Develop customized marketing materials to help attract patients into your practice for the 3M Denture Attachment System (3M™ ESPE™ MDI Mini Dental Implants).

Key Features:
✔ Access essential marketing tools and materials
✔ Use a marketing guide to help you build a plan that works
✔ Create co-branded ads, posters, direct mail, and e-mail templates customized with your logo and 3M’s
✔ Use the educational materials to help explain MDI’s to patients
✔ Attract new patients and generate new sources of revenue
✔ FREE access
✔ Value-Added program specifically designed to help our dental practice partners

Special Points of INTEREST
- MDI Marketing Toolkit Launch
- 2-day Hands-On Pig Jaw Course
- Q3 Specials
- Dr. Raymond Choi Spotlight
- MDI Quick Tip — Dr. Ben Oppenheimer

MDI Certification Seminar Calendar

**July 2013**

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**August 2013**

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= Introductory Training Program
= Advanced Training Program
= Mini Dental Residencies
= 2-day Hands-On Pig Jaw Course

For more information or to enroll today visit 3MESPE.com/ImplantSeminars

Go to my3MESPE.com
Click on the MDI Marketing Toolkit link
Hands-On Mini Dental Implant (MDI) Training and Certification Seminar:

3M ESPE invites you to attend a two-day hands-on certification seminar presented by Dr. Steve Cutbirth. With over 10 years of experience placing MDIs, Dr. Cutbirth will teach you how to effectively and appropriately integrate MDIs into your practice.

Day 1: MDI Utilization and Placement Protocol

Participants will learn:
- MDI placement protocols and case planning strategies
- Extensive case presentation for all approved MDI indications
- MDI utilization for removable partial denture stabilization
- Understand proper approaches to post-operative care, healing times and implant maintenance
- Powerful marketing and practice building strategies to help you integrate MDIs into your practice

Day 2: Hands-On MDI Placement

Participants will:
- Practice the MDI placement protocol on surgical typodonts
- Complete an extensive hands-on exercise using pig mandibles
- Extract anterior teeth, idealize the interproximal bone, place MDIs in the interproximal bone, bone graft, place resorbable membrane and suture
- Surgically idealize mandibular anterior knife edge ridge and place MDIs
- Review and practice MDI restorative protocol

Tuition: $1,295

Register prior to June 15, 2013 and receive a $300 discount. Tuition includes lecture, hands-on, breakfast and lunch both days and a social hour reception on Friday evening.

Upcoming Courses:

Date: July 12–13, 2013
Time: 8:30 a.m. – 4:30 p.m.
Location: Hilton Washington DC
1919 Connecticut Avenue NW
Washington, DC 20009
www.thewashingtonhilton.com

Date: October 18–19, 2013
Time: 8:30 a.m. – 4:30 p.m.
Location: City Place Conference Center*
2711 N. Haskell Avenue
Dallas, TX 75204

Presented By:
Steven T. Cutbirth, DDS
Director, C.A.R.D.

Dr. Cutbirth practices restorative dentistry in Waco, Texas and is the Director of the Center for Aesthetic Restorative Dentistry (C.A.R.D. www.CenterforARD.com) in Dallas.

Dr. Cutbirth is excited to share his knowledge of MDIs with you and to help you successfully integrate MDIs into your practice!
NEW Q3 PROMOS

Valid through September 30, 2013

BUY 12 3M™ ESPE™ MDI Mini Dental Implants
AND BUY 12 3M™ ESPE™ Metal Housings

GET 4 FREE MDI Mini Dental Implants*
AND GET 4 FREE Metal Housings**

* Applies to Implants of equal or lesser value
** Applies to MH-1, MH-2 and MH-3 Metal Housings

10% OFF
OSSEO+ Cortical Demineralized Bone and BioSorb™ Resorbable Collagen Membranes

10% OFF
Secure Hard Pick-Up Kit

10% OFF
Secure Soft Reline Kit

$2,879 (MSRP)
BRONZE PACKAGE AEU-6000 and AHP-85P-I

Restrictions do apply. To place an order, contact Customer Service at: 1-800-634-2249

It is the doctor’s obligation to properly report and appropriately reflect any free product on their submissions to Medicare/Medicaid/private insurance.
Quick Tip

The graduated torque wrench is a critical tool for establishing the most important element for the success of the MDI—initial stability. Make sure you are pressing down apically on the swivel and slowly advancing the finger pull to check the reading. Although 35-45NCm is ideal, you may allow for higher but not lower resistance but be sure not to exceed the maximum listed torque. You may also use the torque wrench to place the implant by using the solid handle. This may be helpful for difficult access in posterior regions or when the patient has restricted maximum opening or gets tired during surgery. I even use this tool on occasion for placement from start to finish. Simply slide the swivel finger driver out and use it to initiate placement. Slide it back in until you hear a click and finish with the wrench.

— Dr. Benjamin Oppenheimer

Dr. Oppenheimer has placed more than 2,000 mini implants for both fixed and removable use over the past 9 years. He is a key opinion leader for 3M and principle owner of Dynamic Dental Instruction training thousands of dentists on the MDI throughout his career. Information on upcoming seminars are available at www.LearnImplantDentistry.com

One-stop Shopping Made Simple

Introducing Buy it Now

3MESPE.com/implants

1. Start Shopping Online. Browse through the Product Catalog and select a product. Click on the link “View Products and Purchase Options”. Click on the 10-digit number (the 3M ID that starts with +70) to reveal the red Add to Cart button. Use the Add to Cart button to place items in your shopping cart.

2. Checkout. Checkout and place an order by entering your National Provider Identifier. Review and Place Order.