



A Vision for Better Dentistry: Waterlase Provides an Edge for Growth

A BIOLASE Waterlase Case Study: Dr. Christopher Mast, DDS

With a vision for a new kind of dental practice in his community, Dr. Christopher Mast built his brand new state-of-the-art practice from the ground up with Waterlase as the centerpiece of his clinical solutions. It was one of the best decisions he ever made.

The doctor credits his Waterlase for expanding the practice's clinical capabilities and increasing its profitability, consistently and reliably growing its patient base, and providing a higher level of patient care.

After 12 years in practice, Dr. Mast says, "As I began to learn more and more about Waterlase dentistry, I became more skilled and found I could grow my patient base but also provide more services and better dentistry for my current patients."

BIOLASE



Fresh out of dental school with visions of his own dental practice in the Big Sky state, Dr. Christopher Mast proved that the “sky’s the limit” when it comes to laser dentistry and practice success.

Dr. Christopher Mast graduated from the University of Minnesota School of Dentistry in 2003, and boldly set off into the world with a unique vision for what he wanted his dental practice to be. He didn’t take the traditional route out of dental school and become an associate at another practice. “Probably because I was too stubborn -- I had a vision for what I wanted my dental practice to be, and I didn’t see any practices like it, so I just decided to build it myself,” says Dr. Mast.

He decided to build his practice in Helena, Montana, a place that is special to him because of its natural beauty, its proximity to Yellowstone, and because he met his wife, Aislinn, here. He grew to love the place while an undergrad at nearby Carroll College.

As a dental student at the University of Minnesota, Dr. Mast saw the potential of lasers in dentistry. “I heard about it and did a lot of research and found that BIOLASE was the industry leader and held 80% - 90% of the dental laser patents. So I called them and asked them to show me the technology. This was while I was in the process of building my practice, and I was spending \$250,000 on construction. As a brand new dentist, it was quite a stretch for me to invest in a state-of-the-art laser on top of the new practice, but I loved that the laser offered me a way to be a better, cleaner, safer and more conservative dentist,” states Dr. Mast.

A Vision for a New Kind of Practice

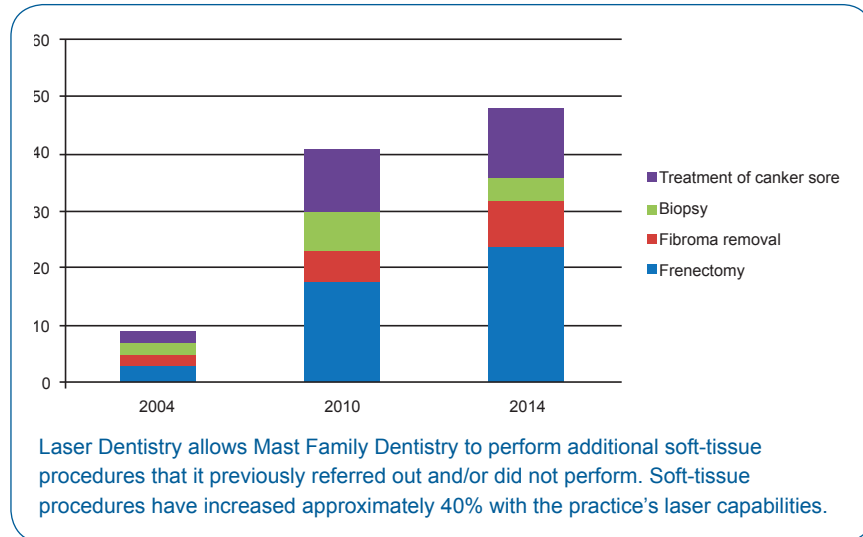
With the help of his wife, Dr. Mast built the first all new dental practice in Helena. They made Mast Family Dentistry into a completely digital practice with no paper charts by incorporating state-of-the-art technology and a fresh practice-style. This approach set it apart from less technology-oriented dentists.

Their practice’s décor is just the right mix of contemporary and comfort and it incorporates many special touches that elevate the patient experience – such as special attention to dental care for women and children, and personal spa-like touches such as lattes served in the waiting room.

His team of highly-trained dental assistants is comprised of motivated college students from nearby Carroll College, Dr. Mast’s alma mater. Says Mast, “My team is smart, young, motivated, and readily embraces new technology. They are on the path to becoming doctors, so it makes for great team energy and a great experience for our patients.”

