

With its STA System, Milestone Scientific bucks trend

Sales are up 200 percent for 'win-win' anesthesia delivery tool, says director of marketing

By Fred Michmershuizen, Managing Editor Endo Tribune

In 2008, when most dental equipment manufacturers reported declines, sales of the Milestone Scientific STA System were up over 200 percent. It seems that the timing was just right for an instrument that reduces stress and increases referrals. Dentists are turning to Milestone's STA System (STA stands for Single Tooth Anesthesia) as a way to bridge the office through challenging economic times.

Dental Tribune recently interviewed Scott Mahnken, Milestone Scientific's director of marketing, about the company's success, its innovative product and the various advantages that computer-controlled local anesthesia delivery offer the dentist.

Why did Milestone have such a successful year?

Many feel that our success was related to the new leadership team, led by CEO Joe Martin. One of the first things Joe did upon joining



Scott Mahnken

Milestone was improve the processes and internal communication. A second key addition was Bob Presutti. Bob joined Milestone in August 2007 as vice president of sales and marketing. Once new leadership was in place, the company conducted extensive market research in order to improve our message to the dentist. When we recognized that den-



tists appreciated the increased confidence and reduced stress achieved upon making the STA System the standard of care in their offices, we knew that we had discovered a clear message of meaning. It was rather interesting for us to learn that dentists experience increased stress levels when administering anesthesia, as many of us had always looked at it from the patient's perspective.

So it was not only patients who were stressed?

That's what I believed until we conducted the first International C-CLAD Symposium. I learned that a study conducted a few years ago showed that 18.8 percent of dentists have considered a career change due to the stress of administering anesthesia. At C-CLAD, which stands for computer-controlled local anesthesia delivery, we heard from dentists who admitted they "held their breath" while giving palatal or mandibular block injections. It made sense that the STA System would reduce their stress level because the computer-controlled delivery controls the flow of anesthesia below the patient's pain threshold.

Do all specialties benefit from using the STA System?

Indeed. Our biggest audience is GPs, but we have really built a strong following with pediatric dentists and endodontists. The benefits of using the STA for offices that treat kids are enormous. No more collateral numbing, which discourages children from biting their lip and tongue, and no more calls from angry parents after hours or on weekends.

Can a dentist administer every injection using the STA System?

Absolutely. Initially many dentists purchase the STA System to do the New STA Intraligamentary Injection, which allows them to administer fewer block injections. But soon they recognize that the STA System can actually deliver a "comfortable" palatal injection, something that most dentists feel is impossible. STA can also vastly improve your mandibular block injections, and the STA also allows dentists to perform newer injections like the PASA and AMSA.

Why are dentists buying STA, even in this economy?

There are a few very sound reasons why STA is selling in today's economic environment:

1) Stress. The STA System reduces



the stress of patients, dentists and staff and gives the office something to feel positive about. The front desk loves STA because it increases referrals and lowers cancellations.

2) Productivity. Offices with STA can work on two different quadrants. What once took two visits can be completed in one.

3) Referrals. Most practices rely upon referrals, and patients can't stop talking about STA.

4) Preference. Your professional patients prefer to come in before work or while on their lunch hour, but they hate the collateral numbness. With STA your patients return to their routine without a numb lip and tongue.

5) Technology. You and your patients recognize that the traditional dental syringe, which was designed over 150 years ago, is ready for a technology update. The computer-controlled STA eliminates many of the variables and human error associated with traditional held syringes.

What can dentists expect from Milestone in 2009?

In 2009 we're sponsoring the Second Annual C-CLAD Symposium, to be held May 1-5 in Amelia Island, Fla. The C-CLAD Symposium will be chaired by Dr. Stanley Malamed, the world's most renowned expert on local anesthesia. This year's event will include input from more than 25 lecturers and thought leaders from all different specialties.

The objective is for the STA System to be one step closer to being recognized as the standard of care in all dental offices. After all, when is the last time your traditional syringe earned you a patient referral?

For more information on Milestone Scientific, the STA System, or the upcoming C-CLAD Symposium, contact Scott Mahnken at smahnken@milestonescientific.com or visit www.milestonescientific.com or www.stais4u.com.

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