



# SET A NEW COURSE WITH SOLEA

**Become empowered by a new level of noninvasive dentistry with Solea laser.**

Any new equipment or technology purchase should deliver not only a better quality of life in your everyday interactions with staff and patients, but also a discernible return on investment. With Solea laser, the two go hand in hand – unprecedented patient care in the operatory meets tangible progress for your practice.

Dr. Jeffrey Rohde of Kendall/Rohde & Associates has not only experienced this firsthand for over five years, he's also been able to act as a guide for other doctors who have been intrigued by the premise – suture-free, blood-free and virtually anesthesia-free dentistry. What he's found is that doctors gain a new level of control over their daily operations, which can translate to healthy, sustainable success.

Dig deeper with Dr. Rohde as we continue.



## RECLAIM YOUR SCHEDULE

At many practices, the tail wags the dog. That is to say, the schedule dictates your day, and ultimately, the trajectory of your practice – even determining when you need to add an associate or how much time you can spend getting to know the patients you serve.

As it turns out, the efficiency you gain from using Solea laser can put you back in control of your schedule.

“You can do whatever you want with the extra time you get from using this tool,” Rohde said. “Spend more time with your patients or just have a less hectic day.”

“I’ve heard doctors talk about how they’re so busy and are having a difficult time keeping up with their patient load, actually feeling forced to add staff,” Rohde said. “They’ve been able to integrate Solea and take back control of their staffing decision.”

At his practice, Rohde said they’ve chosen to condense the schedule to fit in more dentistry.

“We do more dentistry than ever before, but the pace is less frenetic and the procedures are easier, so we don’t feel rushed or overwhelmed,” he said.

## RECLAIM YOUR GROWTH

Growing your practice can be an uphill climb, regardless of your patient communication plan or practice analytics. In Solea, however, you have a tool that makes life easier for both the patient and the practice. It’s extremely approachable.

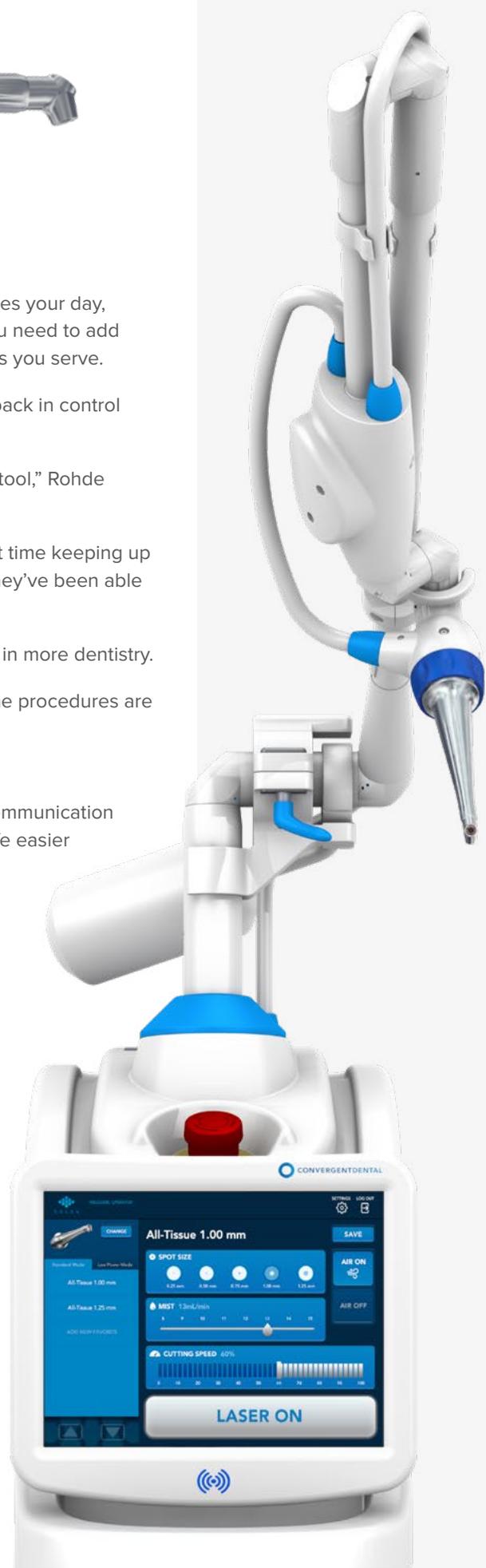
“Solea creates a unique patient experience to where people will accept treatment, refer and talk about your office more,” Rohde said. “So many doctors offer a treatment plan, but then patients push off the work until the next cleaning because it’s not as efficient or there’s an anxiety barrier in the way.”

Rohde recounted a story from a recent patient.

“Recently, a patient of mine who is a chiropractor was scheduled at 1:00 p.m. for a couple of fillings,” Rohde said. “All morning, he’d been telling his patients how excited he was to get the work done.”

“He had his first experience with Solea a few years beforehand, but his patients were shocked to hear how he felt about dentistry – he was talking about how cool the laser is. When you get others talking about it, you’re making an impact.”

And really, getting patients excited and accepting the needed treatment is the main goal.



“When you remove a barrier to treatment, you’re going to get more work done. Only around 40 percent of the population even goes to the dentist regularly, so what is everyone else doing – and why?” he said. “They either can’t afford it, or they are afraid to come in. Solea directly speaks to that anxiety. They see it and hear about it and they’re like, ‘That’s something I can do.’”



## RECLAIM YOUR OPERATORY

According to Rohde, one of the toughest things to work around is the wasted time that comes naturally with traditional fillings. The choreographed dance between operatories that is centered around waiting for anesthesia.

With Solea, you can work on one patient at a time, prepping cavities in multiple quadrants, and then move on to the next patient.

“It’s so nice to be able to move around the patient’s mouth during an appointment and not be stuck in one spot, then have to schedule them for another appointment,” Rohde said.

Even more important has been soft-tissue surgery. Procedures are faster, there’s no anesthesia needed and there’s no bleeding.

“Sometimes people get raised bumps from accidentally biting their cheek – it’s a common procedure that’s made so much easier with Solea,” Rohde said. “We just apply a little topical anesthetic, then cut it off. It takes about a minute, there’s no bleeding, and they heal in a couple of days.”

“When you bring that kind of efficiency into soft-tissue procedures that used to be more difficult – better cutting, better healing and better clinical results – it really can change your outlook and change the way you practice.”

## TAKE A CLOSER LOOK AT SOLEA

See product videos, read stories and find more ways you can use Solea in your practice.

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