



LuxaCrown: A Win for Both Patient and Practice

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Dr. David Rice Shares Three Big Reasons Why He and His Team are Currently Focused on LuxaCrown

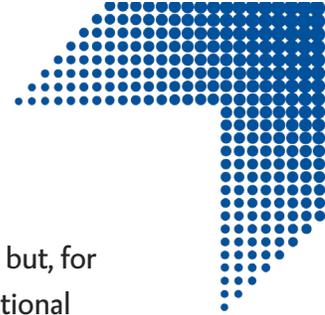
As we navigate through these new post-Covid re-entry waters, our team thoughtfully strategizes each and every day about how we can improve our patient care and increase practice profitability through innovation. LuxaCrown is a unique product that we've been using for quite some time, and we're currently depending on it now more than ever. I've always loved it, but there are three big reasons why this long-term restorative material has become even more relevant to our daily practice and patients.

1. **Low Cost** – produced completely chair-side, LuxaCrown restorations are significantly less expensive than lab-produced provisional restorations. Whether practices are “CAD/CAMing” or not, lab labor and shipping fees are completely eliminated. In addition, the LuxaCrown process uses significantly lower-priced materials, and there are never any metal reinforcement costs.

It's also a refreshing economical solution for our patients. We charge approximately 25% of our full-crown fee for a LuxaCrown restoration. Patients are extremely appreciative of this right now, especially those who have been unemployed for the last 2-3 months due to the coronavirus pandemic.

2. **Limited Chair Time** – LuxaCrown restorations are produced in one single short chairside session. Easy handling, direct-from-cartridge processing and a fast curing time offers an extremely user-friendly experience and significantly less working time.

Currently, one of our main goals is to decrease the flow of patients through our office while increasing revenues. LuxaCrown offers the luxury of that additional time needed to properly sterilize rooms in between patient visits. Plus, if we're switching a patient over from a hygiene appointment to restorative treatment or vice versa, LuxaCrown plays a huge part in our time-savings practices.



3. **Longevity** – nearly every practice has patients who require crown or bridge work but, for clinical or financial reasons, may not be prepared for a permanent restoration. Unlike traditional provisional restorations, LuxaCrown restorations are long-lasting! Moreover, LuxaCrown allows dentists to segment treatment from a final aesthetic standpoint. Patients immediately receive a beautiful and reliable restoration while gaining the time needed to refuel their finances, and dental professionals now have the ability to segment optimal and permanent treatment over time.