Photos from a recent “Lessons In A Lunchbox” Program at Heights Murray Elementary School, Wilkes-Barre.
Many may not know, but Northeastern Pennsylvania is home to one of the top
dental supply companies in America.
Named for founder Benjamin Cohen, Benco Dental has been at the forefront of
all things dental for more than 80 years – and is still thriving and expanding on
CenterPoint Boulevard in Pittston, thanks to a variety of factors.
“The dental distribution business is extremely competitive and Benco works
hard to win the hearts and business of our customers,” Richard Cohen, one of
Benco’s managing directors said during an
interview last week.
There are several key elements that have
made Benco successful and have led to
what’s called the Benco Difference.
“The Benco Difference is our unique suite
of products and services that’s really become
our special sauce – that makes us the fastest
growing dental distributor in America,” he
said.
“We have the best offering of products and
services in the business,” he added, explain-
ing that among many other innovations,
Benco presents an exclusive experience
for dentists – not available at other dental
companies: massive equipment showrooms
in Pennsylvania, California, and Texas that
showcase its major equipment lines in
a test-drive environment.
The showrooms allow visitors to
experience the innovative dental
equipment in-person, an added
value that competitors can’t match.
Visitors can view the broadest
array of equipment, side by side,
under one roof: dental chairs, 2D
and 3D imaging, lasers, cabinetry,
handpieces and more.
In addition to the showrooms that
allow Cohen and team members
to present their extensive lines of
product, the Benco people are para-
mount.
From the distribution center team
who Cohen calls “incredible” to the
customer-facing folks, all Benco team
members are highly valued.
Benco Dental ranked 29 on the list of 2017 Best Workplaces in Health Care,
which is based on surveys from nearly 88,000 employees across the industry. The
results show that team members enjoy a supportive work environment with effec-
tive communication and trust in leadership.
The company’s choice of home office location has helped, too.
“Being headquartered in Northeastern Pennsylvania is truly a competitive
advantage because we have access to the best labor pool in America,” Cohen
said.
Northeastern Pennsylvania – with its easy access to interstates and major met-
ropolitan areas – is a hub for growing businesses like Benco.
Committed to improving dental health and working as allies to its partners,
Benco Dental also publishes the nation’s only lifestyle magazine for dental profes-

tionals, Incisal Edge. The publication celebrates the life and lifestyles of dental
professionals and their passion for their profession of choice. Its focus is on the
people and programs that keep the dental industry expanding and improving,
and mirrors the focus of the company which publishes it.

Benco’s Vision
To be the #1 choice for dental professionals, team members, and vendors/
partners who are passionate about excellence and success.

Benco’s Values
· We earn and cherish our sterling reputation
every day.
· We assume positive intent, always.
· We empower great people to do great work.
· We give back to the communities and families we serve.
· We begin each initiative by asking,
“What does the customer want?” and we
improve each process by asking, “Why?”
again and again.
· And...we smile!

Incisal Edge Magazine
Along with offering 5-star customer
service, Benco Dental publishes a lifestyle
magazine that caters to dental profession-
als.
· Incisal Edge Magazine is nearly 20 years
old and was relaunched about 5 years ago.
· Incisal Edge features interesting infor-
mation about new technology in the profes-
sion, doctor bios, innovative dental office
construction and so much more.
· Check out the website at incisaledgemagazine.com and click on the Winter
2018 link to flip through the pages of the e-magazine.

About Incisal Edge: Knowledge. Success. Life. Those three words, printed
on the cover of every issue, guide editorial content for the national’s only dental
lifestyle magazine – Incisal Edge. Published by Benco Dental, Incisal Edge cel-
bbrates dentists’ achievements both inside the operatory and during their hard-
earned downtime. Known for its “40 Under 40” feature that highlights the coun-
try’s brightest rising stars, the magazine’s content ranges from “The 32 Most
Influential People in Dentistry” and news about the latest techniques, tools, and
dental practice designs, to the best in travel, automobiles, and timepieces. Incisal
Edge reaches more than 40,000 Benco customers and their staffs; this number
continues to grow due to media partnerships and a subscription option.
1,100 students, 5 schools, 1 Lesson in a Lunchbox

Principal Melissa Myers introduced 280 second and third graders to a few visitors in the Heights Murray Elementary School cafeteria last Thursday, February 1.

