Sharpeez by Hayes

Training Manual

Version 2
The Goal of Sharpeez

Sharpeez is a separate brand which is marketed to access new repair customers and generate a new revenue stream for Hayes. The concept targets three different segments; general dentists and hygienists, orthodontists, and oral surgeons for sharpening, redressing and retipping services as well as instrument sales.

The Hayes Franchisee will not perform any sharpening or retipping services themselves. It will all be sent to other vendors.

Instrument definitions

*Scalers and curettes (Graceys)*—Scalers and curettes are designed to remove plaque and tartar from the tooth above and below the gum line. Scalers have an edge which extends to the end of the tip where the curettes have an edge with rounded point at the end of the tip.

The tips of the instrument are always made out of stainless steel while the handles are made out of steel or a plastic composite. They come in different tip sizes as well as different bends to meet various preferences. The majority of these instruments are used by general dentists and hygienists. The average office has approximately 80 to 100 of these instruments. Many dental offices sharpen their own scalers and curettes in the office.

  Tip bends – Many of the instruments come with different tip sizes and bends namely ½ (one two), 5/6 (five six), ¾ (three four), 11/12 (eleven twelve) etc..

  Handle sizes – There are an array of different handle sizes and grip styles. The most popular is the larger handled instruments which are designed to combat carpal tunnel.

Metal Handled Scaler

Metal Handled Gracey Curette

Various Gracey Scalers
**Explorers** – Dental explorers are designed to press against the tooth to find soft spots which are often decay. The tips of the instrument are always made out of stainless steel while the handles are made out of steel or a plastic composite. Explorers can be sharpened, but the majority of time they are retipped as the tips are often bent.

![Explorers Image](image1)

**Periodontal probe** – Periodontal probes are designed to measure the pocket depths of the gum to detect periodontal disease. The tips of the instrument are always made out of stainless steel while the handles are made out of steel or a plastic composite. These instruments are only retipped and are not sharpened.

We do not retip the all plastic periodontal probes and we only retip probes with black banded tips. We will accept different color banded instruments but they will be replaced with a tip with a black band.

![Metal Perio Probe Image](image2)

**Plastic perio probe (mostly used for implants)**

![Plastic Perio Probe Image](image3)
Plastic Handled Scaler—Most instrument manufacturers make a plastic handled instrument which is light weight and provides the user a different feel. One of the most popular plastic instruments is the American Eagle. They can be sharpened but not retipped.

**Big Easy Ultralite™**
Advanced technology polymer handle with medical-grade silicone cushion grips, 1/2" diameter / 16 grams.
Ligature cutters – Ligature cutters are designed for orthodontic use to cut wire for braces. They are made out of stainless steel. Some of the tips are made of carbide which keeps a sharp edge longer than steel. They are both sharpened and retipped if the tips are too worn from sharpening. Dental offices do not sharpen these instruments in the office.

Distal end cutter – Distal end cutters are used to cut wire for braces like the ligature cutters however they have a different cutting angle which allows to user to access the back part of the mouth.
Elevators – Elevators are designed to loosen the tooth first to prepare for the tooth extraction and are primarily used by oral surgeons and Endodontists. They are made out of stainless steel. They often need to be sharpened weekly. Dental offices do not sharpen the elevators in the office and they generally need to be sharpened once a quarter.

Scissors – Scissors are designed to cut tissue, sutures, chords, bite registration paper, and other dental material in the mouth. They are made out of stainless steel. They are not generally sharpened in the office.
Suction tips – Suction tips are used primarily by oral surgeons to evacuate fluids in the mouth to clean the work area. They are made out of stainless steel. They often get damaged by the handpiece during surgery and need to be redressed.

Periosteals (periostial)—These instruments are primarily designed to push back gum back away from the tooth to clear the work area. These instruments are sharpened to provide a good grip on the tissue.

Bone chisels—Bone chisels are used primarily by oral surgeons to split the widen the ridge of the bone and other miscellaneous procedures.
Needle holders—These instruments are designed to grasp and guide the needle when suturing.

