



TAKE YOUR PRACTICE TO THE NEXT LEVEL



Dear Clinician's,

Guided Biofilm Therapy (GBT) accounts for amazing success enjoyed by dental clinicians around the world. They may come from different regions and cultures but they all speak the same language:

The GBT language.

EMS stands for Electro Medical Systems, the market leader in oral prophylaxis and prevention, inventor of the original technologies PIEZON® NO PAIN as well as AIRFLOW® and pioneer of modern biofilm management with the Guided Biofilm Therapy protocol developed with some of the best dental professionals in the world.

This ebook portrays the experience of practitioners around the globe and illustrates how GBT helped them become more effective and successful in terms of :

- ▶ Clinical results
- ▶ Less invasive treatments and better nonsurgical periodontal treatment results
- ▶ A new and pain-free patient experience
- ▶ Enhanced work environment for the clinician
- ▶ Improved recall compliance
- ▶ Change of philosophy: a more prevention-driven practice
- ▶ Business growth: your new GBT prophylaxis department works for you

EMS is the inventor of the original AIRFLOW® and PIEZON® technology since many years, and with this eBook we want to bring Guided Biofilm Therapy (GBT) closer to you.

May you enjoy the experiences of your colleagues worldwide and please share your GBT stories with us.

Nyon/Switzerland, August 22, 2022

Celso Da Costa
Director of Global Swiss Dental Academy (SDA)
and Global Marketing



INTERNATIONAL GBT CLINICS

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A man and a woman are shown from the chest up. The woman, with long blonde hair, is wearing a white tank top and has her mouth wide open in a shout or laugh. The man, with dark wavy hair, is wearing a white button-down shirt and is smiling at the camera. They are outdoors, with a clear blue sky and a hint of the ocean in the background.

**"I FEEL
GOOD"**

THE GBT COMPASS AND

08 RECALL

HEALTHY PATIENT = HAPPY PATIENT

- ▶ Schedule recall frequency according to risk assessment
- ▶ Ask your patient if he or she liked the treatment

07 CHECK

MAKE YOUR PATIENT SMILE

- ▶ Do a final check for remaining biofilm
- ▶ Ensure calculus is fully removed
 - ▶ Accurately diagnose caries
 - ▶ Protect with fluoride
 - ▶ No polishing anymore

06 PIEZON® PS

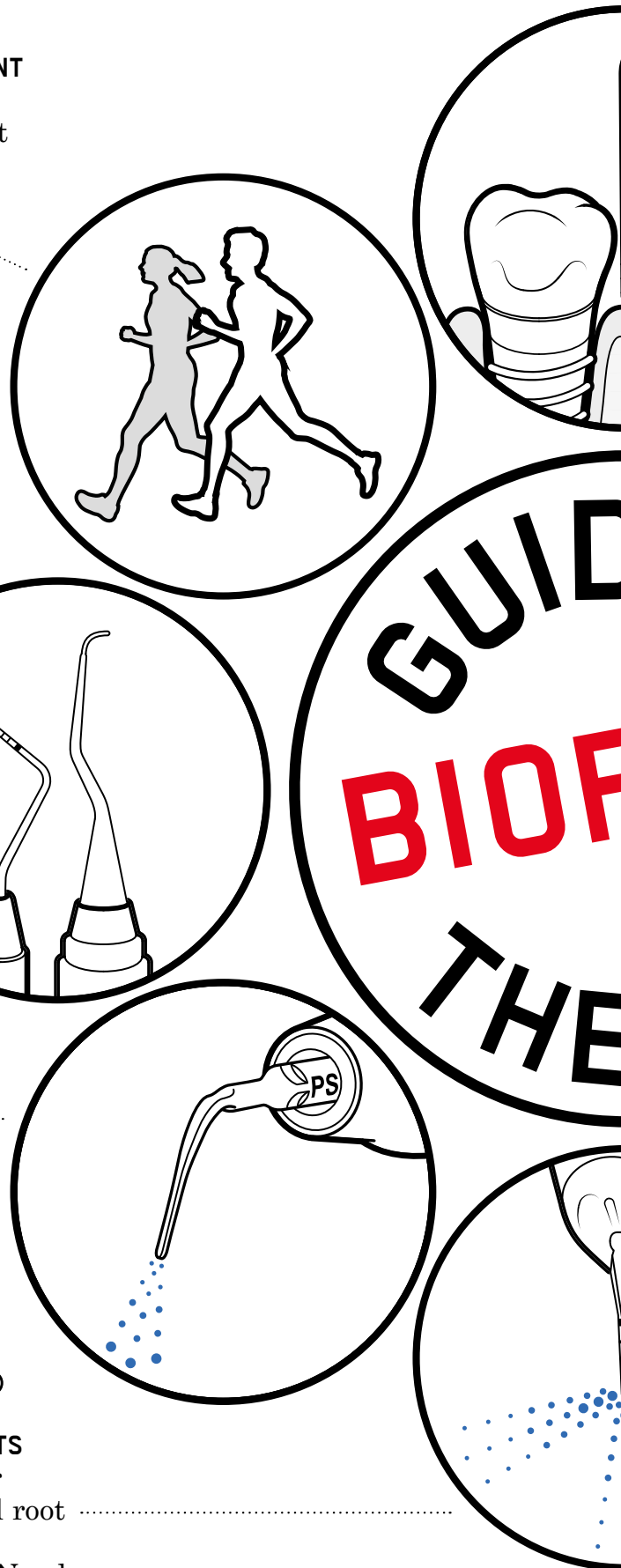
REMOVE REMAINING CALCULUS

- ▶ Use the minimally invasive EMS PIEZON® PS Instrument supra- and subgingivally up to 10 mm
- ▶ Clean > 10 mm pockets with mini curette
- ▶ Use EMS PIEZON® PI Instrument around implants up to 3 mm subgingivally and on restorations

05 PERIOFLOW®

REMOVE BIOFILM IN >4 TO 9 MM POCKETS

- ▶ Use AIRFLOW® PLUS Powder on natural teeth in deep pockets and root furcations and on implants
- ▶ Use new and slimmer PERIOFLOW® Nozzle



ITS 8-STEP PROTOCOL

01 ASSESSMENT AND INFECTION CONTROL

ASSESS EVERY CLINICAL CASE AND IMPLEMENT HYGIENE MEASURES

- Start by rinsing with BacterX® Pro mouthwash
- Assess teeth, gingiva and periodontal tissues
- Assess implants and peri-implant tissues

02 DISCLOSE

MAKE BIOFILM VISIBLE

- Highlight to patients the disclosed biofilm and their problematic areas with EMS Biofilm Discloser
- The color will guide biofilm removal
- Once biofilm is removed, calculus is easier to detect

03 MOTIVATE

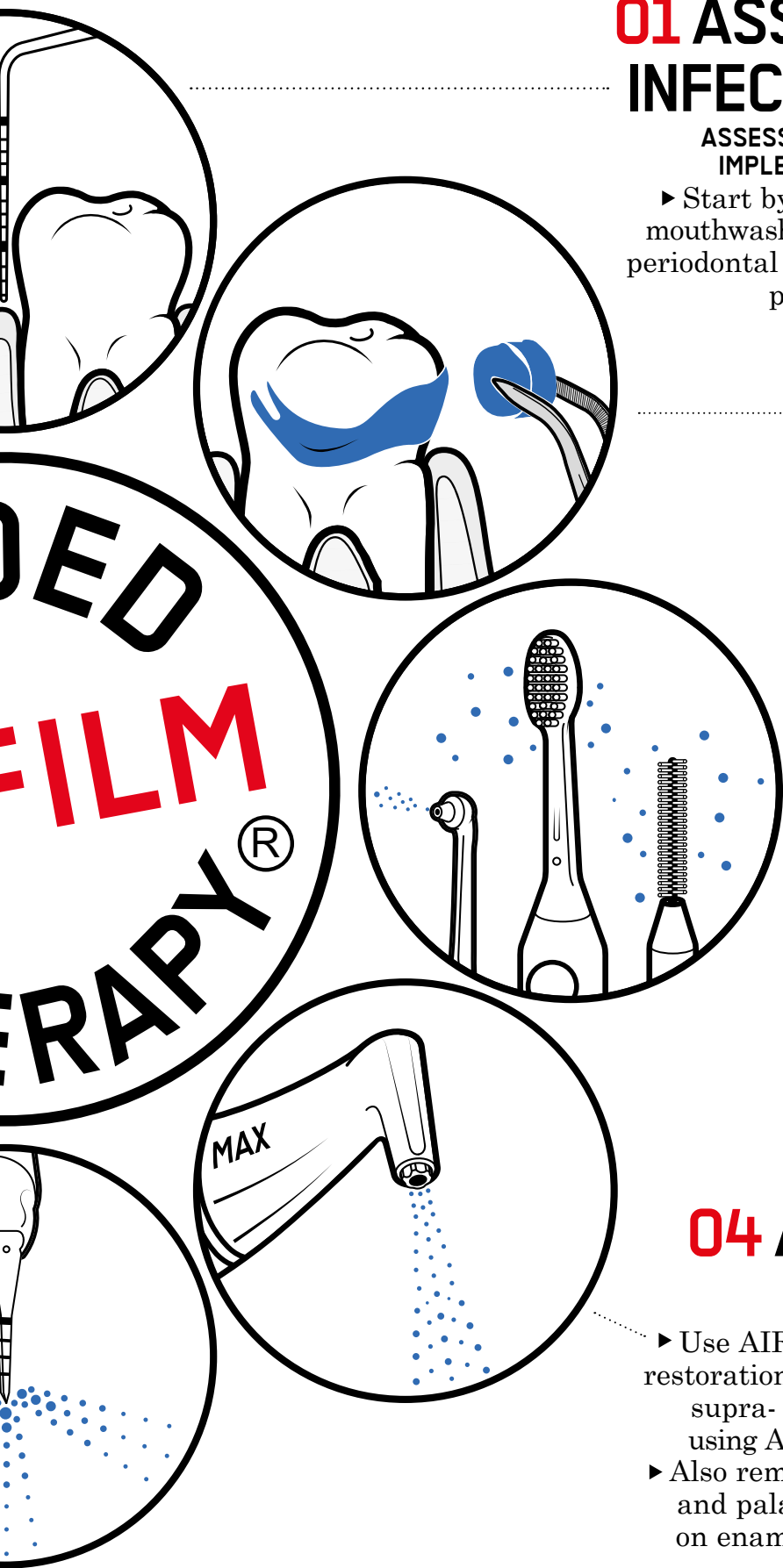
RAISE AWARENESS AND TEACH

- Emphasize the importance of prevention
- Instruct your patients in oral hygiene
- EMS recommends interdental brushes or dental floss as well as electric or manual toothbrushes and AIRFLOW® erythritol toothpaste for daily home care

04 AIRFLOW® MAX

REMOVE BIOFILM, STAINS AND EARLY CALCULUS

- Use AIRFLOW® MAX for natural teeth, restorations and implants
- Remove biofilm supra- and subgingivally up to 4 mm using AIRFLOW® PLUS 14µm Powder
- Also remove biofilm from gingiva, tongue and palate
- Remove remaining stains on enamel using AIRFLOW® CLASSIC Comfort Powder



