

A clinician's perspective on Synca's Brilliance 20 in-office whitening system



Lianne Trapani,
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Lianne Trapani is the lead dental hygienist at Dentistry on University, located in the busy financial district of Toronto, Ontario. The transparency of treatment and ensuring that their clients are receiving exceptional service and enjoying a comfortable experience is their motto. In this interview, we explore why Lianne and her team decided to switch to Synca's Brilliance 20 in-office whitening system and how this new generation of whitening products has impacted their practice.



What has been your experience with whitening in your office, Lianne?

We've offered take-home and in-office systems as that is part of the services we offer. The demand is continuing to grow, as we are located in a highly populated and competitive area. We believe whitening should be an integral part of our everyday conversation with your patients. Our patients are investing in their smiles, and by having the service and options available where we can customize the number of treatments and manage the outcome and maintenance needed with teeth whitening, we are providing the most comprehensive approach.

We also found that our whitening patients typically have a great appreciation in the care of their oral cavity, with overall increase in maintaining their own oral hygiene and also more accepting to future cosmetic treatments. We were using the ZOOM product line in our practice, the time it took to prepare the patient, provide the treatment, and clean up the operatory was on average 1.5 to 2hrs.

Combine that with the high cost of the kits, and the price became too expensive in order for it to be affordable for a patient and profitable from a hygiene production. On top of that, the patients who did invest in the treatment were experiencing sensitivity post-treatment and/or discomfort as the process was very time-consuming. Overall, not something we were able to promote easily and with confidence, so, the in-office treatment slowly became less and less talked about.

What caught your eye when you saw the Brilliance 20 whitening system?

When I had heard of a new generation system that had no post-treatment sensitivity issues and was easier to administer, it almost sounded too good to be true! Only 20 minutes treatment time, no sensitivity, kits only cost \$30, and the LED light had a red spectrum that was good for soft tissues. I was skeptical, but after attending a hands-on whitening course and getting additional training in the office on the whitening system, I am now using the system regularly. I have to say I am happy with the consistent results, and most importantly, the fact that patients do report minimal sensitivity and like how simple the procedure was.

Our clients are also very happy to repeat this procedure, as many of our clients have extremely busy lifestyles, and home care maintenance and



Case 1: Before and after
From A2 to B1



Case 2: Before and after
From A1 to B1

compliance is always challenging. We can now provide a custom whitening program, that is reflective to the changes that our clients may experience based on lifestyle and oral hygiene habits that may lead to discoloration.

How was the presentation?

I was first presented the new generation whitening through a whitening course taken at RDHU, in Stoney Creek. The course was great, as it offered a different perspective and outlook on whitening. I was able to try the system and had asked the representative to visit our office for an in-office demonstration for my clinical team. As she was a hygienist who had an extensive knowledge on whitening products, we were able to work together to figure out our needs, and she showed us how to integrate the right program for our office.

She demonstrated the product and provided a few of our patients the whitening treatment. I was curious to see the outcome, as that is always the challenge of how many shades will this change. I was pleasantly surprised to see the preparation was truly minimal – 5-10min. –, and the treatment was only 20 min. There were definitely visible results and a brighter smile was always achieved.



Case 3: Before and after
From C2 to D2

Since the implementation of the Brilliance 20, we've tried whitening on different clients, as well as double treatment for clients that may be starting with a darker shade colour or if they use whitening for the first time. With the exception of one client, the feedback is always POSITIVE. I was so surprised to hear that there was no tooth sensitivity, no zingers, no spikes, as this is a BIG aspect of the client experience we want to provide! I was amazed!

How was whitening promoted in your office before the meeting?

Whitening was not a topic that was brought up with every patient. Sometimes, it was discussed only if a patient asked, this was due to the fact that we didn't have a system we were happy with. We were only doing 2-3 cases per month, and it was only if we offered promotions that clients would be interested. We truly want to separate ourselves from our competitors.

We also felt that talking about whitening was "selling", and it wasn't always the first thing we felt was important to discuss. But the Synca rep changed our minds on this! Whitening is now part of the education that we must teach our patients along with oral hygiene. We've also started to take a shade colour with every patient, so that we have a baseline. We keep records and baselines for all oral assessment, but never paid much attention to identifying the tooth colour. Now, we can confidently track and identify with our clients what has changed, and address the treatment recommendation if it is a concern.

Many people are looking to whiten their teeth, and our job as dental professionals is to educate our patients on what is out there, what is important to know, and what are the options. Teaching about the importance of doing these dental treatments in a dental office with qualified dental

professionals that can manage and care for their treatment progression and get the best possible results provide greater value to our clients and separate ourselves against our competitors.

As well, we now look at whitening as a long-term program in our office with long term follow-up and a maintenance program. Our staff now asks our patients if they've ever used anything to whiten their teeth and if they'd like to learn more about the products on the market and the pros and cons of each. We make sure they know that we can help them with their questions and guide them appropriately. We have doubled the number of cases we do each month, and with the cost of the kits and the operatory time needed, it's a very practical and profitable part of the practice. Plus, we are now getting more and more whitening clients, that are not only loyal and see value in what we provide, but I know they will also bring great value to our practice.

What does the staff say about Brilliance 20?

We are confident and look at whitening differently now! We believe in Brilliance 20, which leads to more discussion with patients, better educated patients and an excellent service provided by our office. Patients leave the office ecstatic over their same day smile makeover! They tell their friends and family, and we are starting to get more and more referrals. That's what we want from a whitening system – MORE WOW and less OW!!!

Would you recommend the Brilliance 20 system and Synca?

100% – Synca not only provides a great whitening system that makes sense for our office, but they provide the training and support you need to integrate it into your practice properly! Thank you, Synca! ■



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FASTER
MORE AFFORDABLE
than ever!



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