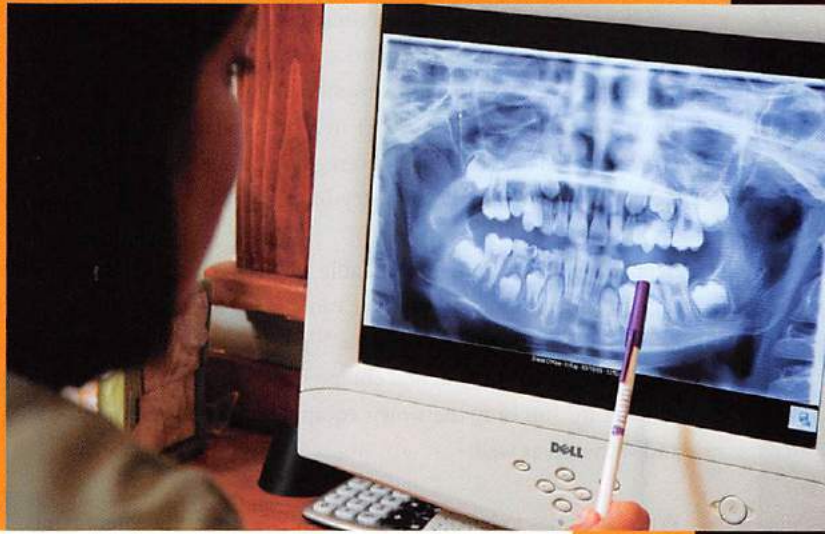


“This is not about installing a computer or two — this is about further **developing a long-standing relationship** that includes all dental technologies.”



Like Dr. Pedraza, Dr. DeMartino found his BencoNET experience to be a smooth, worthwhile investment. “It’s helped a great deal,” Dr. DeMartino commented. “When we redesigned the entire office, we put computers in every room and it really helped a great deal.”

While on opposite ends of the Eastern seaboard, Drs. DeMartino and Pedraza had a lot in common in that they were already well acquainted with technology. An important goal Dr. Pedraza had for his new office, similarly to Dr. DeMartino, was to ensure all elements worked together seamlessly. He was especially impressed with technology representative John Roddy’s willingness to go the extra mile with integration. “I bought an intra-oral camera online from China that didn’t integrate with our software. The instructions came in Chinese,” Pedraza laughs. “It takes good photos, and John Roddy was able to rig a way to make it work. Benco didn’t sell me the camera, or make a penny on it. He just did it.”

## **THE FINAL CHECKUP: ALL TECHNOLOGY PROVIDERS ARE NOT CREATED EQUAL**

As a single source for all dental technology needs, BencoNET offers many advantages over competing providers. Dr. Yooson Kim cites compatibility, reliability and quality as the main reasons she chose BencoNET. “I was with a competitor before,” Dr. Kim explains. “There were times when we needed them, and they didn’t call back. Things happen, and sometimes you need something right away. BencoNET is very responsive. Also, I like how everything works together. The hardware, software, and digital equipment — since they did it all, it all works.”

Swicklik outlines several key reasons BencoNET consistently outperforms competitors in networks, hardware, and wiring. “Low cost, underperforming systems may run slow, freeze up, crash from time to time, or possibly not run at all,” says Swicklik. In contrast, BencoNET networks are designed for dentistry and radiology and configured in the same manner for quick troubleshooting. BencoNET uses Category 6 wiring, which is





capable of transmitting data ten times faster than the more commonly used 5e wiring. They also protect networks with Trend Micro Virus Protection software, a faster and more effective system than Norton AntiVirus, which can lag down other networks. BencoNET networks run quickly, have only a 2% failure rate compared to the industry average of 6%, and are supported by dedicated technicians who have the dentistry-based knowledge to resolve issues quickly.