Cheers of excitement quieted to a dull roar as a petite woman clad in a white dental coat embroidered with an oversized carrot pocket led the discussion at the Wilkes-Barre Area elementary school.

Dr. Winifred J. Booker, CEO of the Children’s Oral Health Institute traveled from Owings Mills, Maryland with Program Director Chiquita Veney to share a message, and a bright orange lunchbox concept that she had created more than 20 years ago.

“Lessons in a Lunchbox teaches the child independence; therefore it provides her or him the ability to brush and floss using the dental kit, the carrot case, and the lunchbox,” Dr. Booker said.

She developed the program around an ingeniously crafted carrying case, designed to teach elementary school children the importance of dental hygiene.

Before each child received their bright lunchbox of treasures — a plastic carrot filled with a toothbrush, toothpaste, dental floss, and a rinse cup — the group viewed two “Peanuts” films about proper brushing and flossing techniques.

The lunchboxes included information in English, Spanish, and braille, and were donated to children in five Wilkes-Barre Area School District elementary schools by the Benco Family Foundation, a project of Pittston-based dental distribution company Benco Dental.

Rebecca Binder, executive director of the Benco Family Foundation, told the Times Leader:

“Our foundation helps support access to dental care and dental health projects and programs across the country. It’s important because everybody deserves to have access to good, high-quality dental care.”

“I believe the most valuable aspect of Lessons in a Lunchbox is that it puts all in one spot,” said 24-year-old dental student Jasmine Faldu, shown above, of Barnegat, New Jersey.

Fourth year University of Pennsylvania dental student Najm Alanbari shares high points of his experience.

“My favorite moment of the day was sitting down among the students and watching how they were paying such close attention to the screen. I feel like it will make changes.”

“Lessons in a Lunchbox is a creative and innovative way of teaching children how to take care of their teeth, while being hands on,” said Victoria Bilski, of Wilkes-Barre, a sophomore student in the Pre-Dental program at Wilkes-University who volunteered at the event.

In regard to volunteerism, Connie Dombroski, Director of Health Science and Student Success at Wilkes University, said, “I tell dental students to access local dental offices and use their family and social networks to see what volunteer opportunities are out there.”

During Lessons in a Lunchbox, the children learn the following: flossing, brushing and fluoride, healthy dietary choices, good eating habits, and about careers in dentistry.

Dr. Winifred Booker, center, and Chiquita Veney traveled from Owings Mills, Maryland to Wilkes-Barre, Pennsylvania to spread the message of oral health care with elementary school children.
WE DRIVE DENTISTRY FORWARD
by leveraging innovative solutions
and our caring family culture.

Our world-class customer
experience is built on painless tools,
the broadest and boldest selection
of products and services, hug
pricing, experts who help customers
succeed, and people who smile.

With CenterPoint, the
world’s largest design/
equipment showrooms, we’ve
redefined the way dentists buy
equipment and design offices.

“As a family-owned enterprise, we have the luxury of thinking in
decades, not quarters. That long-term focus has enabled us to become
America’s most innovative dental distributor, with every innovation
designed for a world-class customer experience. Our 68 on the world’s
foremost customer satisfaction measure, Net Promoter Score, proves
it: better than Amazon, Apple, and Southwest.”

We’re regularly named one of
America’s best workplaces.
Giving away smiles, and helping
customers create them for their
patients, is what inspires us.
And makes us better.

