

A Message from our Vice-President on the Subject of Preview and Desk Copies with regards to our 2nd edition of “Precision in Periodontal Instrumentation”

June 24, 2010

First, I want to thank the schools and individuals who have read the advance notice of the new edition and have favored us with orders for it, and also added the high value this has as a learning tool for student and practitioners. It is excellent feedback for an area in which quality, organized instruction and materials are lacking, lower quality, out of date, and fragmented. We have had the pleasure to have feedback from experienced instructors, authors and other interested parties which have led to the second edition.

In this second edition, Cynthia Biron Leiseca, or Cindy as she is known to many, has taken and expanded on existing chapters adding additional instruments and information, as well as creating new chapters such as Instrument Transfer, Sharpening (which includes her new technique and patented fixture – *The Sharpening Horse*), as well as others that are relevant to the support of the instructional staff and curriculum.

This is a support tool and means to allow students to reinforce the instruction you are giving them and also a means for individual study leading to a better comprehension of and execution of techniques, and betterment to the quality of new practitioner.

As the person who is most involved with the workings on the back end of the business I can tell you that this new edition, with the added chapters and improvements, is the most expensive project launched. To give you a brief glimpse our professional videographer team is now doing post-production editing and enhancements using the over 50 hours of film shot using multiple camera angles including a sky cam to get a clear shot at some of those executed techniques that many thought could not be properly shown on video. This will lead to a longer DVD with more offerings for instructors and student to use as a supplement and individual study.

Our costs are much higher, but knowing budgets are tight we have actually maintained a cost structure similar to the last edition and even lowered the single copy price to make it more available. This leads me to the subject of preview or desk copies.

As in the past, we will be posting clips of select areas on the website (target date early August), which will give a sample of the expanded and new additions. However the decision has been made not to ship our desk copies to the accredited dental hygiene programs for several reasons, including the high cost of this versus the overall projected volume. We are not your high rolling textbook publishers which have a large built-in budget in their textbook costs to cover this expense.

We have come up with an alternate, which does give those that are truly interested in this new edition to use as part of the student kits or for their libraries as lending copies a viable means to do the same thing. I have coined the phrase “lending library” for this, and quite simply it will work as follows:

1. If you are interested in previewing the new edition e-mail me at ron@dhmethod.com and put on the subject line “lending library” and in the main body request a copy (one per school location) along with your contact information, or you may also fax your request to 866-271-4677

2. In late July you will be sent as a PDF document a form to complete and return for this purpose which will have the usual request for data along with a credit card guarantee
3. In early August we will be sending out the requested "lending library" copies to all who request it to view and comment; they will have 14 days to return the copy, which will allow sufficient time to view and share with others in their department. We will pay for the delivery cost to you, and you may reuse the packaging to return the video, at your expense.
4. As a limited number of copies will be committed to this program, this will be on a first come, first to get a copy, and we will need the viewed copies back to pass on to others requesting. If you fail to return the copy in a timely manner your credit card will be charged the single copy price of \$119.95
5. If you damage the DVD, you will be charged for the cost, as noted above

In other segments of the business world this is not an unusual program and has been successful in keeping costs down while allowing customers to review the products and see the worth to them, while keeping costs down and manageable. As we are all being pressed by budget constraints, I am certain you will understand this reasonable procedure.

As I mentioned, the forms will be available in mid-July and we will process them on a first come, first served basis, so e-mail or fax your request for the form as soon as you can. I am certain with everyone's cooperation we can meet your needs for this educational tool's adoption.

If you have any questions, please feel free to contact me.

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