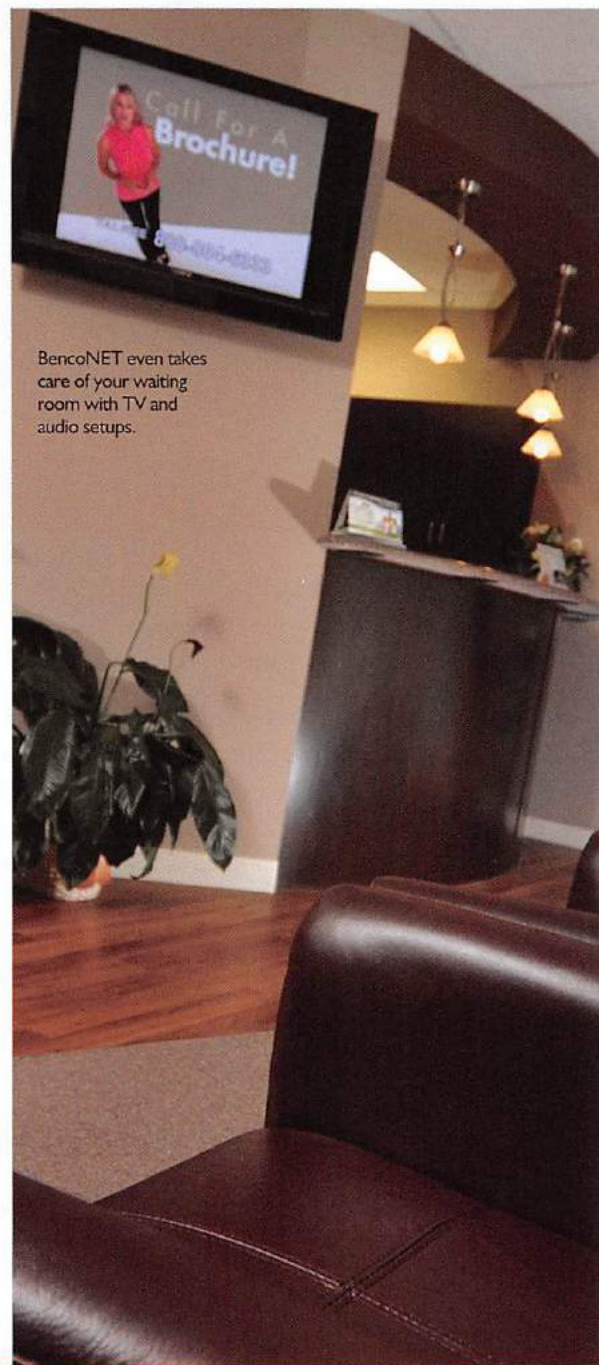
BencoNET technicians are available by phone, E-mail, or personal visit, and carry repair components on their vans. They can usually replace components in one visit, and always stock the highest quality equipment. Additionally, BencoNET is the only dental equipment company in existence, which offers support for not only their own equipment, but for competitors' equipment and software, as well.

When it comes to hardware, only the highest quality components, including Intel processors and motherboards, are used, ensuring value and improved hardware longevity. Components are also configured and thoroughly tested for use in dental imaging networks. Swicklik cites monitor viewing angles and contrast ratios as very important factors for viewing and interpreting digital imaging. BencoNET computers, networks and components are guaranteed to be compatible with all dental hardware and software.

He sums up the main point of difference very simply. "Competitors sell on price; we sell on performance. This is not about installing a computer or two — this is about further developing a long-standing relationship that includes all dental technologies."

## ALL SYSTEMS GO: ARE YOU READY TO INTEGRATE TECHNOLOGY INTO YOUR PRACTICE?

Dental technology has come a long way over the years, and these days you don't have to be a technology expert to benefit from advances like digital X-rays and integrated computer networks. BencoNET's customized systems are designed to help your practice run smoothly, and well-trained technicians provide continuous support to keep it that way. ■



BencoNET even takes care of your waiting room with TV and audio setups.

**"BencoNET Networks run quickly, have only a 2% failure rate compared to the industry average of 6%, and are supported by dedicated technicians."**