THE BENCO DIFFERENCE

Customer Service & Innovation
are the twin strands of our DNA.
Inspiration awaits in San Francisco

Story by Kristie Ceruti, Benco Dental

Standing ovations. Inspirational messages. Philanthropic opportunities.
Where can you find all these?
The Lucy Hobbs Project 6th annual Celebration in San Francisco.
From emerging leaders and industry icons to mountain movers and up-and-comers, The Lucy Hobbs Project Celebration shines a light on exemplary women in the dental profession.
There, crowds gather to witness outstanding dental talents celebrate their day in the sun. Honorees speak from the heart about passion for their profession, causes close to their heart, and outstanding networks of support.
During the celebration, The Lucy Hobbs Project will honor the women who were chosen and are setting new benchmarks in the dental profession and beyond. The three-day celebration will also include a keynote speaker, panel speakers, day of innovation and entertainment.

Learn more about the celebration
At the 2018 Lucy Hobbs Celebration, September 13 through 15 in San Francisco, the schedule of events includes:

**Thursday**
Registration Opens
Video Introduction—5 Years of The Lucy Hobbs Project and Musical Act
Keynote & Moderator Dr. Pamela Marzban—The Power of a Team
Panel—Dynamic Teamwork
Moderator & Panel—Redefining “Having It All” Networking Break
Moderator & Panel—Marketing Your Business Awards Ceremony

**Friday**
Embracing Change and Creating Opportunities with Dr. Marcus Abboud and Straumann
Efficient Treatment Protocol with Dr. Will Martin and Dr. Adam Hamilton
Practice Efficiency: Increasing Patent Case Acceptance through Efficient and Predictable Treatment Outcomes with Dr. David Rallis

**Saturday**
How technology, Demographics and Values are Disrupting the Future of Work and Talent with Nancy Giordano, Stategig Futurist
Digital Marketing Makeover: Is your digital footprint winning or losing you business with Corey Perlman, Owner & President of eBoot Camp, Inc.
Defining Your Own Digital Roadmap with Dr. Marcus Abboud
To register for the annual celebration, please visit lucyhobbscelebration.com.

Know an exemplary woman in dentistry?
Nominate her today.
Lucy Hobbs Project award categories include:

**Woman to Watch:**
An up-and-coming leader who utilizes her position to create positive change in the industry

**Industry Icon:**
A trailblazer who is consistently recognized and admired for her work in the dental industry

**Mentor:**
An advisor who recognizes the importance of supporting, educating and encouraging others

**Innovator:**
A groundbreaker who demonstrates a willingness to implement new technologies and business processes without fear of potential failure

**Humanitarian:**
An altruist who works tirelessly for a charity or cause that benefits the well-being of others

**Clinical Expert:**
A skillful practitioner who embraces advancements and adeptly integrates them into patient care

If you know of a woman who fits the criteria above, please nominate her today!
Nominations must be submitted by Friday, April 27, 2018.

For additional information about The Lucy Hobbs Project, please visit: thelucyhobbsproject.com
Digital Dentistry

Digital dentistry incorporates leading edge technologies and devices into the dental procedures as a complement to dental materials and equipment. The use of digital dentistry can make dental procedures more efficient, and the process less time consuming.

Patients can often have what was once a multiple visit procedure completed in one dental appointment.

Chad Carpenter, Director of One Visit Experience at Benco Dental, said that a commitment to innovation allows Benco to introduce the best offerings to participating dental offices.

“Our openness is something that makes us stand out digitally,” Carpenter says. “You have to have an open mind when it comes to new technology and new products.”

Same day dentistry is one of the latest innovations in the dental world. With the help of new technology, patients can visit the dentist and receive an oral scan with a digital wand instead of messy impressions. The digital image is then uploaded to a computer where a 3D image of the patient’s teeth is displayed on a screen.

From here, the images are sent digitally to the mill, where the crown or mold is carved out of the selected material using a burr, similar to a Dremel.

This technology helps dentists and patients get a better fit for their implants. Because everything is digital, and impressions aren’t made from the stone molds of the past, there is less room for error when it comes to getting a perfect fit for patients.

This easier and more comfortable process for patients also offers a much quicker result. In the past, a patient would visit a dentist office, where an impression was made. Next, that impression would be sent away to a lab, where the crown or implant was created. This process could take up to two weeks.

With digital dentistry, patients can be seen by a dentist in the morning and have their crown or implant by the end of the day. Everything is done in the office and there is no need to make a second appointment.