Hemostats—Hemostats are a multi purpose instrument designed to cut off blood vessels, remove small root tips, and grasp loose objects.
Rongeurs—Rongeurs are used to remove and recontour bone. It is often used to remove sharp pieces of bone that are often left behind from an extraction. Generally used by oral surgeons. They can be sharpened and retipped if they have carbide inserts.

Cheek retractors—Cheek retractors pull the cheek out of the way of the work area. They often get chewed up from burs and need to be redressed. They are not sharpened or retipped.
Major instrument manufacturers

*Hu Friedy* – Hu Friedy is by far the market leader in instrument sales. It is estimated that they have as much as 70% of the US market. They were founded in the early 1900’s as a German company and now they are located in Chicago Illinois. They have an incredible reputation for quality. They do provide sharpening services as well as in office sharpening systems but do not endorse retipping instruments.

*Hartzell* – Hartzell is the only instrument manufacturer which has a removable, threaded tip. We do not retip these Hartzell instruments.

*American Eagle* – American Eagle is a strong manufacturer and they are making inroads into the market with their plastic handled insert. They also make an all metal instrument which is not retippable as it is a non standard shank size.

*Dental USA* – Dental USA is a quality manufacturer that broke off from Goldman to make quality instruments at a low cost. The company also provides retipping services for any instrument. They are located in Chicago.

*Goldman* – Goldman is a manufacturer out of Chicago that manufactures instruments and started the retipping concept. Their instruments are marketed to the economy segment. Most of the economy instruments are made in Pakistan.

Definitions of services and products

*Overview of Sharpening* - Sharpening is done on scalers, curettes, elevators, ligature cutters, distal end cutters, and scissors by removing metal from an edge until it creates a point. Therefore, many of the instruments that require sharpening either need to be replaced or retipped as the metal on the edge is eventually removed so far that the instrument becomes so thin that it breaks or is useless.

*Sharpening hand instruments* (scalers, curettes) – Most hand instruments should be sharpened between patients or every day. Most instruments are dull after 12 or more strokes on the tooth. Therefore, many offices do their own sharpening using a stone or sharpening system in the office. However, many offices do not want to hassle with the routine sharpening so they end up using dull instruments or send them to a sharpening service on a routine basis. Using an outside service is not going to keep the instruments as sharp as routine sharpening in the office, however it is better than not sharpening at all. Furthermore, most of the in office sharpeners generally can not take a dull instrument and make it sharp. They only keep a sharp edge sharp.

*Sharpening scissors, elevators, ligature cutters, and distal end cutters*—Most of these instruments must be professionally sharpened.
Sharpening Instructions

The following paragraphs were taken from an instrument manufacturer’s website on how to sharpen scalers and curettes. While Sharpeez franchisees do not sharpen, it is still a good idea to understand the process.

Examine and sterilize each instrument before every use. It is important to maintain sharp edges on the sharpened instruments. Use of an instrument with dulled edges may cause you to exert excessive pressure on your patient and on these hand-crafted specially designed instruments.

If you can see light reflecting from an edge of your instrument, it is either dull or has burrs on the edge. The sharpening should be touched up.

It is important as you touch up the sharpening that you retain strength of the instrument. Operative instruments normally only require steel to be removed from the tip. Occasionally the sides may need touching up. Explorer points should be symmetrical and come together forming a 30 degree angle. To get the longest life out of the Curettes and Scalers, remove steel from the sides when touching up the sharpening. If you remove steel from the inside surface you are taking strength away from the direct line of pressure used when the instrument is functioning properly.

