

Choosing wisely

Deciding which materials and products to use in your practice can be a difficult task, but one that has been made easier by Dr Michael Miller, founder of RealityEsthetics. Prof. Dr. Liviu Steier explains



- What are the strengths and weakness?
- Where could I get some additional user information and/or tips?
- How does this perform with my colleagues? Rating?

come true: Dr Michael Miller. He founded RealityEsthetics (www.realityesthetics.com) and not so long ago RealityEndo.

How does it work?

Dr Miller gathered a group of about 20 renowned clinicians. He then spoke to product manufacturers and offered them the chance to have their products tested by the clinicians.

Hmm, you may think now: "This sounds awkward! Why would the manufacturers want to have clinicians test, evaluate and rank their products?"

The answer is simple: The feedback received is extremely useful in that it can be implemented in further developments; for example, the evaluation received can be useful for advertising.

What you might be thinking now is that the people carrying out the product evaluations are working for the dental manufacturers. Well, they're not and this is what makes this group so special.

To be accepted as an evaluator, Dr Miller set up a very strict list of criteria. To maintain objectivity, the RealityEsthetics group does not accept any advertisements nor support by third parties or manufacturers. The publication is created by professionals like yourself to benefit professionals like yourself.

Now it is time to have a closer look into the way the evaluations are done.


Carrying out evaluations

Each product evaluation starts with a ranking out of five. Details are then given of the manufacturer and its website. Next, a product's benefits and disadvantages are mentioned –perhaps it's of Gold standard, a new design or a new piece of software. Or maybe it's cumbersome or complex to maintain.

Most of us don't take much care or notice of the information we are given when we purchase a new product, so it's good to know there is a place we can find this. On this website, you can find out what to do if your product, for example, needs a repair.

A detailed product description follows, and because it is created by professional colleagues, all their good and bad experiences, their helpful suggestions and advice are implemented in the specially created section called: Use. It is highly accessible and easy to read, interesting, extremely relevant for the daily use not. It isn't called the 'bible of Esthetic Dentistry' by many colleagues for no reason!

Because one day you may need to know about maintenance, RealityEsthetics stores this information for you. Almost everyone prefers first to learn about the essence of a product before reading the details – well here you go!

If you're curious? Just have a look by logging on to www.RealityEsthetics.com. 

You've just come across a new material (maybe a new technology) that you really like. You're unsure of what to do next - should you buy in? There are lots of questions:

- Could it help/compliment my daily work?
- Who is the manufacturer?

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