How is Benco evolving in the digital age? Carpenter says they are continually introducing new technology to their dental customers.

“We’re bringing in 3D scanning, tomography, lasers,” he said. “Anything that makes life easier.”

Augmented reality in marketing is another advancement that is making an appearance in Benco partner offices. For children, visiting the dentist can be a scary experience, but Benco has found a way to keep them amused and distracted in the waiting room.

“We have pictures that the children can scan with their parents’ iPads or smartphones. The picture from the story comes to life and keeps kids entertained while they’re waiting to be seen by the dentist,” Carpenter says.

Along with technology, Benco Dental evaluates new products to provide insightful solutions to its customers. In-house marketing summits identify the latest advancements in the dental world. Then Benco’s sales and service teams deliver the products to partnered offices where they provide training demonstrations for the dental team. The entire Benco Dental family is committed to introducing the ever-evolving world of technology to its customers and their patients.
Meet Dr. Sprau and Dr. Clements

Sprau and Clements Dentistry (originally Clements Dentistry), located at 30 Foster Drive in Dallas, has been taking patients for over 30 years.

They offer services such as gentle preventative care, tooth colored fillings, implant restorations, life-like veneers, crowns and bridges, root canal therapy, orthodontic treatment, in office and take home bleaching, and TMJ dysfunction treatment.

Along with these services, Dr. Clements says, “we’re happy to have a patient who just wants to come in for a check-up or to get their teeth cleaned.”

Sprau and Clements Dentistry is currently accepting new patients. Dr. Clements recommends calling to make an appointment beforehand.

Changes/Innovations

“We’ve become quite digitalized and we’re moving to become paperless this year,” Dr. Clements says. “We do all digital radiography; all x-rays and impressions are digital.”

So what does this mean?

Digital x-rays mean less radiation, with a reduction in radiation exposure by 64%.

Digital impressions take a lot of the hassle out of what used to be a messy process. Instead of using traditional molds, dentists take a scan of the patient’s mouth and then the virtual images (or video, in some case) can be sent to a laboratory via email rather than sending the traditional stone model through the mail.

Benco Dental Partner

“We’ve been with Benco since day one,” Dr. Clements says. “Our office manager, Mary McGuire, has developed a great relationship with them. We’ve had great service from everybody that works there.”

“Benco Dental really is our partner and the personal touch from the top of the company to the people you deal with on the phone to place an order,” Dr. Clements says, “it goes through the whole company.”

Dr. Robert D. Clements Jr.

A graduate of Wilkes College and Case Western Reserve University School of Dentistry General Practice Residence at West Jersey Hospital in Camden New Jersey.

For over 25 years, Dr. Clements has been a member of the Lehigh Valley Hospital/Penn Dental continuing education program, which presents over 10 continuing education courses between September and May every year.

Dr. Duane R. Sprau

Dr. Duane Sprau is a lifetime resident of the Back Mountain area, where he attended Dallas High School. He received his undergraduate degree in 2003 from the Pennsylvania State University. In 2010 he graduated Cum Laude from Temple University’s Maurice H. Kornberg School of Dentistry. Dr. Sprau completed his general residency at the VA Hospital in Wilkes-Barre in 2011.

He is an active member of the American Dental Association, Luzerne County Dental Society and the Academy of General Dentistry. He participates in continuing education courses on a regular basis covering a variety of current procedures.

Dr. Sprau is trained in performing root canals, extractions, crowns, bridges, veneers, Invisalign and other general and cosmetic dentistry procedures.

Outside of work, Dr. Sprau is an avid Penn State Football and Philadelphia Phillies fan. He enjoys staying active, collecting records and spending time with family.

Dr. Sprau, left, and Dr. Clements, right.
Making a difference, smile after smile.

The mission of the Benco Family Foundation is simple:

“We are dedicated to improving the dental health and quality of life in our local communities and around the world.”

In 2017, the Benco Family Foundation supported more than 100 charities and donated over 375,000 toothbrushes to children and families.

And we’re just getting started.