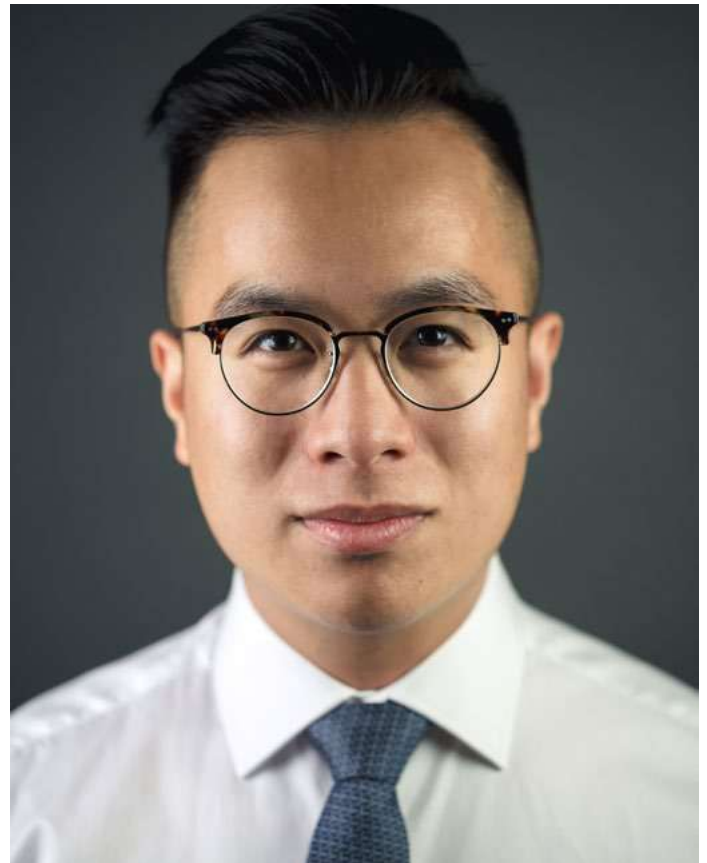
DR. JASON ADINATA



GBT SUCCESS STORY:

Dentistry is my passion and the dream was to create a unique space that embraces a culture of collaboration, creativity and excellence in dentistry. At 416 Dentistry, our team aims to redefine the dental experience by challenging the traditional notions in dentistry - all while making a positive impact in our community. We have fully implemented GBT since our inauguration in 2021. In order to redefine the dental experience, we understood that GBT would play an integral part in helping us achieve this mission and elevate the care that we provide to our patients.

EMS has been an incredible partner in our GBT journey. They have gone above and beyond by providing us with all the necessary support, education and marketing materials needed to fully implement GBT at our 416 Dentistry studio.



PRACTICE TEAM:

Our dental hygiene team at 416 Dentistry has fully embraced GBT and we are proud to be part of the global movement representing Canada. The culture at our practice encourages each team member to constantly evolve and be the best version of themselves. GBT has empowered our team by giving us the confidence that we are providing the highest quality of care for our patients with the latest technology.

PATIENTS:

Patients of all ages have expressed positive feedback and can't wait until their next GBT dental hygiene visit.

“THEY ARE RETURNING MORE MOTIVATED AND ENTHUSIASTIC ABOUT WORKING WITH OUR ORAL HEALTH CARE TEAM IN ORDER TO MAKE POSITIVE CHANGES THAT WILL ALLOW THEM TO MAINTAIN A HEALTHY SMILE FOR THE REST OF THEIR LIVES.”

CERTIFICATION:

With GBT you are not only investing in the latest technology, but a practice philosophy that will motivate your entire team to strive for excellence and prevention in dentistry. You are part of a global movement of like-minded clinicians and at the forefront of something even bigger. We therefore didn't want to just invest in the technology, but we wanted to live and breathe it. The GBT certification was a necessary step in order to get the entire team on board and fully adopt this novel approach to care.

CONCLUSION:

GBT is a game changer that allows us to provide a comprehensive and revolutionary dental hygiene experience for our patients with an emphasis on preventive care.





I V I V I

**“WITH GBT, YOU ARE PART OF A GLOBAL MOVEMENT OF
LIKE-MINDED CLINICIANS AND AT THE FOREFRONT OF
SOMETHING EVEN BIGGER.”**

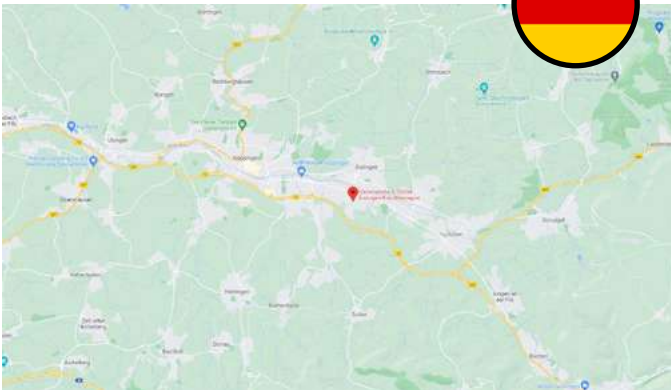
DR. JASON ADINATA



DR. NADINE STRAFELA-BASTENDORF



**NADINE
STRAFELA-
BASTENDORF**



GBT SUCCESS STORY:

As I progressed in my career, it became more and more clear to me that I wanted to run a practice according to my own ideas. In my practice, I wanted prevention to be the focus of my therapy. I founded my practice in 2013. From the beginning, my practice worked according to the Axelsson/Lindhe protocol (“Recall Hour”), which has been updated over the years. My team, my dad Dr. Klaus-Dieter Bastendorf and I were involved in the development of the GBT protocol. This means that we have been working according to GBT since 2015.



PRACTICE TEAM:

There was a bit of resistance coming from my team when we started to fully implement GBT. They were asking the question: “We are good in what we are doing and we are successful. Why should we change anything?” But we completed many in-house training sessions to learn about the theory behind the protocol. I can really recommend the courses of the Swiss Dental Academy (SDA) in that respect. And those training programs were really helpful! Everyone was quickly convinced and today, my whole team fully stands behind GBT.

**“I CAN REALLY RECOMMEND THE COURSES OF THE
SWISS DENTAL ACADEMY (SDA) IN THAT RESPECT.”**

DR. NADINE STRAFELA-BASTENDORF

PATIENTS:

Our patients recommend us to their friends, which is a great feedback. At the beginning, our patients doubted that GBT was as effective as polishing and floss. But we really worked on educating them. We created two flyers that explained the switch to GBT and the scientific background. And it really worked out well!

“NOW, OUR PATIENTS RECOMMEND US TO THEIR FRIENDS, WHICH IS A GREAT FEEDBACK!”

CERTIFICATION:

I decided to become GBT Certified to be part of the network of GBT practices.



**READ MORE ABOUT OUR
PATIENT FEEDBACK**

CONCLUSION:

In my view, dentistry without prevention is unthinkable. GBT is the best protocol for integrating prophylaxis in the daily routine of any practice.



DR. MARCIN BOGURSKI



GABINET BOGURSCY



GBT SUCCESS STORY:

Gabinet Bogurscy was one of the first private dental practices in Koszalin. Our premium-quality services were designed with the most demanding patients in mind. Today, we run a surgical clinic of 1200 m² with 9 dental chairs and a separate prophylaxis room, operating theater theatre, proprietary dental prosthesis laboratory, aesthetic surgery and many other facilities. Before I understood the entire Guided Biofilm Therapy system,

“AIRFLOW® PLUS POWDER WAS MOST IMPORTANT TO ME, AS IT IS SAFE FOR THE GUMS, IMPLANTS AND DOES NOT DAMAGE ANY DENTAL DEVICES,”

in particular, the microscope optics. GBT certainly accelerates prophylaxis and is much more pleasant for the patients thus boosting their interest in prevention. They are encouraged to perform a professional prophylaxis treatment on a daily basis. For me as a dental surgeon involved mainly in implantology, it is a perfect tool for the



prevention of peri-implantitis. For this reason, a second AIRFLOW® Prophylaxis Master is now used permanently in our clinic.

PRACTICE TEAM:

We currently have 7 dental hygienists in our clinic; they are all working according to the GBT protocol and cannot imagine going back to the conventional technique. GBT perfectly fits into our motto „the patient’s comfort is of utmost significance”.

“GBT IS A SORT OF SPA TREATMENT THAT IS PLEASANT AND GOOD FOR ORAL HEALTH.”

PATIENTS:

Those patients who are treated with the GBT protocol do not wish to return to the traditional treatment. Many of our patients believe that.

CERTIFICATION:

GBT certification guarantees that the treatment will be performed based on recommended standards; this encourages patients to be treated in our practice.

CONCLUSION:

The AIRFLOW® Prophylaxis Master pays off in our practice and, what is most important, it provides satisfaction both to the patient and dental hygienists.



**“THE BENEFITS OF GBT IMPLEMENTATION
ARE PRICELESS BEYOND ANY DOUBT.”**

DR. MARCIN BOGURSKI





DR. MARIA CHATZAKI



Dental Clinic

Αισθητική &
Γενική Οδοντιατρική



GBT SUCCESS STORY:

The subject I mainly deal with in my practice, aesthetic dentistry, brings me in daily contact with demanding patients. People with poor time management capabilities, often neglecting their oral health, also demand a painless treatment. This often made caring for their teeth problematic. Thankfully, that is no longer the case. We have found the “elixir of youth” for teeth with what I consider to be the best method of dental prophylaxis: GBT. The protocol helps us treat and educate our patients in proper oral hygiene.

PRACTICE TEAM:

There was so much enthusiasm from the team when we were first introduced to GBT that we created a dedicated space just for GBT treatments! Our aim is to provide a pleasant dental spa sensation for all our patients and eliminate any dental fear.

PATIENTS:

Throughout my years of medical practice, I invested a lot of time and effort to

**“PERSONALIZE AND
INDIVIDUALIZE THE
APPROPRIATE TREATMENT
FOR EACH PATIENT.”**

GBT has enabled us to bring years of thinking and planning into reality. First we were able to show our patients what the harmful biofilm really is by making it visible with EMS discloser. Then, the color guides us in eliminating biofilm without causing any tissue damage. At the same time, we focused on educating our patients; showing them exactly where biofilm is on their teeth and gums so they can practice better oral hygiene at home. We also explained to them that this is the main cause of tooth decay, causing caries and gum destruction

due to periodontitis. GBT provides patients with a unique biofilm removal experience; the treatments with AIRFLOW® and PERIOFLOW® prove that modern dental prophylaxis is a painless and pleasurable experience. We restored our patients' faith and confidence in prophylaxis through GBT's biofilm disclosure and oral health teaching. The visual effect of GBT and the time we invested in thoroughly educating our patients helped them understand that they should never neglect their daily home care and that they should be consistent in their dental prophylaxis appointments every six months to achieve the best results. Patient recalls have increased and everyone is happier than ever before.

CERTIFICATION:

The GBT protocol established new standards and has taken dental prevention to a whole new level, where we no longer use sharp instruments, causing damage to the enamel surface. Instead, we are now focusing on minimally invasive therapies by removing rubber cups, brushes and polishing pastes from our clinic, which in the Covid-19 era produced more aerosol and caused a greater risk of contamination. GBT provides the highest level of safety, comfort and efficiency for both patients and clinicians.

“GBT IS THE “ELIXIR OF YOUTH” FOR TEETH.”

DR. MARIA CHATZAKI

CONCLUSION:

I believe that GBT is the ideal introduction to hygiene protocols for people who are actively interested in promoting the health of their teeth and their aesthetics at the same time, as it poses the challenge that beautiful teeth should be healthy teeth.



