

5 STEPS TO
STAND OUT

IN A SEA OF DENTAL PROVIDERS

Wow Your Patients and Attract New Ones

BIOLASE
LEADER IN DENTAL LASERS™

The Differentiation Crisis in Dentistry

Due to technological advances within the last decade, dentistry has become clinically excellent. At the same time, dental practices have become increasingly undifferentiated as more and more adopt advanced technology such as cone-beam and digital x-ray imaging, intra-oral digital scanners, and the like. To stay competitive in this expanding marketplace, Dental practitioners need to elevate themselves above a multitude of competitors who, in almost all

regards, look identical to prospective patients. A digital workflow no longer differentiates a practice from its competitor down the street.

Patients are educated shoppers who now compare offices on patient experience, comfort, and outcomes. Dentists not only need to leverage cutting-edge technology as tools, but also as a strategic brand signal.

The Exceptional Patient Experience

Today's patients judge a dental practice by how treatment feels, not just by credentials or location. Comfort, convenience, and confidence now matter as much as clinical outcomes. They want fewer injections, less noise and vibration, faster healing, and technology that reduces anxiety while respecting their time. In a market where every office claims "gentle care," real differentiation comes from delivering a measurably better experience, not better messaging.

PATIENTS WANT:

- ✦ Treatment that is quieter, gentler, and less intimidating
- ✦ Fewer injections and reduced post operative discomfort
- ✦ Faster healing with less inflammation
- ✦ The convenience of one office that can do more
- ✦ Technology that signals modern, high-quality care
- ✦ Clear communication and confidence in outcomes
- ✦ An experience worth recommending to family and friends



Minimally Invasive Laser Dentistry

Dentistry has shifted from procedure-driven to experience-led. Advanced workflows like minimally invasive laser dentistry enable more conservative care, single-visit solutions, and a remarkable patient experience from the first appointment. Providing a modern, gentler approach can build trust quickly.

Case acceptance improves, word-of-mouth and online reviews becomes the practice's strongest growth engine. A laser system that can do more in a single visit, with fewer (or no) injections, with reduced inflammation and discomfort, makes for a memorable patient experience. One that patients will brag about.

All Lasers Are Not The Same

Lasers in dentistry is not a new concept, it's been around for more than a couple of decades. Relative to the overall market, only handful of practices have fully adopted laser technology, and even more have dipped their proverbial toes in the water. Just as the use of lasers has become commonplace in other fields of medicine, such as eye surgery, dermatology, and many more, dentistry is on the verge of such a paradigm shift.

There are many types of laser systems available for use in dentistry and the variety can be dizzying. Soft tissue diodes, hard tissue CO₂ lasers, and a few all tissue laser systems. This guide is intended to help those who may have "dipped toes", as well as those who may have never heard of laser dentistry at all, navigate the field of possibilities by focusing on laser systems that will enable your practice to stand out above other dental practitioners so your business can truly grow and flourish.

5 Steps to Stand Out

This guide will provide you with a 5-point strategy to elevate your practice above the competition by not only providing a higher standard of dental care to your patients, but deliver a unique patient experience they will not just remember, but brag about to their friends and family.

- 1. PERIO**
Provide minimally invasive laser periodontal therapies, with less bleeding & inflammation, and less post-operative discomfort
- 2. ENDO**
Perform conservative, predictable, laser-assisted endodontics—even in complex anatomy cases
- 3. SOFT TISSUE**
Add easy to learn, profitable, everyday soft tissue laser procedures that "Wow" patients—including osseous crown lengthening
- 4. RESTORATIVE**
Reclaim precious chair time with quick and easy crown/veneer removal in less than 5 minutes without burs—preserving the prosthetic in most cases
- 5. ESTHETICS**
Provide high-demand, revenue generating, cosmetic dental procedures, including minimally invasive Laser Skin Resurfacing with less redness/downtime for patients

Waterlase® is an all tissue laser system that can achieve all of these. This guide will examine all 5 steps in detail, outlining how Waterlase can elevate your practice, impress your patients, and grow your revenue.

