, has seen many positive changes to its business after purchasing several Omnicam DI units from Sirona Dental. Jarvis bought its first unit in mid-2015, and once the team realized the impact it had on the business, purchased three more, and shortly after that another three. Jarvis provides dentists with an Omnicam in exchange for sending restorations. The laboratory also provides additional training, support, and any updates that may be needed. By having Omnicams in their offices, Jarvis' dentists have noticed that they save on the cost of impression trays and shipping, patient comfort is increased, turnaround time is reduced, and impression accuracy is improved. The dentists also feel that they are staying on the cutting edge of technology, which helps build the confidence level of their patients.

Another benefit the laboratory observed was the ability to grow beyond the local area. Shipping costs and time had previously been holding Jarvis back from expanding its market, but the use of the Omnicam decreased those factors considerably. Jarvis now has dentists as far away as Las Vegas.

Previous growth in digital designing allowed Jarvis to purchase the Omnicams. By combining the Omnicam with its inLab system, the laboratory has experienced massive growth in the number of cases it can complete. Currently, Jarvis uses the inLab MC XL to quickly mill lithium disilicate, and the inLab MC X5 for zirconia. With the MC



X5, technicians can load approximately 20 crowns on a puck and run it overnight. This has been a significant factor in allowing Jarvis to roughly triple its production over the past year.

Jarvis Dental Lab is a family-owned business run by Terri Jarvis and her sons, Brandon and Shad. Terri's husband, Mark, founded the laboratory in 1984, and 10 years later Terri, who is now the laboratory's designer, started to learn the business. She eventually took over in 2008 when Mark passed away. Brandon joined the ownership in 2009 after he received his CDT certification. Shad took over the Management and Sales role in ear-

ly 2015 after serving 4 years' active duty as an Intelligence Officer in the US Army. He continues to serve in the military as a member of the Texas Army National Guard reserve forces. Jarvis has one other employee, a family friend who performs pour-up work and designing.

As Jarvis continues to grow and expand, the team is looking at what options are available to increase the reach of the laboratory. With the new business model, they now see the potential to market to dentists around the entire country. For Jarvis Dental Lab, the opportunities are endless; learn more at [jarvisdentallab.com](http://jarvisdentallab.com).

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## Nakoma Dental Laboratory

**N**akoma Dental Studio, in Madison, Wisconsin, was founded in 1971 by William Brimmer and two partners. Brimmer's daughter, Jamie, began working for him as a dental technician when she graduated from high school in 1994. Jamie got married in 2001 to Tim Heintz, who was a welder, and that industry at the time was very unstable. Eventually, Heintz was ready for a career change, and he began working at Nakoma as a sales representative in 2008. As Brimmer was preparing to retire 5 years later, and the laboratory was growing, he offered Nakoma to his daughter and son-in-law. The Heintzes bought the laboratory in 2013, changed the name to Nakoma Dental Laboratory, and moved it to Lodi, Wisconsin.

At the time the Heintzes took over, they knew they wanted to grow the business using more advanced technology. Brimmer had bought an inLab® MC XL in 2010, and because it had been working well, the Heintzes wanted to explore what other

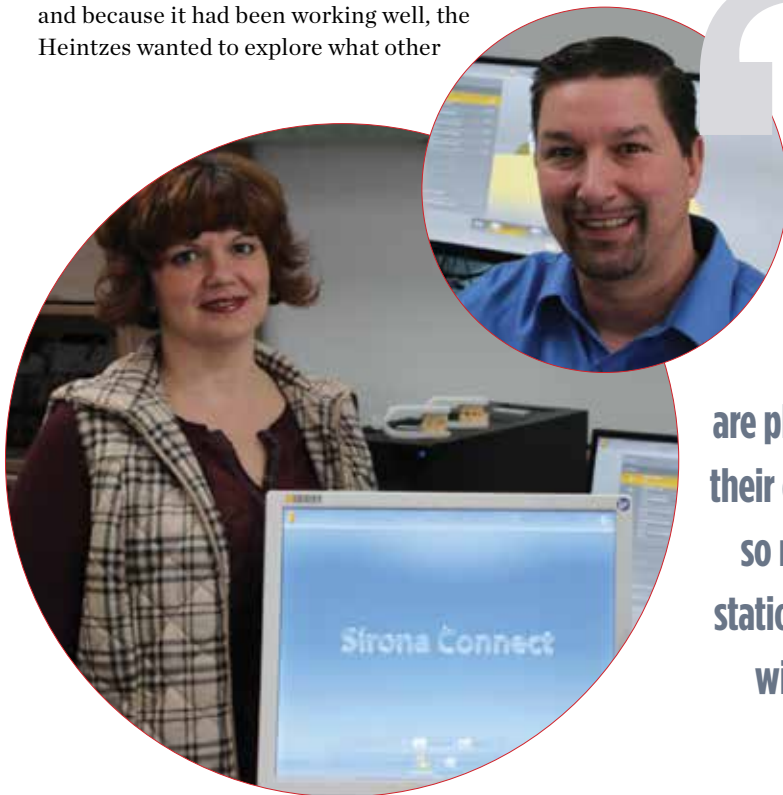
options inLab had to offer. In the summer of 2013, Jamie attended an inLab Summit in Savannah, Georgia. After spending time learning from her peers, she decided to buy an inEos X5 scanner and inFire Superspeed sintering furnace. The addition of those two pieces of equipment drastically improved the speed at which the laboratory could operate.

Jamie had such a great experience at the inLab Summit in Savannah that a year later both she and Tim attended another inLab Summit in Charlotte, North Carolina. Because of the growth they were experiencing in zirconia restorations, they were reaching a point where they needed a dry mill. Once the Heintzes heard several success stories from other laboratory owners, they purchased an inLab MC X5. The laboratory went from producing 80% PFM cases to 80% zirconia and lithium disilicate cases.

The inLab MC X5 was an eye-opener for the Heintzes, and their business skyrocketed.

With all of the success Nakoma had experienced after attending the inLab Summits, the Heintzes went to another in Dallas in 2015. At this Summit, they spent time learning about Sirona Connect and bought two Omnicams. They eventually bought one more and have placed them all with local dentists. Because of the rapid growth they are experiencing, the Heintzes are considering expanding their Omnicam program in the near future.

Currently, Nakoma is focusing on digital impressions, working with dentists by providing in-office training on how to send cases digitally. By doing this, Nakoma is aiming to build relationships and expand its opportunities. Nakoma Dental Laboratory has a bright future and cannot wait to see what's to come.



**When I first heard about dental laboratories buying Omnicams, I thought it was a crazy idea. But I was looking for ways to get more dentists in the laboratory, so I decided to give it a try. I have three Omnicams now that are placed in multi-dentist practices that send me all their crown-and-bridge work. We have been getting so much extra work that we added an extra design station. It's kept us in the game. What would you do with an extra \$10,000-12,000 per month in sales?**

*Tim Heintz, Nakoma Dental Laboratory*