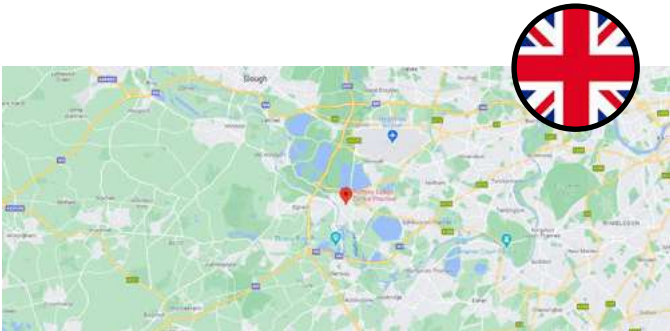


**“GBT PROVIDES THE HIGHEST LEVEL OF
SAFETY, COMFORT AND EFFICIENCY FOR
BOTH PATIENTS AND CLINICIANS.”**

DR. MARIA CHATZAKI



DR. SIMON CHARD



GBT SUCCESS STORY:

I come from a family of dentists. Both of my parents are dentists, and I co-own the practice with my wife, so I guess you could say it's in my blood. I really enjoy the entrepreneurial element of dentistry. This way I get to control the whole patient journey and the way in which their care is delivered. I introduced GBT in 2019, because I had heard great things about the techniques and the technology from one of my mentors. I also always look to utilise the latest advancements in technology to improve the patient journey and outcomes, as well as patients' comfort. So, it seemed like a bit of a no-brainer to me, to be able not only to provide a more premium and more comfortable service, but also to achieve higher quality outcomes for the periodontal health of my patients.



PRACTICE TEAM:

My hygiene team was on board with the change; they were very keen on it. The key thing for me was implementing it across the board and not as sort of an upgrade or anything like that. We trusted in the system and the workflow, and I think that made life a lot more straightforward. The key thing with GBT is you need to try it for yourself, and once you've had that GBT experience, and we made sure that all our team experienced that, it's very easy for them to speak to patients and to advise them as to why it is such a vital way to improve oral hygiene across the board.

“GBT HAS ALLOWED ME TO DELIVER THE MOST EFFECTIVE AND MOST COMFORTABLE CARE FOR MY PATIENTS, USING THE LATEST TECHNOLOGY.”

DR. SIMON CHARD

PATIENTS:

The feedback from patients is that GBT is an **“INCREDIBLE EXPERIENCE,”** that they feel like it is a spa for their mouth. A lot of our patients who would traditionally reject ultrasonic cleaning and favour the traditional hand scale because of sensitivity, are now able to have a much more effective clean because of the technology built into the AIRFLOW® Prophylaxis Master. In terms of recall, there has definitely been a change for the better. All technological advancements in dentistry have in common, that once someone has experienced the latest and

greatest, it's very strange for them to go back to something, a traditional way of doing things.

CERTIFICATION:

I am a big believer that technology is the answer to a lot of the challenges we have in dentistry, but you need a human operating that tool to be fully qualified and fully aware of all its capabilities. So, it was very important to me that, although all my hygienists are of the utmost standard, they fully grasped this change of workflow and change of usage of the tools that we have with GBT.

CONCLUSION:

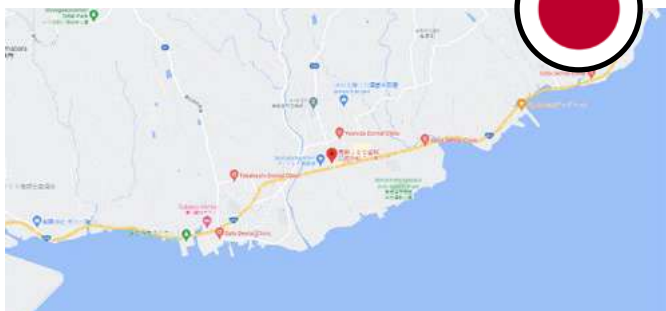
If you want to implement GBT, then do it wholeheartedly. Really embrace the different way of doing things, get all your team on board, get them to understand why you are investing in this technology, what benefit you think it's going to bring to your patients and to your hygiene team. Then you can attract the best hygienists, because they want to be using this technology, so it is a real win-win for everyone.



DR. YUJIRO FURUSE



ARIE
FURUSE
DENTAL



GBT SUCCESS STORY:

I started my own dental practice in the hope of using my skills and knowledge to contribute to local dental care in my hometown. I started using GBT in November 2020 after training at the Higashi Dental Clinic in Kumamoto, in the southwestern part of Japan. I saw that Dr. Higashi was practicing GBT and I wanted to learn more about it. After watching Dr. Higashi's lectures and seeing his cases,

**“I REALIZED HOW BLINDLY
MANIPULATING HAND INSTRUMENTS
IN PERIODONTAL POCKETS IS
HARMFUL TO THE ROOT SURFACES
AND HOW ROOT PLANING
OPERATIONS CAN SHORTEN THE LIFE
OF THE TEETH. “**

It really opened my eyes and I implemented the GBT protocol in my clinic. After the introduction of GBT, I feel that I can spend more time communicating with my patients, and I have noticed a stronger relationship with them.

Another advantage of GBT is that it is performed systematically, so there is little difference in effectiveness from one practice to another. Although it requires an initial investment, it is an efficient method from the point of view of medical business profitability, as it has the effect of increasing the number of patients recalled and lowering the cancellation rate.

PRACTICE TEAM:

My practice team loves working with the AIRFLOW® Prophylaxis Master – as it removes the disclosed biofilm in a shorter time, they have more time to communicate with our patients. We often get positive feedback from our patients, which gives my team more confidence in themselves. They see GBT as the key to be able to understand and maintain the oral health of our patients.

**GET MORE INSIGHTS
ON OUR CLINIC**



ARIE FURUSE DENTAL ORAL SURGERY CLINIC



PATIENTS:

After the introduction of GBT, the number of new patients who came to the clinic for maintenance without pain or other symptoms increased. We have also seen an increase in the number of patients who do great home care because they know that we are with them and that we care for them in a trusting relationship. Each time I disclose biofilm, I take intraoral photographs, compare them with the previous ones, print them out, write comments on them, and show them to my patients. This has led to a huge increase in patient motivation. Additionally, the painless and fearless care has reduced the recall cancellation rate.

CERTIFICATION:

I decided to certify my clinic to motivate the entire team. The certification program allows us to constantly update our skills and knowledge. Another benefit is that patients can find our clinic through the GBT finder on the EMS website.

CONCLUSION:

GBT is a treatment method that makes my patients and my team happy.

“GBT IS EFFICIENT IN TERMS OF BUSINESS PROFITABILITY AS IT INCREASES THE RECALL RATE AND REDUCES CANCELLATIONS.”

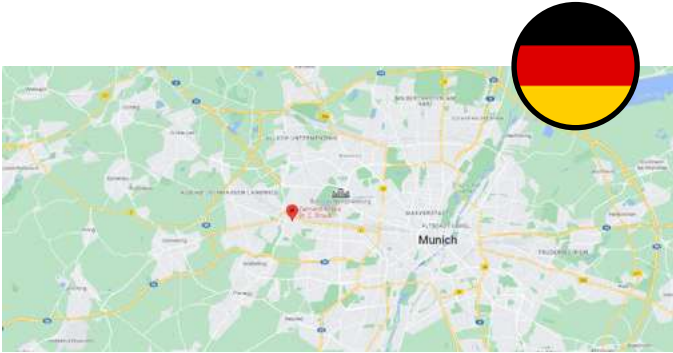
DR. YUJIRO FURUSE



DR. KILIAN HANSEN

KIEFERORTHOPÄDE⁺ ZAHNARZT

DR. LAMPE | DR. HANSEN | DR. C. STRAUB | DR. P. STRAUB



GBT SUCCESS STORY:

I'm Dr Kilian Hansen – I run a highly successful dental practice with orthodontist Dr Felix Lampe. We've known each other since our university days and always planned to work together. It's essential for us to find a way of working that prioritises patient comfort, while also being based on the very latest scientific evidence. We keep invasive dental work to an absolute minimum – by treating the biofilm (the layer of bacteria that builds up on your teeth and causes gum disease and tooth decay). GBT (Guided Biofilm Therapy) uses AIRFLOW® Prophylaxis Master to deliver a stream of air and warm water with gentle cleansing powder to remove the biofilm, cleaning the teeth down to the pores. As we offer periodontal, tooth-preserving and orthodontic treatments in a single practice, GBT is the perfect fit for us. We tried the AIRFLOW® Prophylaxis Master and, as soon as we saw how well it works, bought another for our second prophylaxis room. And then, seeing that it outperformed our old equipment, we purchased a third AIRFLOW® Prophylaxis Master to use in orthodontics.

“WE ALWAYS DO HIGH-QUALITY WORK.”



PRACTICE TEAM:

A few staff members were sceptical of the new approach at first and said, “Why can't we carry out the procedure the way we've always done it?” But the Swiss Dental Academy – which provides excellent training in using GBT – soon got everyone on board, and all staff members quickly recognised the advantages of the new approach. There has been a real change in our staff's thinking – everyone understands that GBT is pain-free, gentle, minimally invasive and really helps patients. It treats the biofilm – the problem that actually causes tooth and gum decay.

PATIENTS:

It's clear that our patients see the benefits of GBT, judging by the number of repeat bookings we receive for the process. People are coming back again and again and sometimes schedule three recall appointments – a whole year's worth – in advance. There's no doubt GBT is beneficial for our practice. We have two main groups of patients.

LAMPE, HANSEN & STRAUB - GROUP PRACTICE



For our older patients, maintenance is the priority, while young patients want a quick, uncomplicated treatment that is as pain-free as possible. What both groups have in common is that they want the gentlest, least invasive and least painful treatment possible – with the longest-lasting outcome. And this is where GBT makes things so easy. Using coloured dyes with GBT I can reveal areas in the mouth that need attention: I know exactly what to do and can clearly show younger patients what needs to be removed or treated. Showing patients areas of decay and the effectiveness of GBT serves to

motivate them to look after their teeth better and to return for follow-up sessions. Both patient groups benefit from GBT.

CERTIFICATION:

We made the decision to become GBT-certified not because it would help with marketing, but because our priority is to provide good service and maintain consistent quality. As part of the certification process, we receive feedback and have a service audit, which helps us to learn and get better every time.

“WE KEEP INVASIVE DENTAL WORK TO AN ABSOLUTE MINIMUM – BY TREATING THE BIOFILM”

CONCLUSION:

It's obvious that GBT has a positive impact on patients. Thanks to GBT, we can consistently deliver the best-quality treatment in the long term, and that can only be good!



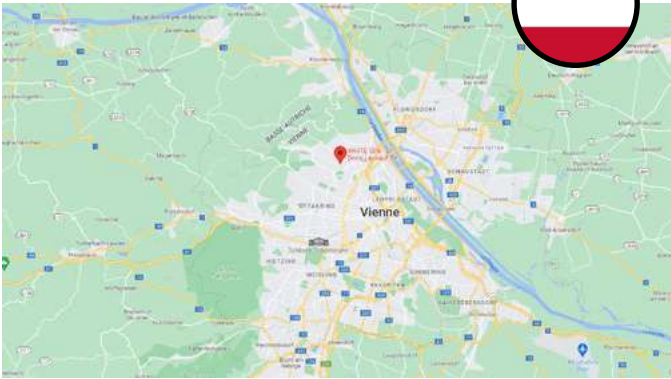




**“GBT IS GENTLE, EFFICIENT, MINIMALLY INVASIVE
AND CONSISTENTLY DELIVERS HIGH QUALITY.”**

DR. KILIAN HANSEN

DR. LEUKAUF



GBT SUCCESS STORY:

I founded my practice in 1993 and we focused on prophylaxis from the beginning. It has always been my wish to change the oral health of Austrians thanks to a prophylaxis-oriented practice. My vision has always been not to use any outdated material to treat my patients. We always used EMS devices and that is how we discovered GBT. Today, we are super happy to have found a less painful treatment method for our patients! We always try to stay up-to-date and to get the patient's attention. In the 21st century, you should be in contact with your patients via e-mail or social media, that is necessary. We try to make the patient aware of the prophylaxis service as a "GBT service". We no longer talk about "professional teeth cleaning", but only about "Guided Biofilm Therapy" as a treatment method.



