

Why CEREC®?

- **20+ YEARS AND 22,000+ SYSTEMS**

Worldwide, CEREC has an unmatched track record and installation base. Assuming 200 restorations annually per installation, over 3 million CEREC restorations will be completed this year; that's one every 10 seconds, 24 hours a day, 365 days per year.

- **PROVEN CLINICALLY SOUND**

More than 300 CEREC studies have been published, making CEREC one of the most clinically proven technologies in dentistry, and showing that CEREC's 18.5 million restorations to date are based on the highest clinical standards.

- **BASIC, INTERMEDIATE AND ADVANCED TRAINING**

More than 50 clinical educators, many of whom are advanced educators, offer programs that cover everything from initial ownership to the most sophisticated CEREC cases to live patient treatment courses. You have access to unparalleled resources that help you master CEREC.

- **PRACTICAL AND EXPERIENCED EDUCATORS**

Doctors who teach CEREC use it every day in their own practices. They each have literally thousands of hours of experience, have placed thousands of restorations on their own patients and collectively they are the world's most advanced dental CAD/CAM experts.

- **DRIVER OF GROWTH AND SUCCESS**

Proficiency in CEREC leads to practice growth, team efficiency and productivity gains. The immediacy of CEREC restorations motivates both doctors and patients to strive for ideal, comprehensive and esthetic treatment options. Patient love one-visit restorative appointments.

- **RETURN ON INVESTMENT**

CEREC has an incredible return on investment that most doctors find hard to believe – the economics of CEREC are truly compelling. Not only does CEREC easily pay for itself, but with increased diagnosis and utilization, CEREC lets every practice develop the customized in-house lab expertise they have always wanted.

- **CEREC DOCTORS COMMUNITY**

Over 8,000 CEREC installations in North America mean there are CEREC doctors in your community who share your passion for dentistry's best. Through study clubs, online training groups and national events, you will find amazing CEREC colleagues with whom to work.

- **BRAND RECOGNITION**

In dentistry, patients may not know CAD/CAM, but they know what CEREC means. With national advertising campaigns, practice marketing kits and thousands of doctors educating patients about CEREC in the practices and on their Web sites, CEREC is rapidly becoming part of the patient vocabulary. Smart patients are seeking out CEREC practices in their communities.

- **PATTERSON AND SIRONA EXPERTISE**

More than 100 Patterson CEREC specialists from coast to coast guide your CEREC acquisition and installation, and ensure you start your CEREC experience with all that you need, including:

- Dedicated telephone support from the Patterson Technology Center
- 17 Patterson CEREC training centers
- Multiple training locations nationwide for intermediate and advanced CEREC training

"I consider CEREC as essential to the growth and future of dentistry as radiographs have been to the current practice of dentistry." – Imtiaz Manji, CEO Mercer Mastery