



DR. RUEHLE



A Commitment to Better Care and a Foundation for Practice Growth

A BIOLASE Case Study: Dr. Patrick R. Ruehle, DDS, PA

Dr. Pat Ruehle was frustrated by 'drill and fill' dentistry. He decided to implement a new approach to caring for patients, with laser dentistry as his foundation for practice growth and differentiation. With his Waterlase, Dr. Ruehle increased production over 40% in the first six months and has never stopped growing. Waterlase reinvigorated his passion for dentistry and helped increase referrals 300%.

After 31 years in practice, Dr. Ruehle knows the key to personal and professional success, "Waterlase helps my practice grow and makes dentistry fun. Most importantly, I know I am giving my patients optimal care."

BIOLASE



After 15 years, Dr. Pat Ruehle was frustrated by “drill and fill” dentistry. He just didn’t enjoy it anymore. He decided to start over with a completely different approach to caring for patients. After building a new practice and attending hundreds of hours of courses and advanced trainings, he was only halfway succeeding – until he found Waterlase.

A Commitment to Better Care and a Foundation for Practice Growth

Upon graduating from Baylor College of Dentistry 1983, Dr. Pat Ruehle was invited to enter a very busy, but very traditional dental practice in his hometown of Duncanville, Texas. Starting out as an associate, he thought he was well on his way, but . . . “The immediate exposure to an excellent, efficient practice environment confirmed my conviction that much of what I was taught in dental school was already out of date. I committed myself to discover better ways to provide care to my patients and developed a burning passion for continuing education that continues to this day.” Within 3 years, Ruehle took over the practice.

He began his lifelong quest for a better way to practice immediately after dental school by participating in a 22-month externship at the Misch Institute for Advanced Implant Dentistry, and followed that up with surgical and prosthetic training with the Nobel System, then known as Branemark. “I didn’t know until halfway through the first course that Branemark limited it’s training at that time to surgical and prosthetic specialists. They didn’t ask, I didn’t tell. After that I attended hundreds of hours of courses on cosmetics, minimally invasive dentistry, oral surgery, prosthetics, adhesive dentistry, sedation, oral pathology and more.”

Getting Started with Lasers

Dr. Ruehle says he literally stumbled onto the Waterlase technology. “My wife and hygienist pulled me into the BIOLASE booth at the Texas Dental Meeting in 2005. I saw procedures being performed with Waterlase and I immediately realized this was what I had been looking for in dentistry. Efficient, gentle, predictable dental treatment with a unique technology that would change the way patients perceived dental care. I was hooked.”

He did his first weekend training before the laser was delivered, and a second in a month. Two months later, he did his first laser-perio training.

“The effect this technology had on my practice was extraordinary. Six months after bringing the Waterlase into my practice my monthly production was up 43%, and today, 10 years later we are doing about

Dentistry gives Dr. Pat Ruehle the opportunity to significantly impact the lives of his patients. His philosophy is, “to provide each patient with the opportunity to achieve optimum dental health. To strive to be better tomorrow than I am today, and to never allow the status quo of traditional dental thought to limit what I can do for my patients.”

four times the amount of dentistry we were doing before adding lasers. Same facility, same staff, 4x the production. But just as important, I love what I do now more than I ever did before. Every day is fun.”

Profile of a High-Tech Practice

His current practice is the second dental practice he has owned. After 16 years in his first practice, Ruehle and his wife Pam decided to relocate, and in late 1999 found a dying practice in Denton, TX that was grossing about \$9,000 per month and only seeing patients 2 days a week. The Ruehle's resolved to take this opportunity to create a different kind of practice – a unique practice in a unique environment.

They created the environment by finding a 75-year-old farm house to renovate into a dental office that felt like a home. “We wanted something that immediately relaxed patients when they walked in the door, and I think we accomplished that. The problem we still had to overcome was the traditional ‘drill and fill’ procedures.”

We took that practice and opened it 5 days a week, which immediately bumped up production just by having someone there every day that cared.

“We added the first laser in the summer of 2005. Production went up 43% in the first six months and has never stopped growing. We now

“

I immediately realized this was what I had been looking for in dentistry.

”

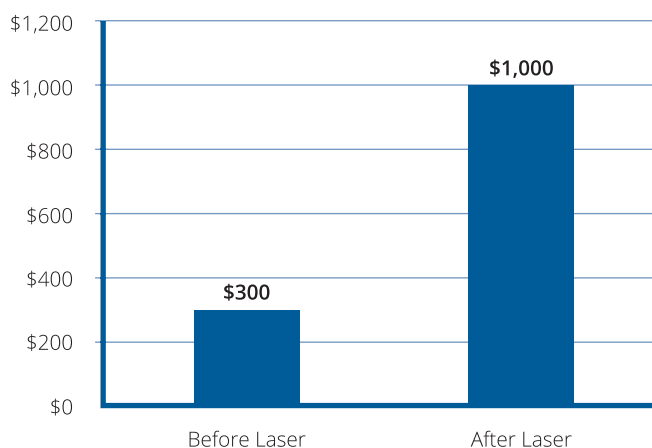


“

Production went up 43% in the first six months and has never stopped growing.