PRACTICE TEAM:

It has of course been a change for my team. A practice training is the condition for being able to use the devices correctly. Without proper training, even the best devices do not function correctly and you should not use them on a patient. Today, my whole team is enthusiastic that they do not have to use curettes anymore and how easy the work cycle is thanks to a standardized protocol. As the system is more efficient overall, you save time, which is also a big advantage for my team.

"GBT IS THE MOST EFFICIENT TREATMENT SYSTEM SINCE THE INTRODUCTION OF PROFESSIONAL TEETH CLEANING."

DR. LEUKAUF

PATIENTS:

Our patients realize that we are working in a different way now. The patients take it super positively! Due to the significantly lower pain sensation,

“THEY HAVE LESS FEAR.”

It's great that the patient no longer has to expect pain in the run-up to the treatment. The oral cavity also feels much more pleasant after the treatment: in the past, the gingiva was often totally roughened by the materials used in oral hygiene. This point is now also no longer an issue thanks to the GBT protocol and the more comfortable powder.

CERTIFICATION:

We have been thinking about certification for a long time. In the end, however, I think that if you introduce a system in your practice that you are completely satisfied with, you should also do the certification. It was therefore the all-round satisfaction with the GBT protocol that motivated me to proceed with certification.

CONCLUSION:

I can highly recommend GBT to everyone thanks to the standardised system and the efficiency of the whole system. However, it is not only a great system, but also a fantastic feeling during and after the treatment.



DR. HUGO MADEIRA

HUGO MADEIRA



GBT SUCCESS STORY:

Opening my own dental practice was always my dream. I wanted to create something – a space that could be in my own image and that could mirror what I am as a person. I wanted to create a space with more light, with more emotions and with art, so that patients can feel at home. So, I founded my own practice that by now turned into a big clinic. We started using GBT two years ago. We are constantly trying to improve the patient's experience and looking for the best innovations in terms of tools, so GBT was the perfect match. The concept of GBT influenced my practice a lot. The chair on which patients are sitting is much more comfortable, the treatment is less noisy. A different environment is created: some kind of happy place in the clinic. Also from a business perspective, GBT is very interesting. As it is very profitable, we see much more room for GBT prophylaxis in my clinic in the future.

PRACTICE TEAM:

Of course, it was difficult to implement GBT. People are very resistant when it comes to changing their routines – in every business, not only in dentistry.

“GBT IS A LOVE BRAND.”

Everything that comes from EMS makes the life of a clinician easier, so they were quickly convinced. What was more difficult, was to ensure the correct application of the protocol as my hygienists enjoyed much more independence and freedom in their old way of working. Nowadays, we are a GBT team. My team embraces GBT and they are very proud of using the protocol. I believe that GBT truly changed the way hygienists see themselves.

PATIENTS:

MY PATIENTS ARE COMING MORE OFTEN,

because they understand that the treatment is less invasive and that the teeth are less damaged. As soon as they have experienced the difference, they recommend our practice to their friends.

CONCLUSION:

After you have used the latest mobile phone, you would never go back to the older version. The same is true for GBT!

CERTIFICATION:

GBT is about the protocol. The certification proves to patients that we are following the protocol. But it also proves to us that we are doing good work. If we do something, we want to do it properly and well. So the GBT certification really is an added value for us.





**“GBT IS THE HAPPY
EXPERIENCE IN DENTISTRY”**

DR. HUGO MADEIRA

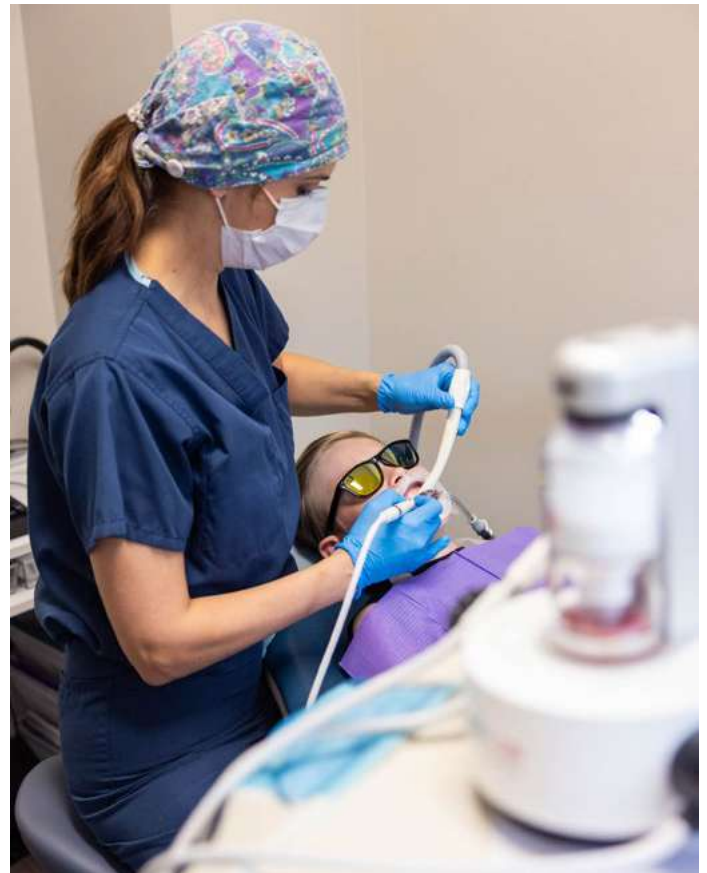


KATHERINE MARTEN, RDH



GBT SUCCESS STORY:

LifeSmiles Dental Hygiene began with a vision of offering patients a more interactive, client-centered, and therapeutic dental hygiene experience to help them achieve their optimal oral health. Since opening our clinic in 2014, we often receive comments on how different our approach is. We are always searching for the most current, evidence-based treatment, technology, and products to provide our patients with the best care. In June 2021, we introduced GBT into our clinic. After learning about the benefits of GBT, we knew it was an investment that would provide our patients with a more favourable dental hygiene experience and set our office apart. Not only is GBT more comfortable for our patients making their appointment more relaxed, but patients are more engaged and look forward to seeing their improvement at each appointment.



It feels great knowing we are providing the best service possible and that patients are taking an active interest in their oral health.

PRACTICE TEAM:

GBT integrated into our practice seamlessly. The training we received was thorough and we felt excited to start using GBT on our patients. The treatment is gentler on the teeth and gums and more effective at removing plaque biofilm, stain, and calculus providing patients with a more comprehensive cleaning. Our team also finds that it helps to reduce clinician strain which is a great benefit.

**“GBT IS WELL WORTH THE INVESTMENT, FOR THE
CLINICIAN AND THEIR PATIENTS”**

KATHERINE MARTEN, RDH

LIFESMILES DENTAL HYGIENE



PATIENTS:

Right from our first GBT treatment, we received positive feedback from patients. Patients are impressed with the educational portion of their appointment, and they often comment on how they prefer GBT over traditional cleaning since it's more comfortable than hand scaling. Our patients are so thrilled with GBT that they often tell their family and friends about it and our word-of-mouth referrals have significantly increased.

CERTIFICATION:

The GBT certification ensures that we provide our clients with the best care and are consistent with the 8 GBT steps. GBT has been a wonderful tool to set our clinic apart and help grow our practice.

**"GBT IS INTERACTIVE,
EDUCATIONAL, THERAPEUTIC,
AND PROVIDES A MORE
THOROUGH AND COMFORTABLE
PATIENT EXPERIENCE THAN
TRADITIONAL TREATMENT."**

CONCLUSION:

GBT is interactive, educational, therapeutic, and provides a more thorough and comfortable patient experience than traditional treatment. The protocol has been a game changer in our clinic. We are providing our patients with the most effective, evidence-based treatment.



WHY GBT?

- 1 A GAME CHANGER **FOR BETTER ORAL PROPHYLAXIS**
- 2 GOOD ORAL HEALTH = **HEALTHY PATIENT**
- 3 BEST CLINICAL PROTOCOL = **BEST CLINICAL RESULTS.**
GBT REDUCES THE RISK OF CARIES, GINGIVITIS AND PERIODONTAL DISEASE.
“We can be sure only when biofilm has been completely removed.”
Nicole Einemann and Manuela Cordes, Dental Hygienists, Dr. Arendt Dental, Bremerhaven, Germany
- 4 **PATIENTS WANT GBT. NOTHING ELSE.**
NO MORE FEAR OF PAIN. NO MORE DISCOMFORT.
ONCE EXPERIENCED, PATIENTS LOVE GBT,
ESPECIALLY CHILDREN.
- 5 **SATISFIED CLINICIANS,**
RELAXED PATIENTS. EFFICIENT, SYSTEMATIC
WORKFLOW WITH ERGONOMIC INSTRUMENTS.
BYE-BYE STRESS, BYE-BYE CARPAL TUNNEL S., BYE-BYE BIOFILM.
- 6 **SUCCESSFUL DENTAL PRACTICES -**
GOOD MONEY FOR GOOD WORK. ENTHUSIASTIC PATIENTS WILL
RECOMMEND THE **GBT-CERTIFIED** PRACTICE.
- 7 ORAL MEDICINE AND PREVENTION ARE THE **FUTURE OF DENTISTRY.** GBT IS THE FUTURE OF PREVENTION.
- 8 GBT IS A SURPRISING **“I FEEL GOOD EXPERIENCE”.**
STATE-OF-THE-ART IS FAVORED BY PATIENTS.
AND BY CLINICIANS.



Reserve a free GBT Demo: gbt-dental.com/GBT-DEMO-ENG

HOW TO DO GBT?

01 ASSESSMENT AND INFECTION CONTROL

Protect your patients and your practice team from infections. Start GBT by rinsing 40 seconds with BACTERX® PRO. Diagnosis and documentation of the individual supra- and subgingival status for each patient.

02 DISCLOSE

Make the oral biofilm visible by disclosing, and explain the **WHY** to the patient. Scientific evidence confirms that oral biofilm causes 95 % of all dental problems: caries, gingivitis and periodontitis.

03 MOTIVATE

Emphasize the importance of oral home care and professional prevention. Instruct your patients in oral hygiene.

04 AIRFLOW® MAX

Eliminate the disclosed biofilm supra- and subgingivally up to 4mm with AIRFLOW® MAX and AIRFLOW® PLUS Powder. The original **AIR-FLOWING®** is minimally invasive and pain-free.*

05 PERIOFLOW®

Remove oral biofilm in deep pockets up to 9mm with PERIOFLOW® NOZZLE and AIRFLOW® PLUS Powder.*

06 PIEZON® PS

Gently remove calculus with the original PIEZON® NO PAIN PS Instrument.*

07 CHECK

Check whether oral biofilm and calculus have been removed completely and whether previously hidden caries is now visible. Conventional professional teeth cleaning removes only 50 % of oral biofilm in areas that are difficult to reach. Source: Stiftung Warentest 7/2015. **NO MORE POLISHING**. Polishing and grinding with abrasive pastes is truly no longer necessary. Why produce unnecessary smear layers?

08 RECALL

Would your patient like to answer the GBT questionnaire?
This is helpful for a successful GBT treatment.
Schedule the next prophylaxis appointment.