It is also very important to have the correct bevel on your instruments. A correct bevel enables easier access to your work surfaces and allows for a better bite of your sharp edge. If you maintain our manufactured bevels your resharpening will be much quicker and your instrument will last longer because you will be removing less material. The proper bevels should even cause you less fatigue because you will not have to position your hand around the bevels. The bevels are designed into the instrument to give you the greatest comfort and optimize the functions of your instruments.
In office sharpening systems for scalers and curettes

(A) India (4" x 1" x 1/2") Medium
(B) India (4" x 1" x 1/2") Fine
(C) India Slip (4 1/2" x 1 3/4" x 3/8" x 1/8") Medium
(D) India Slip (4 1/2" x 1 3/4" x 1/2" x 1/8") Medium
(E) India (4 1/2" x 1/4" x 5/16" x 1/8") Medium
(F) Hard Arkansas (4" x 1" x 3/8") Ultra Fine
(G) Hard Arkansas (4" x 1 3/4" x 3/8" x 1/8") Ultra Fine
(H) Hard Select Arkansas Round Slip Edge Super Fine
(I) Arkansas Round Slip Edge Ultra Fine
(J) Hard Select Arkansas (3" x 1/4") Super Fine
(K) Norton Stone Oil (4 1/2 oz.)
(L) Ceramic Stone (3" x 1 1/4" x 1/4") Super Fine
(M) Sharpening Test Stick (one)
   Sharpening Test Stick Pack (6 per pack)
(N) Tanged File

Traditional stone sharpening system—Designed to keep a sharp edge sharp

Hu-Friedy Sidekick is easy to use and is designed to keep a sharp edge sharp

RX honing dual wheel sharpening system to keep a sharp edge sharp and make a dull edge sharp. This system can also reshape the instrument and put a correct edge on an instrument that may have been sharpened incorrectly. This system is one of the best systems on the market however it is not the easiest to use.
Professional sharpening systems

RX honing dual wheel sharpening system to keep a sharp edge sharp and make a dull edge sharp. This system can also reshape the instrument and put a correct edge on an instrument that may have been sharpened incorrectly. This system is one of the best systems on the market however it is not the easiest to use. This type of system is used primarily for curettes, scissors and scalers.

Professional sharpeners tend to use a special abrasive wheel designed to take a dull edge and make it sharp. These systems can be used to sharpen all instruments including orthodontic cutters.
Retipping scalers, curettes, and explorers – Hand scalers and curettes are generally retipped because the tip has been sharpened so many times that it is useless and it is less expensive to retip the instrument than to buy a new one. The retipping charge for most double ended instruments is $6 whereas a new instrument can cost as much as $25.

Most hand instruments are three pieces including a handle and a tip on either end which are pressed and glued into the handle. Retipping is performed by removing the tips from the handle, and pressing with glue two new tips on either end of the reusable handle. Not all instruments can be retipped including plastic handled instruments, and metal handles which have been retipped many times or if there are cracks in the handle which could cause the tips to fall out.

The argument against retipping - Most instrument manufacturers do not believe in retipping hand instruments as they state that a retipped one is never as good as a new one as the tips are essentially aftermarket and are not the same as the originals. Furthermore, they claim that retipping is dangerous as the tips can fall out of the handle during a procedure. This is similar to the argument the handpiece manufacturers have against rebuilding turbines. We take this potential problem very seriously as does the vendor we work with. We have never had this happen to us once in the 2 years we have been doing it. We have had a few minor complaints about the tips not being the same as the originals.
Sharpening ligature cutters—Ligature and distal end cutters are used to orthodontic cut wire. They become dull over time and eventually need to be sharpened.

Retipping ligature and distal end cutters—Cutters are generally retipped when the edge does not have enough material left to sharpen and they have carbide inserts. Retipping new ligature cutters is less expensive than buying new ones. The retipping costs approximately 38.00 where a new one can cost as much as 112.00.

Redressing – This applies mostly to cheek retractors, suction tips used by oral surgeons which get damaged by the handpiece during surgery. Redressing is essentially smoothing and correcting the angle of the tip.
Product Sales

Instrument sales could be a big component of Sharpeez. Customers generally need new instruments in the event that the instruments can not be retipped, they don’t believe in retipping, or they need more inventory. We currently only sell Dental USA instruments.