”

PRODUCTION PER HOUR



consistently do more in a day than the practice was doing in a month. For instance, utilizing laser analgesia I am able to do 80-90% of my routine restorative procedures without injections. This not only saves the time required for topical, injection and onset of anesthesia, but it allows me to do full mouth dentistry and work in all four quadrants. This makes routine fillings one of the most productive things I do. It is also a tremendous benefit for the patient as they can get their treatment done in less time and are not numb when they leave the office. Both of which result in happier patients.”

With the additional revenue that the practice was generating, Dr. Ruehle invested in other new technologies to further distinguish his practice. “My laser training led me into the world of CAD/CAM, which led me to Cone Beam, 3D diagnostics, restorative driven implants, guided surgery, etc.”

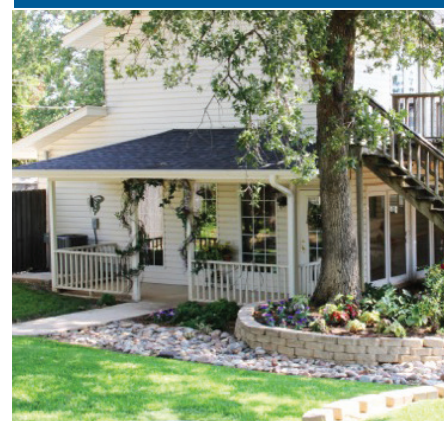




Unexpectedly comfortable:
Dr. Ruehle's practice has the charm of a Texas farm house with state-of-the-art technology.

As for lasers, Dr. Ruehle utilizes BIOLASE lasers exclusively: the Waterlase all-tissue laser, two BIOLASE Epic™ diode lasers, an ezLase™ diode laser and an iLase™ diode laser. "We used to have another diode laser that was made by another laser company. That laser is now a door stop – the only thing it did well!"

"Lasers are a part of virtually every procedure in one way or another. Every soft-tissue surgery is done with the Waterlase then receives biostimulation with a diode. Every perio case is done with either the diode or the Waterlase or both. Every tooth prep is either done with the laser or is finished with the laser when I have to use a handpiece to prep (crown preps). Every patient who is sore, or might be sore after a procedure receives LLLT/biostimulation with a diode laser."

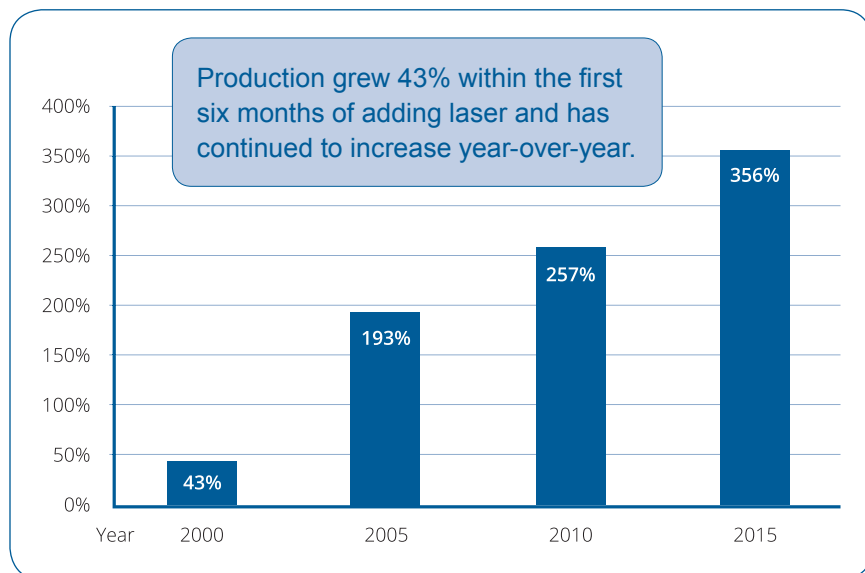




Patients love that we work so hard to stay ahead of the curve.



PRODUCTION INCREASE



“Patients love that we work so hard to stay ahead of the curve. Patients regularly comment that they loved their old dentist, but nothing had changed there in the 15 years they were seeing him/her. Patients know these technologies exist and are looking for progressive dentists who care enough to work hard at staying ahead of the technology curve.”