As far as lasers in the practice, Dr. Mast started with the Waterlase in 2005. Today he utilizes both the Waterlase all-tissue laser and the Epic™ diode laser. “We use the laser on nearly every patient, and we even use the laser instead of packing cord. It’s just better and cleaner.”

ADDITIONAL SOFT-TISSUE PROCEDURES PERFORMED WITH LASER



Thriving Family Practice

Building a successful practice in Helena is not as easy as it may appear. Helena, the state capital, has a population of approximately 30,000 people. The city is only now starting to grow after years of decline from 2005 – 2010. Median household income is around \$50,000 per year. For a dental practice, this can be a challenging environment. And yet, Mast Family Dentistry is thriving.

Dr. Mast has now been a dentist for 12 years and a laser dentist for 10 of those years. When asked how laser dentistry helps the productivity of the practice, Dr. Mast enthuses, “The Waterlase allows me to do things I wouldn’t normally do – such as soft-tissue procedures like a frenectomy, or any kind of surgical procedure. In the past, I wouldn’t do biopsies – it was just too much bleeding, and bleeding is a risk. With the Waterlase, there is little to no bleeding, so I can perform these procedures now, whereas in the past I would have referred them out. Fibroma removal is another example.”

“With the laser we do more periodontal care now. We do about 90% of perio for our patients in our office,” according Dr. Mast, “The patients are happier to stay in-house. In addition to the expanded perio services that we provide with Waterlase, our hygiene staff uses the Epic laser on about 85% of our patients for bacterial reduction. We can target infected and inflamed tissue, and we also use laser to help give patients relief from canker sores. These are just some of the ways that laser has enhanced our practice performance.”

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We use the laser on nearly every patient... It’s just better, cleaner, more conservative dentistry.

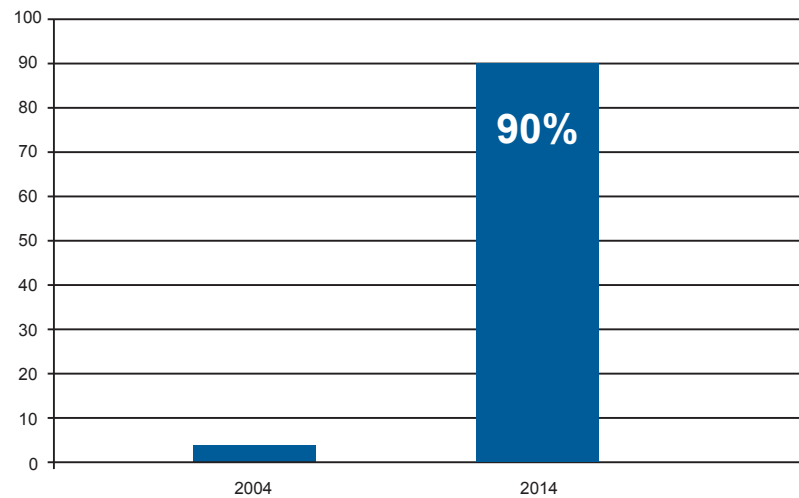
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INCREASE IN HYGIENE AND PERIODONTAL PROCEDURES WITH LASER