Step 1: Own the Perio Conversation

Periodontal disease is one of the most common conditions in dentistry. Too often, perio care is positioned as “just another cleaning” rather than a medical therapy that protects teeth, implants, and overall systemic health. This creates a gap between what patients need and what they understand. Practices that take ownership of the perio conversation move from commodity hygiene to clinical leadership.

Waterlase changes how periodontal therapy is delivered and how it’s perceived. Laser-assisted debridement and disinfection allow clinicians to treat more conservatively, improve patient comfort, and communicate a clear step up from traditional scaling alone.

When perio is presented as technologically advanced, purposeful care and not just hygiene and prophylaxis maintenance, the entire practice benefits:

- ✦ Patients accept treatment sooner, preventing progression
- ✦ Mild to moderate laser periodontal therapy becomes a growth engine
- ✦ The practice earns a reputation as the clinic that treats the cause, not just the symptoms

CLINICAL DIFFERENTIATORS

Waterlase enhances mild to moderate periodontal therapy through laser-assisted debridement and disinfection, supporting biofilm reduction, **improved periodontal healing and promotion of cementum-mediated new attachment**—all in a more precise, minimally invasive approach.

PRACTICE IMPACT

Owning the perio conversation adds production to the practice, **improving case acceptance**, and retention, while positioning the practice as a health-first leader.

PATIENT MESSAGE

Patients experience a **gentler, modern approach** focused on treating the cause of gum disease, not just the symptoms—building trust and confidence in ongoing oral care.



This dynamic is even more powerful when it comes to dental implants. The ability to potentially save a failing implant, in a method which is minimally invasive and extremely effective, is a super power for your practice. Waterlase effectively disinfects and debrides titanium implants, on and in-between the threads without significantly affecting the surface temperature, unlike other all tissue dental lasers.



Step 2: Change the Perception of Endo

Root Canal Therapy is one of the most feared dental procedures a patient can experience, conjuring mental pictures of extended days of severe discomfort, and the potential loss of a crown.

Waterlase Endodontics™ changes this by delivering predictable and efficient disinfection, minimized patient discomfort, as well as maximum conservation of tooth structure with minimally-invasive 1mm access.

Utilizing patented Radial Firing Tips™ to provide cavitation-driven cleaning, Waterlase creates powerful fluid dynamics within the canal system, helping to disrupt debris and bacteria without creating a smear layer, supporting **deeper irrigant penetration** into dentinal tubules, lateral canals, and the critical apical third.

The result is a more efficient workflow that enables **predictable, single-visit RCT**, conserving more of the natural tooth structure, with less stress for both patient and clinician.



Courtesy of Dr. Gary Glassman

ADVANTAGES OVER TRADITIONAL RCT

- ✦ Cavitation-powered fluid dynamics help disrupt debris, smear layer, and biofilm throughout the canal system even in complex anatomy cases
- ✦ Conserve more of the natural tooth structure
- ✦ Gentler, minimally invasive workflow designed to reduce post-operative discomfort
- ✦ Single-visit efficiency that supports predictable obturation and faster patient recovery
- ✦ A modern endo experience that builds confidence for patients who fear traditional root canals



Step 3: Add Easy to Learn, Profitable, Soft Tissue Laser Procedures that “Wow” Patients

Soft tissue is the frame around every smile — and the foundation of aesthetic and functional success. It’s where patient comfort, clinical precision, and treatment acceptance are defined.

Traditional soft tissue procedures often rely on blades, sutures, and extended healing times, limiting how confidently clinicians recommend care. Waterlase eliminates that hesitation with a gentle, precise laser approach that allows dentists to sculpt, manage, and restore tissue in minutes instead of weeks — with minimal bleeding, no sutures, and a dramatically improved patient experience.

With water-cooled laser energy, clinicians can contour gingiva, manage biologic width, and perform crown lengthening with remarkable control. The ability to remove diseased tissue while preserving healthy structure means less bleeding, minimal post-operative discomfort, and **faster recovery**. What once felt like surgery begins to feel like routine dentistry.