Immediate Benefit for Patients and Practice

“Because I was fastidious about training and was fully committed to laser dentistry, when I added the all-tissue laser, I was immediately able to start doing soft tissue procedures that I had always referred out because I didn’t like traditional blade and suture surgery: Frenectomies, crown-lengthening, lesion removal and biopsy, gingivectomies,



operculectomies, uncovering impacted teeth. We were immediately able to bring in a lot of production that I was giving to specialists. Then I began doing most of my incipient caries lesions with laser analgesia instead of injections which made me far more productive and made my patients real advocates for my practice. Nothing opens a patient's eyes more to the reality of laser dentistry than getting a filling without a shot."

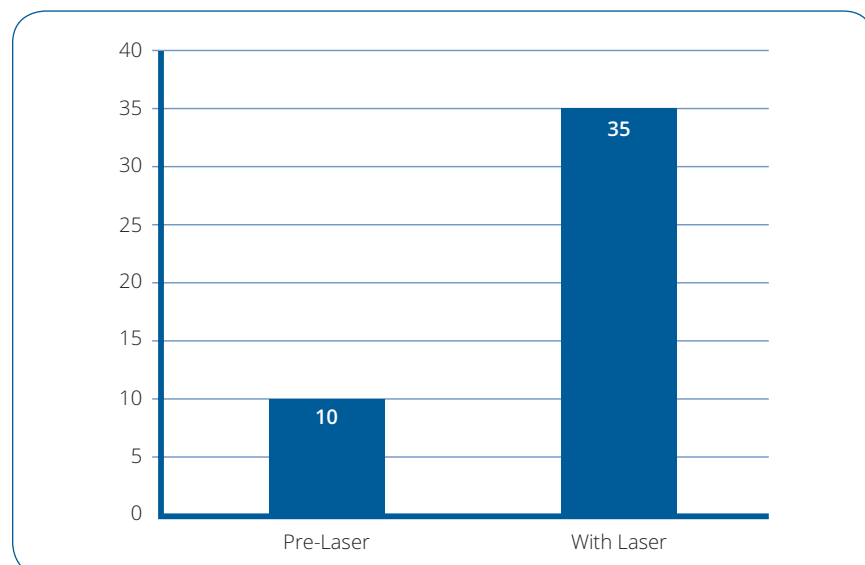
The most common comment after doing a filling with the laser is "Wow, is that it?" Ruehle explains that kids immediately buy into the laser, and laser analgesia is even more effective on kids than on adults. "It is a very rare day when I have to give a shot to a pediatric patient nowadays."

Ruehle's investment in lasers and other advanced technology has paid off. He has seen significant growth in production and in his patient base. The practice is averaging 3x as many new patients as before adding lasers and these are 100% referrals. His only external marketing is his web site and a social media presence.

Dr. Ruehle keys in on two practice metrics that mean the most to him: Case acceptance and new patient flow. "Case acceptance tells me whether we are doing a good job educating patients, which is really our most important task. Patient flow tells me if we are taking good care of our patients. We are a 100% referral practice that uses no external marketing, so happy patients are a must."

When asked what advice he would give to others considering adding laser dentistry to their practice, Dr. Ruehle emphasizes, "Go in with a commitment to training. Doctors who don't have success with the laser are always the ones who think they can figure it out on their own. Laser dentistry is a paradigm shift from traditional dentistry, both in the hand skills and in the thought process behind procedures. The more training you do, hands-on training with experienced instructors, the quicker you will progress."

MONTHLY PATIENT REFERRALS



The Fireplace Hygiene Operatory is part of the unique environment at Dr. Ruehle's practice, where every perio case is done with either the diode or the Waterlase laser or both.

A great team
makes a
great practice.

Dr. Ruehle
and his staff are
all trained on the
latest technology
and techniques
in dental care.



Waterlase makes
dentistry fun.



When asked to summarize the impact of adding laser dentistry to his practice Ruehle enthuses, “Waterlase makes dentistry fun. And more importantly I know I am giving my patients optimal care because lasers provide treatment advantages that are not present with drills, burs, and scalpels. After 15 years I was ready to retire from dentistry, I just didn’t enjoy it any more. Fortunately, my wife pointed out that I was uniquely unqualified to do anything else that would pay the bills, and since we were toying with relocation for the sake of our kids anyway, we decided to start over with a completely different approach. We were only halfway succeeding until we found Waterlase. Today, after 31 years in practice I am having more fun than ever and ready to go another 20 years or so. My production is 4x what it used to be and my net income is even better. It is just fun now.” ■

Grow Your Practice with Waterlase Starting Today.
Contact us at 888.424.6527.

BIOLASE

MDC#350-02-005-C
© 2016 BIOLASE Inc. All rights reserved.
BIOLASE, Waterlase, Epic, ezLase and iLase are registered trademarks of BIOLASE, Inc.
All other trademarks are trademarks of their respective holders.