

Crown 10

Technician and laboratory: Brian Rhoades, MDT, owner, Celebrity Dental Laboratory, a solo operation in Spotsylvania, Virginia, www.celebritydental.com

On 228 Crown Challenge entrants: Recalling the buzz generated by the *Crown Experiment*, Rhoades is thrilled with the number of technicians eager to prove that they can indeed do better. “I think it’s really good for everyone to get involved because it makes you step up your quality level when you know others will be looking at you. It makes you think about what you put out on a daily basis and forces you to ask yourself if you’re really doing

your best,” he says.

On making it personal: With only himself to count on, Rhoades attributes his success to strong client relationships and intimate patient interaction. With 10 steady dentist-clients, Rhoades requires a pre-treatment meeting with all patients who require a multi-unit restoration. He takes custom shades and photographs in the dental office, and patients are encouraged to bring pictures of what they’d like their finished smile to look like. “My business is thriving because I have a personal relationship with my dentists and their patients, and they all know they can call me anytime,” he says.



Brian Rhoades focuses on strong client relationships.



LMT

Our evaluators like this crown’s clean margins; ideal glaze; and nice, thin staining. The crown also fares well in the contours category, with one judge pointing out its nicely rounded distal aspect.