Great restorative outcomes depend on healthy, well-positioned tissue. Waterlase allows dentists to trough precisely and effortlessly before placing a crown or veneer, improving margins and symmetry. Patients see immediate changes in their smile—and immediate aesthetic results translate into immediate patient confidence and satisfaction.

A PRACTICE GAME-CHANGER

Soft tissue procedures are one of the most powerful ways to demonstrate modern care. When patients experience a quieter, suture-free approach with rapid healing, they don’t just accept treatment—they tell others about it. That visibility turns clinical capability into practice growth.

Waterlase delivers controlled interaction with soft tissue that traditional instruments cannot match. Procedures such as gingival contouring, and closed osseous crown lengthening can be completed with exceptional visibility, minimal anesthesia, and predictable healing.

AN ELEVATED PATIENT EXPERIENCE

For patients, soft tissue treatment becomes a positive experience instead of a surgical event. They see immediate improvements in gum shape, smile balance, and comfort—often without stitches, bleeding & inflammation, or lengthy downtime. The patient-reported outcomes are simple and powerful.



Step 4: Perform Quick and Easy Crown/Veneer Removals in Less than 5 Minutes

“Redo” restorative dentistry is now a daily part of practice life. Crowns fail, veneers need replacement, and patients arrive with work completed elsewhere that no longer fits their esthetic or functional goals. Traditional removal methods rely on burs, vibration, friction, heat, and force—most often sacrificing the restoration and some healthy tooth structure in the process. That experience can feel aggressive for both patient and clinician.

Waterlase changes the equation by **targeting the bonding interface** rather than grinding through ceramic. Laser energy gently degrades the cement layer, allowing crowns and veneers to be removed intact and in just a few minutes, in most cases. There is no heat buildup, no high-speed vibration, and far less risk to the underlying tooth structure—transforming one of dentistry’s most frustrating procedures into a controlled, predictable workflow.

RESTORATIONS PRESERVED

The ability to preserve a restoration has immediate practical value. Clinicians can reseat, adjust, or temporarily reuse the existing crown or veneer instead of starting from scratch. Appointments become shorter, costs become clearer, and patients experience a modern alternative to the “cut it off” approach.

GET 20 MINUTES OF YOUR LIFE BACK

Waterlase removal of ceramic/porcelain crowns and veneers is a monumental time-saver. You will clock yourself on just how fast you can remove a restoration—it’s just that fast.

EFFICIENCY PATIENTS CAN SEE AND FEEL

For patients, this approach feels fundamentally different. Instead of losing a costly restoration, they hear “*We can remove this gently and preserve what’s possible.*” That shift lowers anxiety, protects their investment, and reinforces the perception of advanced, patient-first care.



Step 5: Provide High-demand, Revenue Generating Cosmetic Procedures, Including Laser Skin Resurfacing

As laser technology becomes increasingly integrated into medical and dental practices, it's now common for family physicians, clinics, and dental offices to offer expanded aesthetic services such as dermal fillers, Botox, and laser skin resurfacing. These treatments are no longer exclusive to dermatology practices.

Patients increasingly view their dental office as a comprehensive destination for aesthetic restoration and rejuvenation—not solely for oral health. They already trust their dentist's expertise in precision, comfort, and injectable techniques, and are seeking solutions that harmonize a confident smile with overall facial vitality. Practices that thoughtfully expand beyond traditional dentistry to incorporate aesthetic services are positioning themselves at the forefront of modern, patient-centered care.



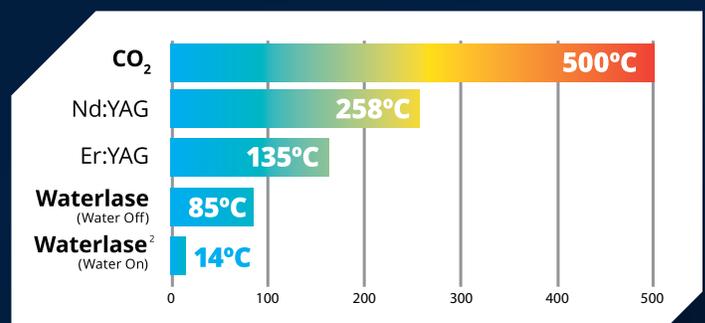
Courtesy of Dr. Mason Miner



Courtesy of Dr. Pilar Martin Santiago

NOT ALL LASERS ARE EQUAL

In addition to all of the dental procedures that Waterlase performs, it also allows your practice to meet this patient expectation with minimally invasive services that fit naturally beside veneers, whitening, facial injections, and smile design. With the Waterlase Fractional Handpiece, Waterlase performs exceptionally cool laser skin resurfacing that not only produces desired results, but with **less heat, less redness and less patient downtime** that other laser systems struggle with.