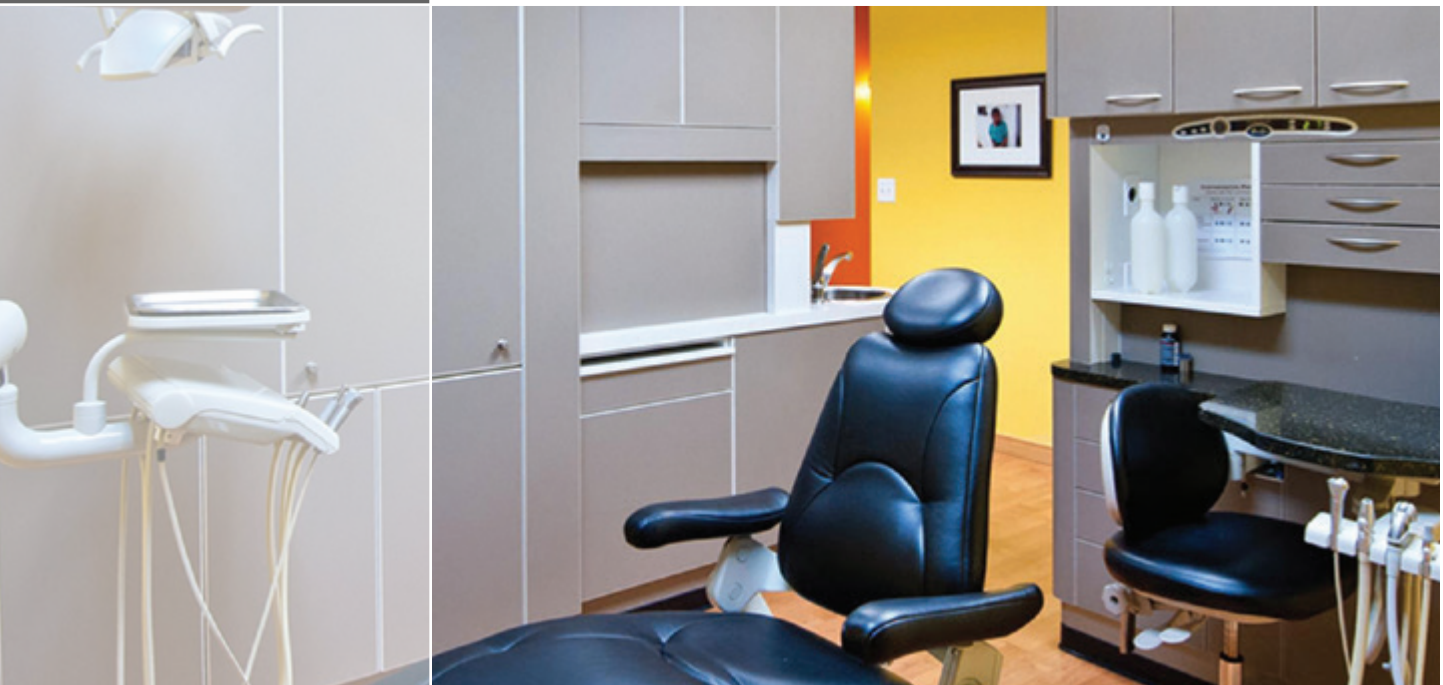


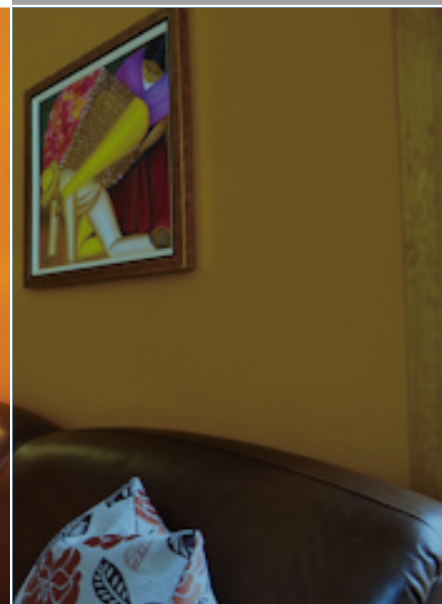
Laser treatments are bringing us almost 100% of our referrals.



Mast Family Dentistry has experienced a 90% growth in the amount of hygiene and periodontal services performed since adding laser periodontal procedures. The practice reports strong numbers of patients inquiring about laser hygiene services and it is also receiving referrals from area periodontists.

Practice manager, Aislinn Mast, has been part of Mast Family Dentistry from the beginning. She has managed the practice for more than ten years. According to Aislinn, "People are inquiring about lasers. Waterlase treatments are bringing us almost 100% of our referrals. In our marketing, we have tried TV, newspaper ads, and other things. We find that what works and what we can track is simple word-of-mouth, and Waterlase dentistry is really driving that."





Commitment to Lasers and Laser Training

Because he was highly motivated, Dr. Mast embraced laser training with enthusiasm. He joined the World Clinical Laser Institute and began attending continuing education courses on the use of lasers.

“As I began to learn more and more about laser dentistry, I became more skilled, and found I could provide more services and better dentistry for my patients – especially with perio,” states Dr. Mast, “Laser therapy is such a powerful adjunct to perio. With the laser we can target diseased and inflamed tissue for bacterial reduction and get on top of the situation quickly.”

Personal Satisfaction

Personal satisfaction is a major motivator for the doctor; Dr. Mast explains, “As a laser dentist, day-in and day-out I am going to be cleaner and more conservative. With a drill, the drill goes into bacteria and splatters it and spreads it all around. Not so with Waterlase. No micro fractures and no heat from the drill. With Waterlase technology, you are not going to accidentally injure a patient as you might with a handpiece. All around, the laser just offers so many advantages. With the laser, I am just doing good dentistry better. I am providing better care.”