*Learn more about how GBT works in practice, how to avoid dust when AIR-FLOWING®, how to use PERIOFLOW® correctly and how to minimize the risk of emphysema at the Swiss Dental Academy (SDA): sda.dental/Contact-GBT-Expert

**A REGULAR GBT RECALL GUARANTEES
LASTING ORAL HEALTH FOR YOUR PATIENTS.**

We recommend a free GBT Demo: gbt-dental.com/GBT-DEMO-ENG

DR. JOÃO MOUZINHO



GBT SUCCESS STORY:

I opened my dental clinic, which is called Molar Clinic, because we wanted to combine all dental services under one roof while completely separating them. Instead of getting every type of treatment done by the same dentist, we wanted patients to go through all the clinical areas separately. We tried to get a team of dynamic young colleagues who wanted to change the paradigm of things. That was the objective of opening the clinic, trying to make the tree have many branches and a tree only grows because there are many branches - those are our team. That was Molar's main idea. I was hesitating at first, but after having tested the AIRFLOW® Prophylaxis Master, I immediately ordered our GBT unit because the result is unparalleled. Offering oral hygiene and implant maintenance with GBT makes the patient come to the clinic, remember where they got the implants and refer the clinic. GBT gives you the security to know, that any case will be treated effectively.

“AS A CLINIC MANAGER, I SEE THE PROFITABILITY OF GBT DUE TO THE POSITIVE FEEDBACK FROM PATIENTS.”



An implant is profitable, but it has negative feedback from patients, because they have suffered from surgery, post-op, etc. For me, oral hygiene is the most profitable part of dentistry due to positive patient feedback, little material expenditure and a low consumption of consumables with the AIRFLOW® Prophylaxis Master.

PRACTICE TEAM:

The whole practice team works part-time in our clinic, which means, they are also working in other clinics. They all gave us the feedback that other clinics are lacking GBT – the AIRFLOW® Prophylaxis Master is the most important device they need. And it is not just our dental hygienists but the whole team is totally enthusiastic about the protocol and cannot live without it anymore.

PATIENTS:

All of my patients felt the difference compared to the traditional method. It wasn't much of a challenge to convince them. The number of patients cancelling their appointment decreased. At the same time, we have a lot more referrals! In dentistry, there is a time before and after GBT - I have no doubt about that. Once you are working with the GBT system, you cannot go back as there is no other system that offers as much comfort and quality!

CONCLUSION:

Oral hygiene without GBT does not make any sense. Instead of spending money for things that you do not use in the end - as I did before – people should invest in GBT! I am grateful that EMS has developed a product that truly is a paradigm shift in the industry, benefiting both the patients and the clinicians.

CERTIFICATION:

The certification was the consent of our clinic adopting GBT 100%. The entire team started using GBT – in dental implant consultation, in prophylaxis appointments, in cosmetic dentistry – it was not limited to the classic oral hygiene appointment anymore. So we decided to certify the whole clinic team so that everyone speaks the same language, follows the same steps and the 8-step protocol.





MOLAR
CLINIC

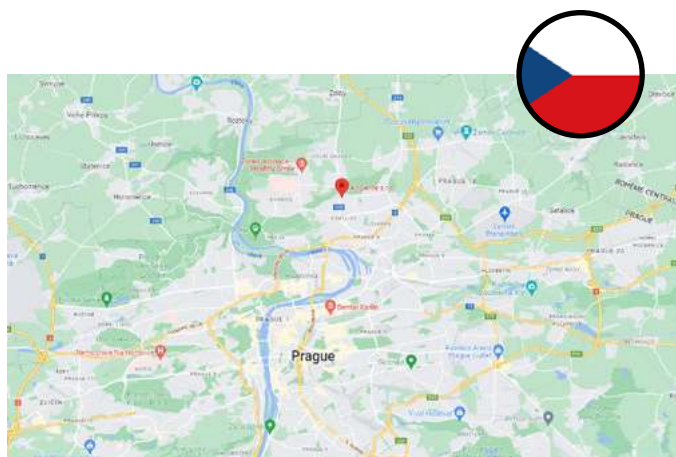




**“THE GBT CONCEPT IS A MIND-CHANGER.
GBT IS THE CORE OF MODERN DENTISTRY!”**

DR. JOÃO MOUZINHO

MUDR. SABINA MORAVCOVÁ



GBT SUCCESS STORY:

We implemented the Guided Biofilm Therapy protocol very soon after I learned about the concept - I did not hesitate for a second. I was a big fan of the GBT protocol practically from the first moment. We came to this step about three years ago, and I even think we were one of the first practices in Prague to fully implement the GBT protocol. The reason is very simple: I personally see dental hygiene as a priority. It is always and at all times fact that clean teeth do not decay. At the same time, it is also a matter of prestige for us and a clear indicator that we follow modern trends in dentistry. It is important to us that we provide care at the highest level according to modern trends based on the latest clinical and scientific evidence.

The GBT protocol has definitely changed our practice in a positive way.

It has made our work very efficient, which is what we feel the most. It has also improved the level of services we provide. I see this in particular in the reduction of the treatment time, where we then have much more space for communication with the patient, which is an integral part of dental hygiene and is also essential for patient cooperation. Working according to clearly defined GBT protocol steps suits us and gives everyone a uniform standard of care.

PRACTICE TEAM:

My practice team sees GBT as a unique concept. The dental hygienists are very happy that our office is fully GBT-compliant and that we are indeed working according to the protocol. They appreciate being able to work with the best that current prophylaxis has to offer. Everyone working with the AIRFLOW® Prophylaxis Master according to the GBT protocol shows their excitement.

“GBT IS AN ABSOLUTE REVOLUTION IN PROPHYLAXIS!”

MUDR. SABINA MORAVCOVÁ

PATIENTS:

Initial concerns about our patient's reaction to plaque detection by disclosing were unnecessary. Our patients are motivated by plaque visibility and also fully understand that it is necessary to achieve the best possible results. Prophylaxis depends a lot on communication skills of the person performing the dental hygiene. Everything needs to be explained and described first. We receive very good feedback from our patients. They rate the treatment as pleasant and painless, the sensitivity during and after the treatment is absolutely minimal. Our patients find the treatments very pleasant – that is why they are happy to come regularly and make appointments for the required recalls.

CONCLUSION:

GBT is a unique concept in dental hygiene and an absolute revolution in prophylaxis. Clinicians should not hesitate to adopt the GBT protocol. It is clearly a step in the right direction that will be appreciated by both the dental hygienist and the patient. I definitely, definitely recommend it!

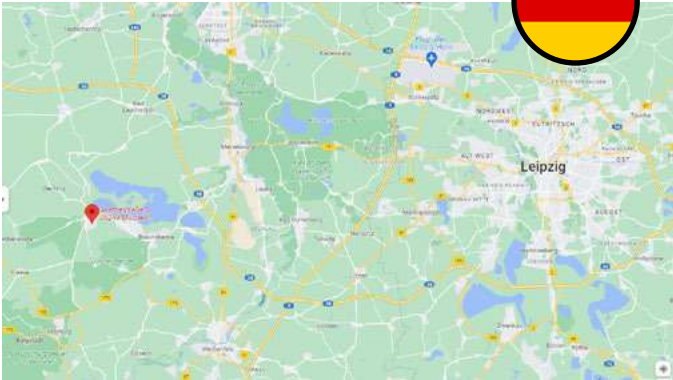
CERTIFICATION:

Being part of an exclusive network of GBT-certified practices is a question of prestige for us. It is a proof to us that we are truly providing care the way it should be provided, and that we are enabling painless, gentle and comfortable treatments. Patients are happy to come back to us. I also appreciate the visibility on the map of GBT-certified practices, the marketing support and other additional benefits. Last but not least: we really like the certificate which we have put in a visible position in the office.

**“THEY RATE THE
TREATMENT AS PLEASANT
AND PAINLESS.”**

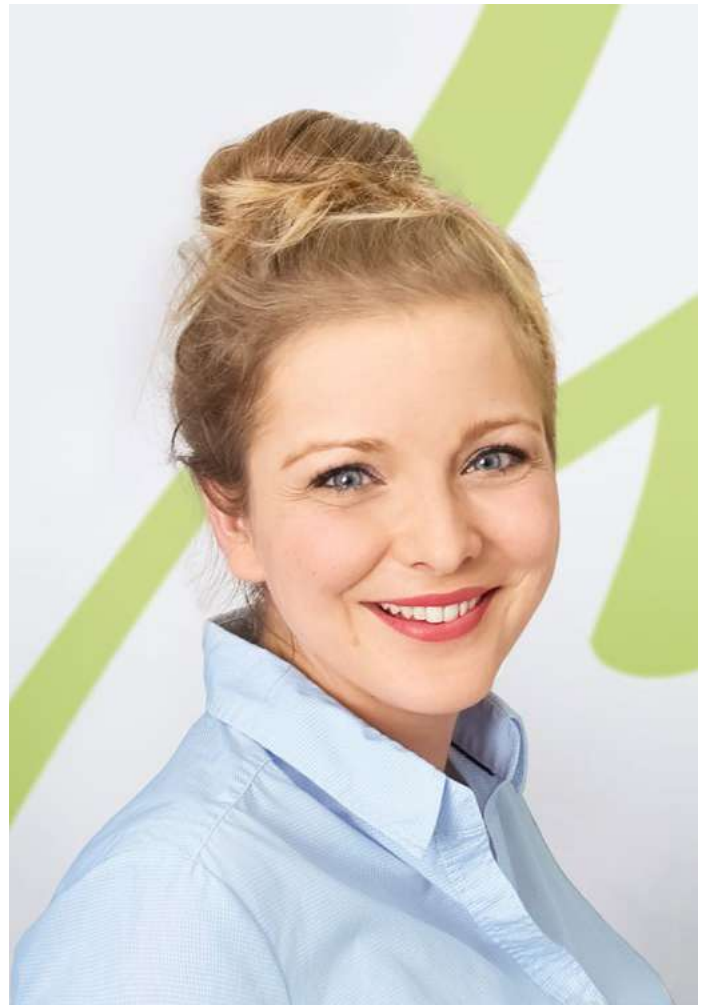


FRANZISKA MÜLLER



GBT SUCCESS STORY:

I always wanted to become a dentist, there was no plan B for me. I am not the type to be employed by someone else, so I opened up my own practice in 2012 together with my Mum. I have my own visions and ideas. I want to implement concepts and I am happy to do so in the region where I grew up. Prophylaxis has always been an important topic for us. We have been basically working with GBT since 2017, so that there was no big change for us when we were officially GBT-certified this year. We operate two official prophylaxis rooms in our practice. If needed, we could use a third room exclusively for prophylaxis as I and my team work somewhat in shifts. I am really convinced of the EMS devices! As they have a much lower consumption, you can use them more often. The economical advantage is huge!



PRACTICE TEAM:

My practice team stands fully behind GBT. We all had this “aha experience” when we discovered the new AIRFLOW® Max. It’s a tremendous simplification of work for all of them, everything goes so much faster now. We have much more time to explain and speak to our patients as well as to practice brushing. The treatment is so soft and efficient at the same time; this is a clear win-win situation for everyone involved.

“IT’S A TREMENDOUS SIMPLIFICATION OF WORK FOR ALL OF THEM, EVERYTHING GOES SO MUCH FASTER NOW.”

PATIENTS:

We have a very good prophylaxis concept. My goal is that 95% of our patients come for regular prophylaxis treatments, at the moment we are at around 80%. We have really, really great patients, who understand the importance of regular prophylaxis and who know that they can keep their teeth for life if they come regularly. We give our best to ensure that no caries ever develops again on our patient's teeth. Our common goal in my practice is to create a caries-free generation 18 plus. No more caries thanks to prophylaxis.