Standing Out: *The Goal is Practice Growth*

Real practice growth takes time, investment and effort. There's no magic button that increases practice revenue. Each of the five steps—perio, endo, soft tissue, restoration removal, and esthetics, represents procedures most practices already encounter daily.

Waterlase converts referrals into internal production, shortens appointments, and enables same-day solutions. Even **modest utilization** across categories can generate meaningful monthly revenue without adding chairs or staff.

The return on Waterlase is not built on a single code or single visit—it's created across the entire patient journey. By expanding what can be treated in-house, improving patient experience, and differentiating the practice, Waterlase influences case acceptance, referral behavior, and lifetime value. Some of the strongest returns are indirect. Patients who experience a gentler approach are more likely to **accept additional care, remain loyal, and refer friends.**

STRATEGIC RETURNS

- ✦ Higher case acceptance through visible comfort
- ✦ Stronger hygiene-doctor collaboration
- ✦ Differentiation competitors can't copy
- ✦ Improved patient retention & referrals
- ✦ Enhanced practice valuation

PATIENT BENEFITS

- ✦ Fewer appointments
- ✦ Less discomfort & downtime
- ✦ More conservative dentistry
- ✦ Confidence in a modern practice

Waterlase Dentistry: All-in-one Solution

The solution to standing out in a sea of dental providers is obvious—offer more minimally invasive, technologically advanced, in-demand dental services to elevate your practice above the competition. Impressing and delivering above and beyond your patients' expectations increases case acceptance and patient referrals, which increases your bottom line.

Performing just 2-3 Waterlase procedures per week provides exceptional ROI, drives additional revenue, reducing chair times and improving patient-reported outcomes for increased marketplace awareness.

- ✦ With over 80 FDA-cleared indications, Waterlase promises a versatile and patient-friendly solution tailored to every dentist's unique needs.
- ✦ Waterlase's proprietary Er,Cr:YSGG 2780 nm wavelength has optimal absorption in both water and Hydroxyapatite for cool and efficient cutting in both hard and soft tissue. This is the therapeutic "Goldilocks" zone.
- ✦ Minimally invasive and kinder to the tissue, with little to no anesthesia necessary for many procedures.



Learn more about how Waterlase Dentistry can help your practice stand out.

Visit ***biolase.com/iPlus*** or scan the QR code

Waterlase Dentists: Stand-out Professionals



Kenneth Conzoneri, DDS
Arcadia, CA

"I'm doing procedures I would never done with the Waterlase, such as soft tissue biopsies, periodontal surgery, frenectomies, and so much more! It became very obvious that the laser is a phenomenal tool and it easily pays for itself."



Francisco A. Banchs DDS, DMD, MSc
Saratoga Springs, NY

"Incorporating lasers at our office was one of the best decisions we ever made. Very few things make it into our practice, since they need to fit into our 'Universal' practice criteria. It has to be a tool that gets used in every single case, and it has to be safe for our patients. Waterlase does that."



Todd Jorgenson, DMD
Mesa, AZ

"It seems I'm trying to save a failing implant, treat a periodontally involved tooth, biopsy a lesion, or treat other soft tissue defects ever day, and I cannot imagine my practice without the Waterlase. I would highly recommend every dentist have this instrument in their office. Your patients will thank you."



Christina Do, DDS
Costa Mesa, CA

"From a business perspective, the Waterlase has grown our practice tremendously. We've incorporated so many new patients into our practice. They come from word-of-mouth, they come just wanting a laser experience, and I've doubled the production on a daily basis."



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For more information, visit biolase.com



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