

Thursday, September 6, 2012

# DIGITAL IMPRESSIONING for everyone!

  
**PATTERSON**  
DENTAL



Sacramento Branch  
1030 Winding Creek Road,  
Suite 150  
Roseville, CA 95678  
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# You're Invited to a FREE Digital Impressioning Event

with Sirona Dental Systems and YOUR Lab

*Come see what digital impressioning can do for your practice.*

**Experience the many practice-enhancing and patient-pleasing benefits of digital impressioning at this FREE event provided by Sirona Dental Systems and your laboratory.**

*During this presentation, you'll learn the many benefits digital impressioning can bring to your dental practice, including:*

- How to take a perfect digital impression in seconds
- How you'll save time by sending digital impressions to your lab instantly via the Internet
- How digital impressions increase the efficiency, productivity and profitability of your office
- How digital impressions improve communication with the dental lab
- How digital impressions provide a more pleasant experience for patients: no mouthfuls of gooey materials or trays to gag on and less time in the chair

## EVENT DETAILS

**Date:** Thursday, September 6, 2012

**Time:**

6:00 p.m. - 6:30 p.m. Registration

6:30 p.m. - 8:30 p.m. Lectures

8:30 p.m. - 9:00 p.m. Hands-On Digital Impressioning

**Location:**

Hilton Sacramento Arden West  
2200 Harvard Street  
Sacramento, CA 95815

**Fee:** FREE

**RSVP:** Please visit [www.sironaevents.com](http://www.sironaevents.com) to register for this FREE event or call 855-465-2248 for more information.

**Don't miss out on this unique opportunity. Space is limited, so RSVP today!**

## SPEAKER BIOGRAPHIES



### Greg Campbell, DDS

Dr. Greg Campbell is recognized as an expert on integrating CAD/CAM dentistry into offices and is frequently sought out by industry leaders to lecture about this technology. He is highly entertaining and has a great understanding of all the digital impression systems currently on the market. He trains other dentists how to use this technology and is a certified Advanced and Basic CEREC trainer for Patterson Dental. Dr. Campbell is presently lecturing nationally for Sirona—The Dental Company, Dental Product Shopper (Dental Learning) and Patterson Dental regarding CAD/CAM dentistry and integration of technology into the dental practice.



### Thomas L. Nieting, CDT

Tom Nieting has worked for more than 35 years as a certified dental technician and ceramist. In 2006 he joined Sirona Dental Systems in Charlotte, N.C., as the technical marketing manager for laboratory CAD/CAM and director of education for the Sirona inLab system. Before joining Sirona, he was the general manager of Lemke Dental Lab, a 50-person, full-service laboratory in St. Paul, Minn. He is a co-founder of DENTATRUST, LLC, the first dental laboratory focusing entirely on digital impression dentistry. Mr. Nieting was the first inLab user and beta tester in North America. He conducts CEREC advanced software trainings and lectures nationwide and internationally.