CERTIFICATION:

I am really happy with the GBT certification program. First of all, I like that our practice can be found and stands out on a national level. My employees get the chance to further educate themselves – they achieve something new and receive a certificate that proves their success. The training gave us motivation and self-confidence. It strengthened the team spirit which we now carry to the outside.

**“THE TRAINING GAVE
US MOTIVATION AND
SELF-CONFIDENCE.”**

FRANZISKA MÜLLER

CONCLUSION:

An important phrase I once learned is “professionals work with professionals.” This totally applies to GBT! For me, GBT is a gentle, modern form of dental cleaning that is convincing in terms of use and treatment success.



MDDR. TOMÁŠ NOVÁK



DENTAL
CENTRUM NIVY



GBT SUCCESS STORY:

We have been working according to the GBT protocol for 4 years. Based on new findings and my motivation to move forward, we purchased the AIRFLOW® Prophylaxis Master for my practice. We wanted to raise the quality level of our practice, to make the job of the dental hygienist more comfortable, and to deliver a happier patient. We decided to implement the GBT protocol into our practice because it works easily and efficiently. I think that by implementing the GBT protocol, we have taken the practice to the highest professional level we can provide our patients with. And we are proud of it.

PRACTICE TEAM:

The most important thing is that the practice team understands the GBT protocol, understands each step and its importance. If the clinician believes in it, it will be very easy to “sell” it to the patient.

**“BY IMPLEMENTING THE GBT PROTOCOL,
WE HAVE TAKEN THE PRACTICE TO THE HIGHEST
PROFESSIONAL LEVEL WE CAN PROVIDE OUR
PATIENTS WITH”**

MDDR. TOMÁŠ NOVÁK

PATIENTS:

The GBT protocol allows us to work systematically and efficiently. As soon as patients understand the meaning of prophylaxis, they are happy to return on a regular basis for a recall. My patients find the treatment comfortable and most importantly painless, which is a priority for them.

CERTIFICATION:

I am happy to work according to the GBT protocol – I simply believe this is the best way of working. The GBT certification program is a nice bonus.

“AS A CLINIC OWNER, I CARE ABOUT PATIENT SATISFACTION AND THE QUALITY OF ALL TREATMENTS.”

MDDR. TOMÁŠ NOVÁK

CONCLUSION:

As a clinic owner, I care about patient satisfaction and the quality of all treatments. Therefore, I am always open to new opportunities capable of raising the professionalism of our clinic. I think the GBT protocol is a huge benefit for the patient and a great advancement in dental hygiene.



DR. JUNGHYUN PARK



GBT SUCCESS STORY:

After studying periodontology gaining experience in different clinics, I was certain that I would like to treat my patients based on my own philosophy. This is well reflected in the name of the clinic BOA, which means “protecting teeth” in Chinese character. After placing many implants, I started to see peri-implant infections caused by multiple factors. It happened regardless of the successful implant placement. As an SDA trainer, I was already using AIRFLOW® back then, and I knew it was the ideal solution to remove biofilm around implants. When EMS launched the GBT protocol, I adopted the concept to maximize the effect of implant maintenance. We can now focus more on education and training of the patient. For some extreme cases, we recall 4 times a month to perform GBT until the patient improves his oral hygiene to an acceptable level. All these points allow us to focus on prevention. This is exactly what I had in mind when I opened my clinic.



PRACTICE TEAM:

My practice team loves it. They appreciate that they can take more time to talk to the patients. GBT makes the job of a dental hygienist much easier. In the beginning, it was difficult to align the entire team to be engaged in GBT. Not only my hygienists but also the receptionists needed to understand the concept and be able to talk to the patients with confidence. I invited all my staff to SDA courses one by one so that they all get the same understanding of GBT and I still do so with every new team member. I also placed items referring to GBT in every corner of the clinic. Today, everyone in our clinic enjoys GBT.

“THE CONVENTIONAL METHOD IS NOT SUFFICIENT TO PROVIDE GOOD IMPLANT MAINTENANCE.”

PATIENTS:

I sometimes have patients who have never had a GBT treatment before, but once they had their first treatment, they would always come back regularly. There is not a single patient who would only come once. The patient satisfaction is very high and there is an increasing number of patients coming especially for GBT. In addition, they are motivated to improve their home care.

CERTIFICATION:

The GBT certification was a great opportunity to promote prevention and the GBT concept to my patients - I was certified as soon as I could! I really like the well-designed packages that come along with the certification.

**"I WAS CERTIFIED AS
SOON AS I COULD!"**

DR. JUNGHUN PARK

CONCLUSION:

The conventional method is not sufficient to provide proper implant maintenance. Biofilm management requires that the surfaces need to be treated with the most efficient and predictable modalities. Additionally, you need to work according to a well-defined protocol. GBT is a combination of well-defined treatment protocol and outstanding technologies, AIRFLOW®, PERIOFLOW® and PIEZON®.





**“PREVENTION IS THE BEST TREATMENT,
AND THE BEST PREVENTION IS GBT.”**

DR. JUNGHYUN PARK



DR. GIANANDREA POGGI



GBT SUCCESS STORY:

My profession is my passion! My own practice follows a family tradition. We introduced GBT one year ago aiming to deliver the best treatment to our patients and to achieve excellent results. Since we introduced the new GBT protocol, we have significantly increased the number of professional hygiene sessions. After one year, we had tripled the number of appointments. In addition, patients come for their recalls more frequently because they experience the hygiene session with less anxiety and discomfort.

Hygienists have the opportunity to work with more ergonomic instruments and the clinical results in terms of pocket depth reduction are really good. It even helps us in orthodontics! The GBT protocol is very popular among children and young people.

PRACTICE TEAM:

Members of my practice team are big fans of the GBT protocol. Everyone experienced the treatment for themselves in order to be able to convincingly communicate its positive aspects to the patients.

“AFTER ONE YEAR, WE HAVE TRIPLED THE NUMBER OF APPOINTMENTS!”

DR. GIANANDREA POGGI

PATIENTS:

Patients report much less pain during their prophylaxis treatment and anticipate it with less anxiety.

“DISCLOSING BECOMES A PERSONAL CHALLENGE FOR THE PATIENT AND LEADS TO A MOMENT OF PARTICIPATION AND COMMUNICATION THAT HELPS DEVELOP PATIENT COMPLIANCE.”

CERTIFICATION:

The GBT certification program increases the visibility and importance of my practice and the work we do. I wanted to keep myself up-to-date clinically and also from a business point of view.

CONCLUSION:

The GBT protocol offers a treatment of great quality to my patients. It improves and optimizes the work of my dental hygienists.



DR. BORIS RADENKOV



GBT SUCCESS STORY:

I have wanted to become a dentist since I was a teenager. Dentistry is a profession that gives you the opportunity to work for yourself – one of the tempting points of being independent was for me, to determine myself how to do my work. There also comes a number of challenges with this dream: to establish yourself as good clinician, to gain the trust of patients and their loyalty - things on which the realization of the dental dream depends. I started using GBT 4 years ago. When you get acquainted in theory with the GBT protocol, contradictions arise in the mind - on the one hand things seem so easy and effective, but on the other hand you have to change a work habit that has developed over the years. There is no profession of dental hygienist in my country. Prevention is part of the work of a general dentist and many colleagues underestimate its importance. I was no exception. With the introduction of GBT, I began to realize much more about the benefits of prevention.

Benefits that are for both parties - on the one hand for us, on the other hand for patients. Last but not least, it turned out that prevention can be a profitable niche in everyday dental practice, and GBT has made the work process much more efficient.

PRACTICE TEAM:

Working as an SDA trainer, I noticed that the biggest challenge in introducing GBT is for the clinician to change his mindset and to understand that the “good old recipe” for prevention - including rubber cups, polishing pastes and hand curettes - can be improved. In the theoretical part, I see a hesitation between the old habit and the clinically proven steps of GBT in the eyes of our participants. This doubt disappears as soon as they get to the practical part and feel the ease of work. The efficiency of AIRFLOW® MAX, PERIOFLOW® and PIEZON® PS technologies support this change of mindset a lot and it goes much easier and faster than expected.

“I DON'T KNOW A COLLEAGUE WHO HAS STARTED USING GBT AND IS NOT IN LOVE WITH IT. MY TEAM IS NO EXCEPTION.”

DR. BORIS RADENKOV

THE SMILE TEAM



PATIENTS:

The feedback from patients about GBT is one of the most motivating things in my practice. Almost every patient falls in love with GBT on the first visit, and to hear that you are the doctor who removed the long-standing fear of going to the dentist is priceless. One of the things I realized after introducing the GBT protocol were the more frequent recall periods. The second step of the GBT protocol (02 DISCLOSE), as well as the lack of pain during the procedure are a wonderful motivation for patients. Their attitude towards recall visits is much more responsible, but it also contributes to the positive response of patients when we discuss and propose comprehensive treatment plans.

CERTIFICATION:

The GBT certification is an important step in improving oral prophylaxis in general - on the one hand, it allows us, as clinicians, to reach patients more easily. More importantly, however, the GBT certification guarantees patients that they will be treated by a professional who is trained in the latest standards in oral prophylaxis and who uses the latest technology - patients receive Swiss quality of care, no matter where in the world they are located.

CONCLUSION:

The sooner you take the step of adopting the GBT protocol in your practice, the sooner you will enjoy its benefits.

HIGHER EFFICIENCY, AN ERGONOMICALLY IMPROVED WORKFLOW WITH LESS FATIGUE AS WELL AS MORE AND MORE SATISFIED AND LOYAL PATIENTS.



DR. ERIK REGIDOR



GBT SUCCESS STORY:

We have been using GBT since 2017 and we implemented it due to the need to provide each patient with a customized treatment, increasing our level of precision and reliability. Each new implementation or incorporation of new materials and technologies has a necessary learning curve. This learning curve is very important to be able to take full advantage of the system and philosophy.



DR. ALBERTO ORTÍZ VIGÓN AND DR. ERIK REGIDOR

PRACTICE TEAM:

The use of GBT has meant an individualization of periodontal treatments for my practice team, being able to optimize all the advantages of the philosophy and to satisfy the needs of each patient.

PATIENTS:

Patients have lost their fear of pain and sensitivity after periodontal maintenance. In addition, the use of the GBT biofilm discloser has led to improved patient education in terms of oral health care and interproximal hygiene.