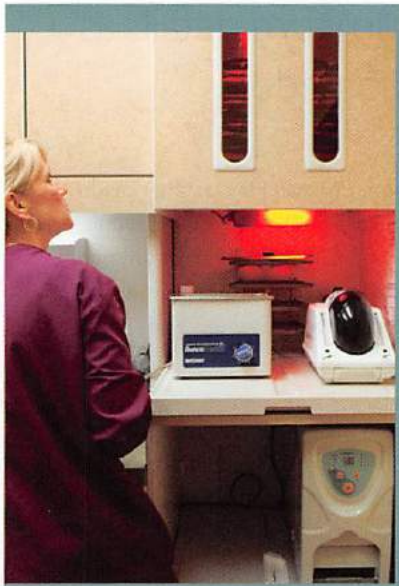
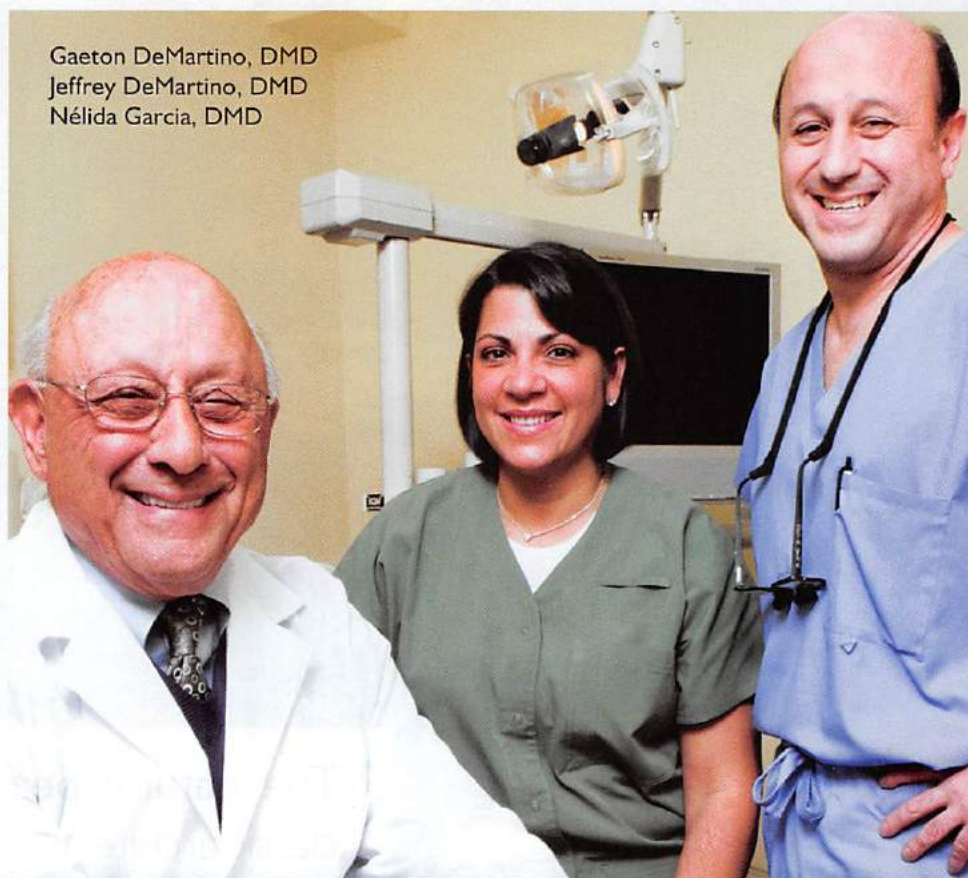
As early practitioners of the first Argon dental lasers in 1993, Dr. Jeffrey DeMartino, DMD and his wife and partner, Dr. Nélide Garcia, DMD, certainly weren't new to technology — but when they redesigned the office the practice had occupied for 48 years, they had many new ideas in mind. As loyal Benco customers since DeMartino's father, Gaeton J. DeMartino, DMD, owned the practice, they relied on BencoNET for digital X-rays, computers, a new VersaWave dental laser, and more. Benco also provided assistance with the new interior design.

"Anything new, you're going to be leery about in the beginning," says Dr. Jeffrey DeMartino when asked about the transition to a digital X-ray system. "But our employees absolutely loved it. Benco trained the hygienists — it's so quick, so easy. There are no chemicals, no developers that could potentially cause an odor in the office... not to mention the expense of having to buy all the chemicals we used to use."

PRACTICE PROFILE 1

DeMARTINO ADVANCED COSMETIC AND LASER DENTISTRY:  
KEEPING DENTAL TECHNOLOGY IN-LINE

Gaeton DeMartino, DMD  
Jeffrey DeMartino, DMD  
Nélide Garcia, DMD



BENCONET SERVICES

BENCO REPRESENTATIVE: PRESTON HAY

- BencoNet Gigabit Wiring Backbone (Cat 6 Shielded Cable)
- BencoNet All INTEL Dedicated File/Image Server
- BencoNet Business/Front Desk Workstations
- BencoNet Clinical Workstations with Hi Resolution Monitors
- HP Laser and Imaging Printers
- Seagate Data Backup System
- Internet Router & AntiVirus Software
- ICW Monitor & CPU Mounts
- HDTV in Reception and Ops for Patient viewing
- Intra-Oral Digital Sensors and Digital Panoramic Equipment
- Intra-Oral Cameras