We believe that product sales related to instrument services will eventually be the largest revenue component to Sharpeez. However, the service pipeline must first be established and we must be positioned as instrument experts before we can fully capitalize on the product sales.

Target Markets

General Dentists and Periodontists – General dentists and hygienists have a need for Sharpeez for instrument sharpening and retipping for hand scalers, curettes, and explorers. They also have a need for new instrument sales in the event that the instruments can not be retipped, they don’t believe in retipping, or they need more inventory.

Endodontists – Most Endodontists do not have a need for scaler and curette services. Their demands will be for scissors and other miscellaneous instruments including elevators, etc..

Orthodontists – Orthodontists have a need for Sharpeez for ligature cutter sharpening and retipping, distal end cutter sharpening and retipping, and sales of new instruments in the event that the instruments can not be retipped, they don’t believe in retipping, or they need more inventory

Oral surgeons – Oral surgeons have a need for Sharpeez for suction tip redressing, elevator, bone chisel and scissor sharpening, and new instrument sales.

New potential markets: Dermatologists, hospitals, veterinarians, surgical centers, and optometrists.
Marketing Sharpeeze

Existing customers

Sharpeeze is an easy sell to existing customers but be careful. Be selective based on past experiences and volume of patients. Remember, you are also selling primarily to the hygienist.

Example: “We do an order for you for the first time for you to test the product, etc, and then we go to the minimum of 15 instruments or institute a freight fee (most customers either don’t use you or they for the minimum).”

If the don’t have enough instruments to do the minimum, it may be a good time to sell more similar to used handpieces.

Non customers

Sharpeeze is a great cold calling tool which can be used in the distraction phase of the call. It provides you with another tool to get the receptionist to go in the back. We have often offered a “retip or sharpen 5 for free special” (this does not apply to orthodontists or oral surgeons) to get the office to use us providing an opportunity to meet the decision makers.

General Dentists and Periodontists

Example: “Hello, remember me? My name is Joe and I am with Hayes Handpiece, we’re a local Handpiece repair service right here in Chicago. I was in the are doing pickups for repair and wanted to let you know that we also offer sharpening and retipping service (hand them Sharpeeze 6 panel), we are offering a retip or sharpen 5 for free to try the service, would you please check in the back and see if they have any handpieces that need to go out for repair or if they would like to take advantage of our sharpening service?”

Orthodontists

Hello, remember me? My name is Joe and I am with Hayes Handpiece, we’re a local Handpiece repair service right here in Chicago. I was in the are doing pickups for repair and wanted to let you know that we also offer sharpening and retipping service (hand them Sharpeeze 6 panel), would you please check in the back and see if they have any handpieces that need to go out for repair or if they would like to take advantage of our sharpening service?”

Oral Surgeons and Endodontists

Hello, remember me? My name is Joe and I am with Hayes Handpiece, we’re a local Handpiece repair service right here in Chicago. I was in the are doing pickups for repair and wanted to let you know that we also offer sharpening and redressing service for suction tips (hand them Sharpeeze 6 panel), would you please check in the back and see if they have any handpieces that need to go out for repair or if they would like to take advantage of our sharpening service?”

ACT Setup

To identify customer types, put a C for Hayes customers, an S for Sharpeeze, and a CS for both.

Voice Mail

Most Sharpeeze locations add a voice message which states “Hayes and Sharpeeze Instrument Service”.

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Picking up instruments

*Pricing* – Make sure to cover pricing with the customer at the time of pickup and explain that we may be a little more expensive than Goldman, but we provide local service and they don’t have to pay for freight, turnaround is better (Goldman can be up to 4 weeks) and the quality of steel used for our tips are the best on the market.

*Minimum quantity* – Once you have performed instrument services for the office two to three times, you may want to explain to them that the next time that they need service that they need to gather a minimum of 15 to 20 instruments to make it worth your while to drive out and do the pickup. You may want to offer a freight fee for additional orders. This must be explained and educated. This will ensure that the sharpening invoice is at least $40. It is not unreasonable for the office to gather 15 to 20 instruments and this concept has been tested and proven in many markets. Sell retiping over sharpening! It is the most cost effective way to go.