Two procedures in particular are extremely rewarding for Dr. Mast, “I love doing laser perio treatments. Seeing how you can clean out infected pockets is amazing to me. My other favorite procedure is treating tongue-tie. This is a very stressful situation for everyone. First, it is always stressful to have a 1-week to 2-week-old baby in the office. They are so small. In the case of tongue-tie, the mother and the baby are both stressed – especially the mother. To see the baby latch onto the mother five minutes after the laser frenectomy and start breast-feeding, well, it’s so moving and it is just a relief for the mother. It is quite rewarding to be able to provide that kind of care and outcome for the family without trauma and general anesthesia and at a reasonable cost.”



With Waterlase technology, you are not going to accidentally injure a patient as you might with a handpiece.





...we consistently attract new patients.



High Patient Acceptance and Strong Patient Referrals

In becoming a Waterlase dentist, Dr. Mast knew he would distinguish himself and differentiate his practice. Currently only about 5% of dentists in the US are all-tissue laser dentists and maybe 30% of practices have any kind of laser at all.

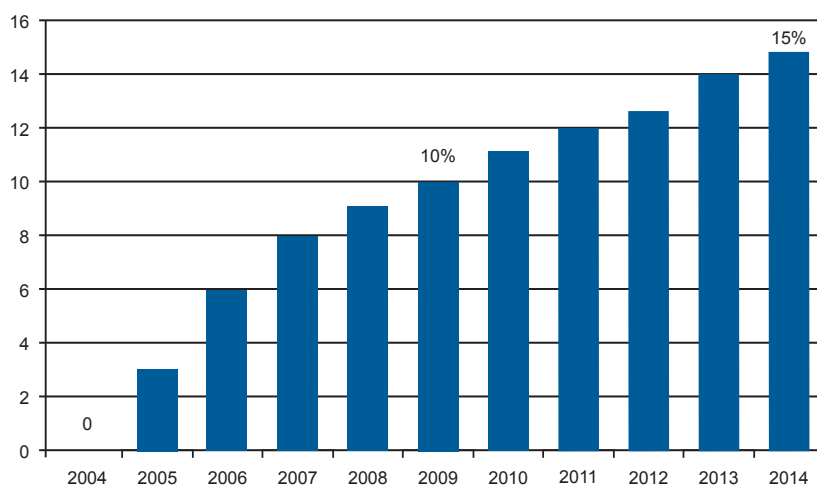
“I truly believe our Waterlase and Epic lasers allow us to provide better care and a better patient experience. Word gets around and we consistently attract new patients, with some new patients coming from hundreds of miles away.”



Growing a Pediatric Patient Base

Of particular note is the growth in the patient base of children. “When the practice started, we had zero children as patients,” says Aislinn Mast, “Once we focused on being a family practice and we started with the Waterlase, our patient base of children started to grow – which for us is both meaningful and rewarding because it is our vision to treat the whole family. Today patients 12-years-old and younger make up 15% of our patient base.”

PEDIATRIC PATIENT GROWTH



Mast Family Dentistry started in 2004 with no children patients. With a focus on treating the entire family and the addition of Waterlase dentistry, the practice has attracted a growing patient base of children 12-years-old or younger. Children now account for 15% of total patient base, which the practice attributes to word-of-mouth referrals.

Adds Aislinn, “Word gets out with parents about laser dentistry for children. Parents don’t want their children restrained and sedated for dentistry. They are hearing good things about laser and that’s what they want for their kids.”

Laser-Assisted Dentistry and Beyond

When asked what advice he has for doctors interested in learning laser dentistry Dr. Mast advises, “I feel like I am just a regular guy who really did a good job learning laser dentistry and integrating it into the practice. A lot of dentists and practices struggle with this. I would encourage new users to be fully committed to learning dental clinical applications and techniques and combine that with vigilant practice integration. The dentist needs to be the leader and champion for laser dentistry in the office, and needs to make sure that the practice team is educated and trained appropriately in their use – including making sure to properly bill for your services.”



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A fresh
practice-style
that set it apart.

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So now that Dr. Mast has built a thriving practice and is living the lifestyle he desires, spending time hiking, biking, fishing, skiing or enjoying time with his family at their cabin in Yellowstone, what is next? “I don’t think I will ever stop learning and growing as a dentist. I always want to provide better care to my patients. So as new and better technologies and techniques become available, I want to stay ahead of the curve and make sure we are offering the best technology and treatment options available today. With the added revenue that Waterlase laser dentistry creates for us, we are now in a position to considering adding other technologies and treatment options for our patients such as digital impressions and CAD/CAM.” ■

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

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