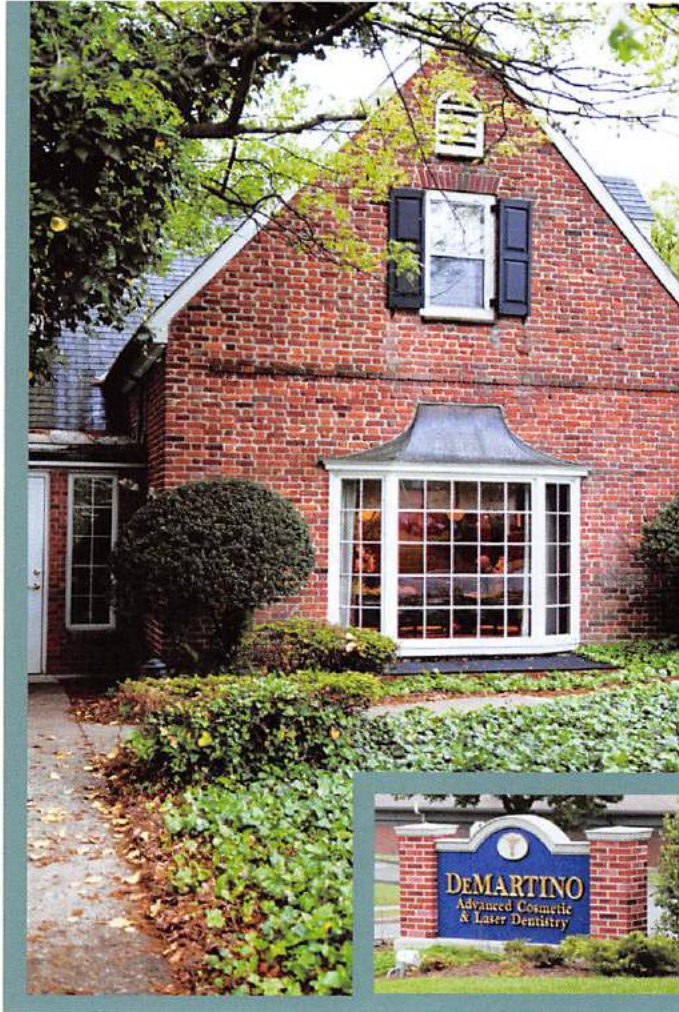


The **natural beauty** of the office's classic architectural design is balanced by new design and furniture details as well as technology upgrades.

Dr. DeMartino credits his salesperson, Preston Hay, as the reason he chose BencoNET. "Preston really is the best," says DeMartino. "He was my father's supply rep — and he wouldn't trust anyone else. The service is outstanding; there isn't any question about that. In fact, without Benco, I don't know if I would have even been able to get into this new space."

The two-story brick colonial really is an impressive office. Although the practice had resided here for nearly half a century, Dr. DeMartino only recently was able to expand to fill all three floors, more than tripling the office space and adding private offices, a staff lounge and an employee gymnasium to the lower level. The office now has two dental labs, six operatories, an A-dec





**JEFFREY DeMARTINO, DMD** received his undergraduate degrees from the University of Notre Dame in South Bend, Indiana, and attended dental school at the Fairleigh S. Dickinson School of Dental Medicine where he earned his DMD in 1988. As a former boxer for Notre Dame and the Bengal Bouts Tournament, which benefits Holy Cross Missions, DeMartino suffered an injury that caused permanent jaw damage, inspiring him to create a new mouthpiece to prevent sports injuries. His invention, the Bengal Bite, is manufactured in one of the practice's labs, and has been worn by many famed boxers, including Heavyweight Champ Lennox Lewis.

**NÉLIDA GARCIA, DMD** received her dental degree from Fairleigh S. Dickinson School of Dental Medicine in 1987, and completed her general practice residency at St. Joseph Medical Center in Patterson, New Jersey. The residency program encompassed all phases of dentistry with a heavy emphasis on oral surgery and periodontics (gum therapies). Since joining DeMartino Dental Group in 1988, she has completed a lengthy mini-residency in orthodontics, allowing her to provide functional orthodontics for children.

**DR. GAETON J. DeMARTINO** received his DMD from the University of Pittsburgh School of Dentistry in 1959. After spending two years as a U.S. Navy dental officer, Dr. DeMartino opened Demartino Dental Group in October of 1961— just eight weeks before the birth of his son Jeffrey. In his 48th year of practice, Dr. DeMartino was instrumental in opening the Warren Hospital Dental Clinic in Phillipsburg, New Jersey and developed a pneumatic, non-electrical dental drill to be used in operating rooms in the presence of pure oxygen.

sterilization center, digital X-ray equipment and panoramic equipment. Most of the office interiors were completely redesigned, refurbished, and painted in fresh, modern colors, but Dr. DeMartino's favorite design upgrade is the waiting room. Its original cherry hardwood detailing was preserved, but sanded down and refinished, and a fireplace was added with matching stain. The natural beauty of the office's classic architectural design is balanced and complimented by new design and furniture details as well as technology upgrades, offering patients and staff the best of both worlds. ■

*As some of the earliest trained laser specialists in the country, Dr. DeMartino and Dr. Garcia are experts in periodontal laser work, as well as hard tissue work. Using lasers in surgery reduces bleeding and post-operative pain, and requires no anesthesia.*