You may not always want to apply the minimum quantity on an office which is calling you for a pickup and you do not have their Handpiece business or a strong relationship. Doing the pickup even if it is only 5 instruments may provide a sales opportunity for you to get their handpiece business. The idea is to use the minimum quantity as a tool when you can to help make money off of the service.

*Turnaround* – The turnaround for instruments service is not as time sensitive as handpieces. Therefore, you do not need to do the pickup the same day of the call or even the following day. You can delay pickups for as long as 2 to 3 days and the customer will most often be happy with it. This is major benefit for us as we can do the pickups on our terms which makes it more cost effective as we can time it with another Handpiece pickup which is much more time sensitive. The turnaround for Sharpeez is approximately 10 days to 2 weeks, BE VERY CLEAR WITH THIS. If they can not afford to have the instruments out of their office and require a rush turnaround, do not do it. Take only what they can give up and be without.

*Notes on PO* – When writing up the PO document code the instruments as “instruments”, or “single ended” or “double ended” where applicable on the PO. There is no need to specify Gracey, Explorer, etc.. The one exception is for probes which are $8 an end and should be communicated as well as the probe will always retipped with a black banded tip.

If you do not understand something, ask questions. The customers we have dealt with so far have not expected us to know every detail of the instruments and they are very willing to answer questions.

*Changing tip sizes* – Often times the customers want the instrument (primarily scalers and curettes) to be retipped with a different tip size than is in the handle. Occasionally they may even want to change the instrument to have different tip sizes on each end of the instruments. If this is the case, clearly document that on the PO. For example, “Retip with 1/2 “or “Retip with ½ and 1/4 “. This is not a common scenario but if it is requested by the customer make sure and communicate to them that the handle markings will not be accurate with the requested tip style which could make it confusing for the assistants to setup the trays.

*Instrument replacement* – Often times an instrument that is an odd sized shank or if the handle is cracked, or if the tip broke off flush with the handle it can not be retipped. Handles can not be retipped forever. Therefore, carry your shank testing tool with you to measure the instruments and check the handles for cracks so you can communicate to the customer.
**Invoicing—Quick Books Item Codes**

**Sharpening**

*Single End Scaler/Curette*
- SSMI—Sharpen Single Miscellaneous (Markup approx 45% to 50% GP)
- SSSC—Scaler/Curette Single End (6.00, 25 or more—5.50)

*Double End Scaler/Curette*
- SDSC—Sharpen Double End (1.50)
- SDMI—Sharpen Double and Miscellaneous (Markup approx 45% to 50% GP)

**Scissors**
- SSSI—Sharpen Scissors (8 and up)

**Ligature Cutters**
- SSLI—Sharpen Ligature Cutter (16.75)

**Retipping**

*Single End Scaler/Curette*
- RSSC—Retip Scaler/Curette Single End (3.00)
- RSMI—Retip Single End Miscellaneous (Markup approx 45 to 50% GP)

*Double End Scaler/Curette*
- RDSC—Retip Double Scaler/Curette (6.00)
- RDMI—Retip Miscellaneous (Markup approx 45 to 50% GP)

**Perio Probe**
- RDPE—Retipping Perio Probe Double End (8.00 and up)

**New Instrument Sales**

- NDSC—New Double Ended Scaler

45% GP on Miscellaneous

**Invoice**

Change your invoice to include Sharpeeze.
Vendors

Sharpening and Retipping scalers, curettes, probes, explorers, and new instrument sales

DentalUSA, Inc.
5005 McCullom Lake Road
McHenry, IL 60050
866.439.3400
http://www.mydentalusa.com

Sharpening and retipping orthodontic cutters and distal end cutters

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Toll Free USA and Canada (800) 346-6464
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