CERTIFICATION:

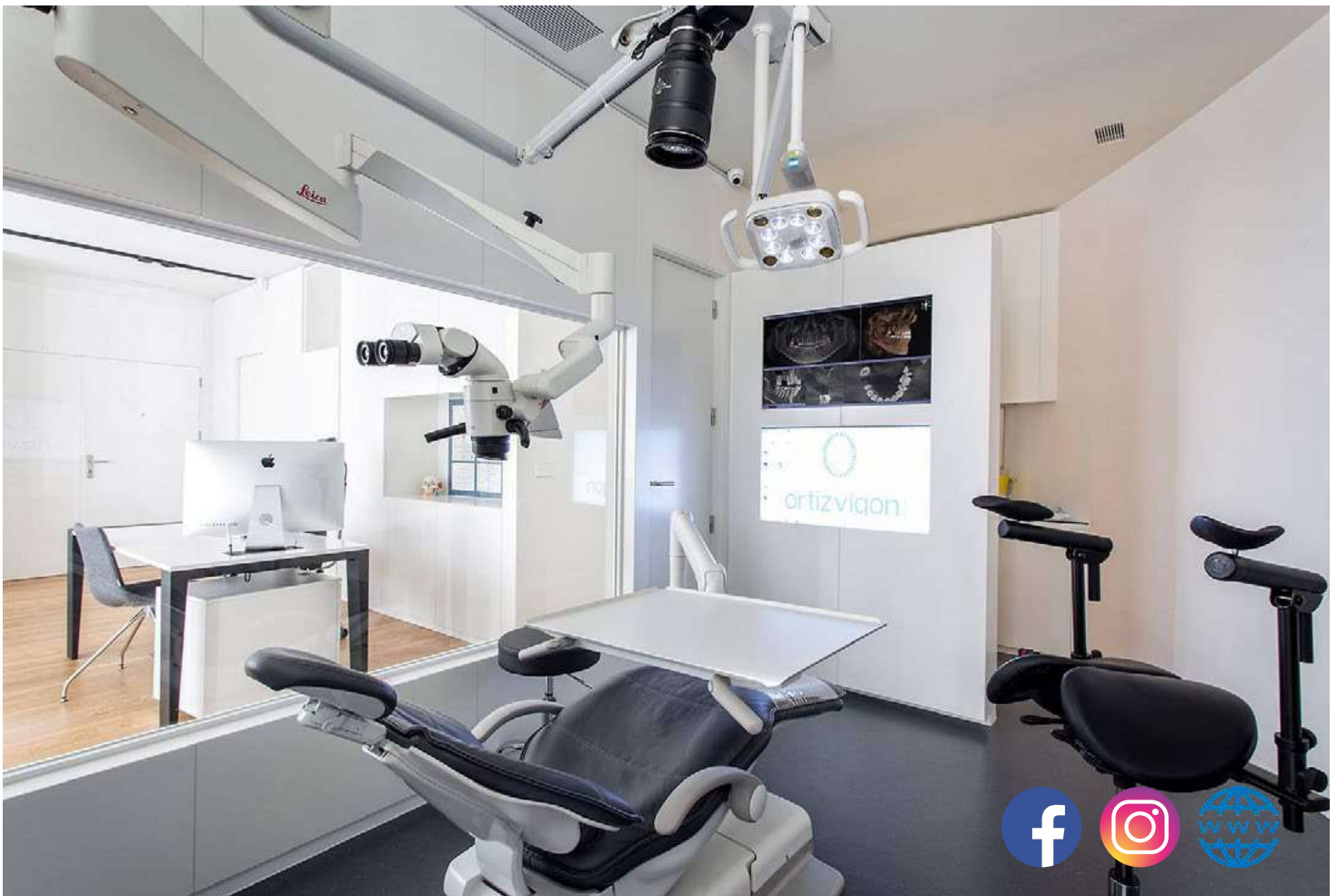
The GBT certification has given us a better position on a professional level and on a patient level. It is an essential point that allows patients to recognize and identify the philosophy behind the way we work.

**“INCREASING OUR LEVEL OF PRECISION
AND RELIABILITY.”**

DR. ERIK REGIDOR

CONCLUSION:

GBT is a minimally invasive, non-surgical periodontal therapy tool which boosts patient loyalty.







“THE USE OF GBT HAS MEANT AN INDIVIDUALIZATION OF PERIODONTAL TREATMENTS, BEING ABLE TO OPTIMIZE ALL THE ADVANTAGES OF THE PHILOSOPHY AND TO SATISFY THE NEEDS OF EACH PATIENT.”

DR. ERIK REGIDOR

DR. ANA CARLA ROBATTO



GBT SUCCESS STORY:

After 20 years of experience in pediatric dentistry, I teamed up in 2019 with an orthodontist to offer a broader pediatric dental treatment, but without affecting the rewards of a preventive interceptive pediatric dental approach. We founded EFIKA Digital Dentistry - the word EFIKA stands for “effective” in Esperanto. EFIKA was created to offer cutting-edge technology in treatment, adding value and making the patient experience pleasant and positive.

In 2019, I discovered Guided Biofilm Therapy (GBT) through an international dental hygienist on Instagram and I fell in love with it. GBT is a philosophy that represents me. It's not just equipment - it is a new, different way of treating, which encourages patients to take care of their oral health.



Being the first GBT clinician in the Brazil market adopting this new technology was a bit scary, but it really paid off! My daily work changed a lot. Today I am no longer just a pediatric dentist. I have become a general practitioner. Parents who used to come to the clinic to accompany their children started asking to be treated with GBT. I now have loyal adult patients who regularly come for their recall and care for their oral health. Especially adults quickly understand the difference between GBT and the traditional methods of professional teeth cleaning.

“GBT IS A PHILOSOPHY THAT REPRESENTS ME.”

DR. ANA CARLA ROBATTO

PRACTICE TEAM:

My practice team loves GBT!

**“THE EXCELLENT ERGONOMICS
MAKE WORK EASIER AND
MORE PLEASANT FOR MY
PRACTICE TEAM.”**

When you're watching my assistant doing the GBT treatment, you see the interaction between patient and clinician, the stains being removed and finally the big smile on the patient's face - this is magical! Goodbye to abrasive polishing pastes and exhaustive filling of brushes.

CONCLUSION:

Adopt GBT! It really is another world! In addition to patient satisfaction, it pays for itself.

PATIENTS:

They love it and recommend it to family and friends. It is important to mention that step 3 of the protocol provides the patient with understanding to become responsible for their oral health and understand how to proceed with daily home care. GBT makes the dentist not responsible for the patient's oral health, but co-responsible. I say to the patient now: "I help you, but you take care of yourself!". GBT is patient empowerment in relation to their oral health.

CERTIFICATION:

Certification is what supports the clinic's credibility towards the patient. It is understood by the patient as a process that the clinic complies with criteria in terms of training, qualification, and continuous education. This makes the clinic reputable and highly credible.



DR. TONY SAAD



GBT SUCCESS STORY:

I decided to open my own dental practice for several reasons, but my main aim was to provide our patients with high-quality dental care, in a gentle and caring approach. We have a friendly team that is highly trained and passionate about delivering the best care to our patients. We started using GBT in 2019 after my hygienist tried the GBT unit. When we introduced it to our patients, we had a lot of positive feedback on how much more comfortable the cleans are now. Patients were impressed by how efficient their check-ups and cleans have become and how much cleaner they felt after using GBT.

PRACTICE TEAM:

Everyone at our practice is fully on board with GBT and will not have their own cleans done any other way. It became a valuable tool that staff could use to educate patients about the importance of coming in for regular checkups and cleans. Because GBT highlights areas



that could be missed by patients, it not only shows them where to improve, but also gives the clinician an idea on each patient's cleaning habits, the areas that are tricky for them, or the spots that might need more attention every time the patient comes in. It has also changed the workflow with our active maintenance with clinicians wanting to make sure the unit is always available for them to use.



“OUR PATIENTS WERE BLOWN AWAY BY GBT.”

DR. TONY SAAD

PATIENTS:

Some patients were a bit hesitant at first in trying something new, especially after they've been coming in for a traditional scale and clean for years. Once we asked them to give it a chance, they were blown away by it. Plaque disclosing and then educating patients on how and where to improve on their oral hygiene, and then seeing the results after the clean is done is very important and valuable. Our patients look forward to their cleans to see how much they've improved from the last time. Patients with generalised sensitivity have been the most vocal in how much more they can tolerate and sit through a clean with no issues. Some patients have even requested more frequent recalls. We also noticed a clear improvement between appointments for patients mainly because they can visualise with disclosing the areas that require more attention, and this has been with both young and adult patients.

**“GBT IS A
COMPREHENSIVE
APPROACH TO NOT ONLY
EDUCATING PATIENTS
ON THE IMPORTANCE
OF ORAL HYGIENE BUT
ALSO A WAY THAT GIVES
CLINICIANS CONFIDENCE
IN HOW EFFICIENT AND
THOROUGH THEIR ACTIVE
MAINTENANCE WILL BE.”**

DR. TONY SAAD



DR. FADI YASSMIN



GBT SUCCESS STORY:

The reason for re-opening my own private practice again was simple: I wanted to bring back personalised high end bespoke dentistry. My passion for aesthetic and multi-disciplinary treatments could only be implemented in ideal private surroundings. Building a new practice and ensuring that I had the best options available for my patients was integral so for me it was not so much about change but more about building the ultimate patient-centric experience that allowed all clinicians to work in an optimal environment. I have now been using GBT for 2 years and implemented it after much research as initially I was sceptical on what it would offer my patients. We have had no challenges in implementation as we were sure that all staff



were trained on both the clinical and verbiage aspect of what GBT is and the benefits to our patients. In the end, the main challenge became not having enough units at the practice.

PRACTICE TEAM:

My team loves GBT so much that not long after we opened, we had to purchase another GBT unit as it was not something that we could live without. It is essential that the entire practice receives proper training so that everyone is speaking the GBT language.

“IN THE END, THE MAIN CHALLENGE BECAME NOT HAVING ENOUGH GBT UNITS AT THE PRACTICE.”

DR. FADI YASSMIN

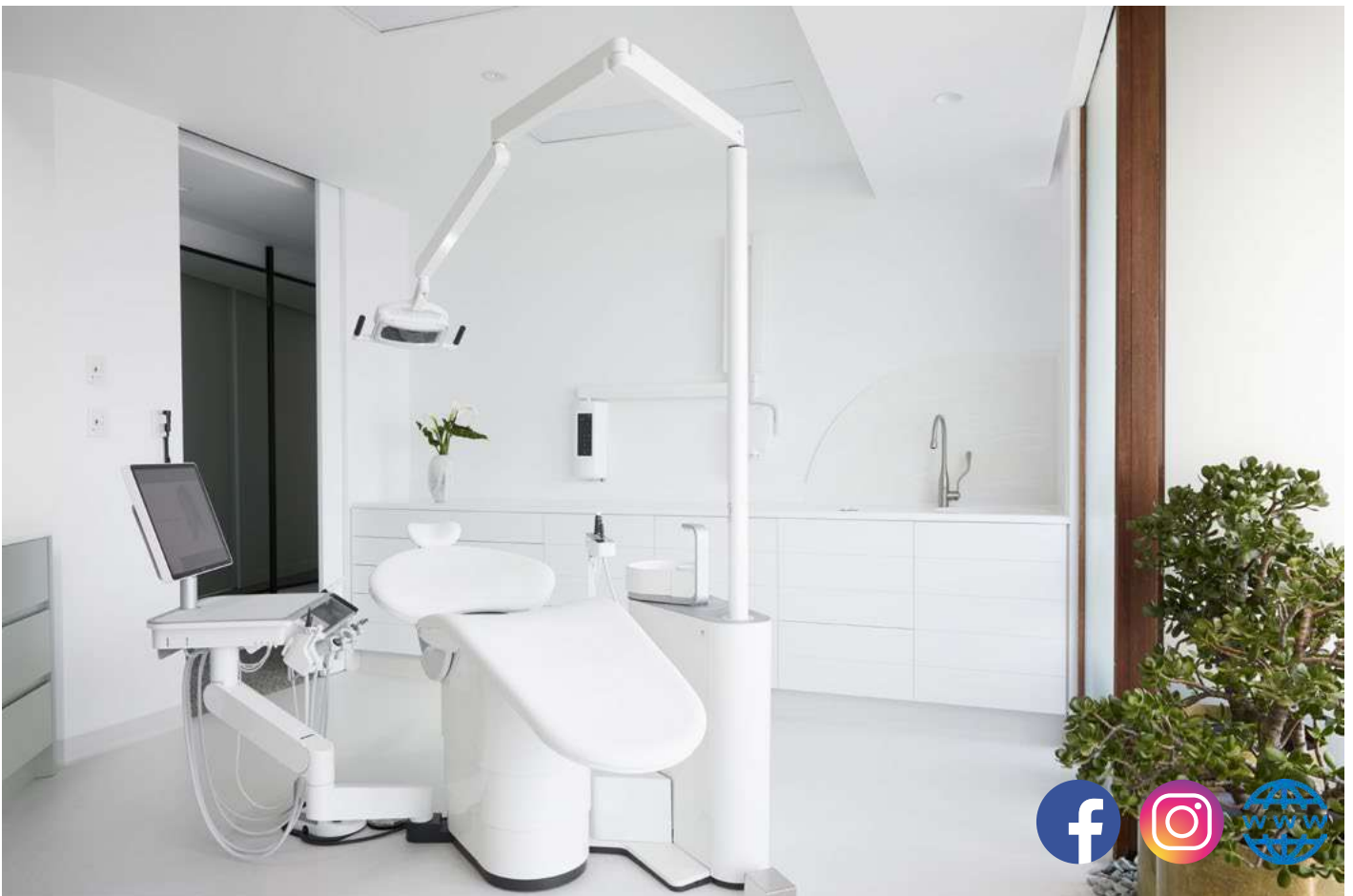


PATIENTS:

GBT is optimal patient care. Patients absolutely love the treatment and its gentle nature! There is much more compliance in regular maintenance care as the fear of pain has really disappeared.

