

Cambia Dental Lab Helps Oral Surgeon Businesses Survive Industry Armageddon

Company Touts Minimum Daily Income Goal of \$3,000 for Every Traveling Dental Specialist

LAKE FOREST, CALIFORNIA, UNITED STATES, January 10, 2017 /EINPresswire.com/ -- Lake Forest, California- January 10, 2017 - Michael Hill, the President of [Cambia Dental Lab](http://www.cambiadentallab.com)

(www.cambiadentallab.com) announced on Social Media that the Company expects more than 50% of dental treatments related to extractions and implant cases to be performed in the private practices of general dentists within the next 10 years.

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*Michael Hill, President of
Cambia Dental Lab*

“We have a pretty strong bias at Cambia Dental Lab that qualified specialists are best suited to perform specialty dental treatments. However, the outsourcing of specialty dental treatments to a wide variety of disparate dental professionals peaked several years ago. That business model is rapidly declining and being replaced by a growing number of itinerant

dental specialists who perform specialty treatments within the practices of general dentists. The demand for traveling specialists is very strong as dentists try to increase practice revenue,” said Hill.

“It’s inevitable. The financial viability of the private practice dental office is in serious risk long-term unless the business owners, the general dentists, start planning strategically and expand their treatment services. As the private practice dentist begins to add these new services in-house the demand for outsourced specialty dental services will continue to diminish. We are already seeing this happen and the trend is growing much faster than I think any dental professional anticipated.” he added.

The claim is certainly not outrageous especially when one considers that nearly 90% of European general dentists place implants. While domestic dentists may have been reluctant to pursue many relatively light surgical procedures in the past there is no question that the prevailing conservative mentality has shifted. Advances in treatment protocols, modern digital planning technology, and material innovations have opened the door for tens of thousands of general dentists to add group practice services in house. Reduction in insurance reimbursements and increased competition from large group practice dental service organizations (DSO’s) have provided the motivation for dentists to begin looking at new ways to improve the financial performance of their practice.

“General dentists refer out billions of dollars of treatment revenue every year to local dental specialists. That lost production revenue has become the low hanging fruit for increasing practice revenue. Rather than sitting by and watching more and more dentists obtain the training necessary to perform these treatments themselves there is a unique opportunity for specialists to partner with the private practice dentist. Together they share in the financial value of the treatment while ensuring patients receive the best care by the most experienced dental professionals”, said Hill

The traveling dental specialist is the practical manifestation of industry changes. Many of the itinerant specialists have brick-and-mortar practices but just not enough patient referrals to stay busy 4 or 5 days per week. By expanding their geographical service area footprint and providing traveling dental services two or three days per month they become a resource for an entire new population of private practice dentists.

“One challenge traveling specialists face is finding enough work on a specific day to support their professional income goals. That is where we come in. Our ever expanding relationship with [MyPractice9 \(www.mypractice9.com\)](http://www.mypractice9.com) allows us to put a large number of high value treatments like multi-unit implant cases in front of our clients each month. The specialists we work with choose cases to do; which days to they want to work and which local city they want to work in. The dental specialists we advocate for earn a minimum of \$3,000 per day and in many cases they earn much more. As a matter of fact, we currently have more dentists looking for traveling specialists than we have specialists available to do the work”, he continued.

Specialists interested in working with Cambia Dental Lab should contact the company directly (877-422-6242).

Cambia Dental Lab is based in Lake Forest California. The Company provides dental lab services including a full complement of implant and digital planning and design services to dental professionals nationwide.

MyPractice9 is a web based company which connects U.S. dentists with local traveling dental specialists for the purpose of providing in-practice specialty dental services.

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This press release can be viewed online at: <http://www.einpresswire.com>

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