CERTIFICATION:

For any partnership that I choose to pursue, I ensure that our treatment ethos are aligned prior to creating a partnership as this is integral in ensuring the ultimate patient experience. GBT IS the ultimate patient experience – so the GBT Certification program was perfect for us!



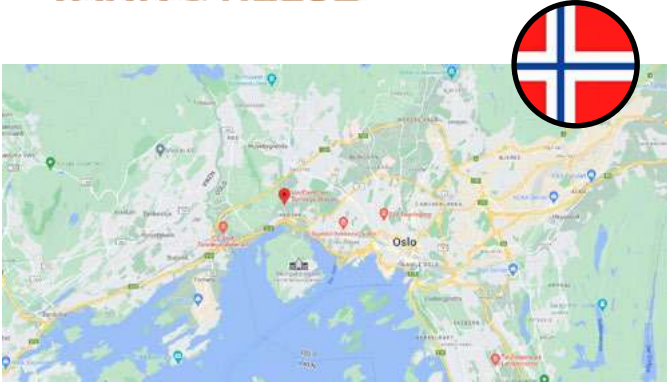


**“FOR ME, GBT IS THE ULTIMATE
PATIENT EXPERIENCE.”**

DR. FADI YASSMIN



ELIN ANTHONISEN



GBT SUCCESS STORY:

We have a family specialist dental practice. I had already owned an EMS device before I decided to implement the GBT protocol in my practice. I asked my contact at EMS for promotional material for our website – that was the point where she introduced me to the GBT world. I was into it right away! I am so happy that I finally adopted the protocol as it changed the way of treating my patients. Implementing it was not a big challenge: I always wanted to have the latest equipment, so that I told my partner that I wouldn't work in our clinic if we didn't get the new GBT machine.

GBT GIVES US THE BASE FOR THINKING FORWARD

PRACTICE TEAM:

My team sees GBT as very positive for the patients and the clinic. I often have to talk to new patients to explain to them what GBT is and I get referrals every day. We want treatments of any kind to be successful in a long term, so that we need a good level of oral hygiene. GBT gives us the base for thinking forward.

“GBT WILL MAKE YOUR PATIENTS SMILE WIDER.”

ELIN ANTHONISEN

PATIENTS:

Our patients are so pleased and happy about the GBT treatment. I always show a small introduction video explaining GBT on my dental unit screen so that my patients can follow the steps of the treatment. They experience it as something very exclusive and innovative and they are amazed by the great equipment. Thanks to our website, patients can see that hygiene and cleanliness play a major role in our practice.

**I AM SO HAPPY THAT
I FINALLY ADOPTED
THE PROTOCOL AS IT
CHANGED THE WAY OF
TREATING MY PATIENTS.**

CERTIFICATION:

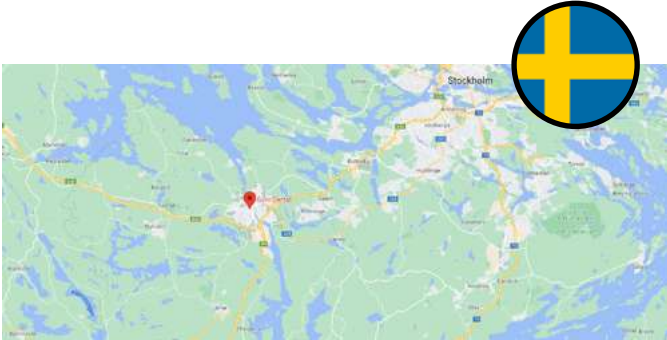
When I opened up my new clinic, I was full of energy and I wanted to do something special for our patients. The exclusive education programs I have access to and the training make it easy to keep a high level. I think GBT is fun. It motivates me and I am proud to be a part of the worldwide GBT family.

CONCLUSION:

GBT is an eye opener that takes your practice to a higher level. Your patient feels the change and gets a wider understanding of oral and general health. As your patients are coming back more often, it is a real win-win situation on every level.



DR. GYLIN & RDH YOUSEF



GBT SUCCESS STORY:

We implemented GBT in 2018 as we believe in a treatment that makes our patients happy and lets them leave with a smile on their faces. We were introduced to GBT at the dental fair in Gothenburg and became very interested. We love innovation and thought GBT would give a lot to both us and our patients. It has been easy to implement the protocol and after having attended an SDA course, it felt even easier to work with the GBT machine. We attended a second training which contributed a lot – it is great to learn the correct technique, the ergonomics, and the 8 steps of the protocol. GBT is an amazing tool that is enjoyable for our patients and provides better oral health. Overall, after having implemented the GBT protocol, we rarely have cancellations and we are fully booked. That, combined with well-trained practitioners, has increased our revenue since we started working with GBT.

PRACTICE TEAM:

All three of us love GBT! It is the only prophylaxis treatment that is both pleasant and effective and we never get tired of it. We truly love working with GBT and our dental hygienist, Khanda, is



so passionate about it that she has become a GBT Trainer to spread the knowledge to more clinicians so that they can obtain all the benefits as well.

PATIENTS:

Thanks to GBT, our patients have a healthier mouth and less periodontal disease such as periodontitis and gingivitis. All patients are plaque-free with the feeling of entirely clean teeth. They are all satisfied and cannot wait to come back for a dental spa, and it is amazing for us to see the result when patients come in healthier for their next appointment. The patients spread the word of GBT and recommend us to their friends and family. GBT also creates an understanding of how important it is to go the dental hygienist on a regular basis. Patients see our clinic as a modern clinic with the latest dental hygiene treatment, and we are very proud to be able to offer GBT, which is revolutionary for oral health.



CERTIFICATION:

As a GBT-certified clinic, we get a quality stamp and patients become aware that we have special skills and knowledge. We believe that Guided Biofilm Therapy is a unique treatment that gives outstanding results and makes our patients' mouths healthy and happy - for us it was a given to become certified.

CONCLUSION:

Since we introduced GBT, we have become even more professional, and our patients are benefiting from the very latest technology that improves their oral health. Patients think it's worth the money and may even consider paying a little extra for a dental hygienist visit.

“WE HAVE INCREASED OUR REVENUE SINCE WE INTRODUCED THE GBT PROTOCOL.”

DR. LILIAN GYLÍN



PATRICK SAASEN



GBT SUCCESS STORY:

I joined Adent in 2019 as the CEO. I found Adent to be a network of clinics with a very high level of quality - that has always been their thing. They wanted to have the best quality at reasonable pricing, making it accessible to almost everybody in Switzerland. And that is still our guideline today. That is what we want to do today for our patients, make good oral healthcare accessible to all. GBT fits right in there. The GBT protocol is something that is helping our patients to regain or to keep the best possible oral healthcare. More and more people are aware that good oral healthcare means taking care of your overall health. Since we started to use GBT a few years ago, our patients have been increasingly coming back just because of the protocol. They really want this treatment, they like it, they love it. Why



do they like it? Thanks to our patient surveys, we know that the fact of being painless plays a big role. The protocol also makes the treatment visible, so that you can see what the hygienist does and what the benefits of the treatment are. Together with good education on how to keep and maintain your oral health, these are the reasons why patients keep coming back.

“THERE ARE HYGIENISTS THAT JOIN US JUST BECAUSE THEY KNOW THAT WE ARE ADVANCED IN USING GBT.”

PATRICK SAASEN

ADENT CLINIQUES DENTAIRES



PRACTICE TEAM:

As hygienists have often used their traditional method for many years, they are sometimes not immediately receptive to. But when they talk to colleagues, when they start working according to the protocol, when they use the technology, when they are being certified by the EMS team, people get increasingly enthusiastic. The devices are a lot easier to use, they are not as restraining on their body. This is, why it is clear that GBT is the standard in all our 27 clinics. There are hygienists that join us just because they know that we are advanced in using GBT.

CERTIFICATION:

It became very quickly apparent that we had to make GBT our standard. All of our clinics are GBT-certified and every newcomer will receive the same training and certification. Training is key and absolutely crucial!

**“SINCE WE STARTED TO
USE GBT A FEW YEARS
AGO, OUR PATIENTS HAVE
BEEN INCREASINGLY
COMING BACK JUST
BECAUSE OF THE
PROTOCOL.”**

PATRICK SAASEN

CONCLUSION:

For me, GBT is a win-win. It is the best oral hygiene treatment for our patients and for us.



GBT CALCULATOR

**DISCOVER HOW AND HOW MUCH YOUR PROPHYLAXIS
DEPARTMENT CAN GROW. USE OUR GBT CALCULATOR AND
SEE THE OPPORTUNITY FOR YOURSELF**







**“I FEEL
GOOD”**

„The GBT Certification to me is a community. It's a community where providers can share knowledge, where they are being continuously trained and making sure that we always follow the standardized protocol for the benefit of our patients. I am absolutely thrilled to be the first group of GBT Certified practices.“

- PATRICK SAASEN, CEO OF ADENT DENTAL CLINICS, FIRST GBT CERTIFIED DENTAL CLINIC

Call your GBT Expert from EMS Tel. +41 22 99 44 700

CERTIFY YOUR PRACTICE!

As a GBT Certified practice, become a part of an exclusive network of passionate dental professionals offering dental prophylaxis at the highest possible standards. Backed by the evidence-based GBT protocol, GBT Certified practices benefit from a wealth of exclusive services.



GAIN MORE VISIBILITY

- ▶ Your practice listed on the GBT Patient Finder,* an interactive map allowing patients to find their nearest GBT practice
- *in the allowed countries



ACCESS TO THE GBT CERTIFIED MARKETING KIT

- ▶ Welcome kit to give your practice a GBT look
- ▶ Customizable GBT brand assets
- ▶ Social Media templates
- ▶ 3D patient video



EXCLUSIVE EDUCATION PROGRAMS AND TRAINING

- ▶ Regular e-learning modules and webinars
- ▶ Continuing education and accreditation
- ▶ Training based on the latest scientific and clinical research
- ▶ On-demand training for new team members



PREMIUM CUSTOMER SERVICE

- ▶ First-line support for GBT Certified practices
- ▶ Preferential GBT service agreement



**JOIN THE GBT
MOVEMENT NOW!**

gbt-dental.com/eBook_certified



GUIDED BIOFILM THERAPY



EMS 
MAKE ME SMILE.



EMS 
MAKE ME SMILE.