

# What is CR?

## WHY CR?

CR was founded in 1976 by clinicians who believed practitioners could confirm efficacy and clinical usefulness of new products and avoid both the experimentation on patients and failures in the closet. With this purpose in mind, CR was organized as a unique volunteer purpose of testing all types of dental products and disseminating results to colleagues throughout the world.

## WHO FUNDS CR?

Research funds come from subscriptions to the *Gordon J. Christensen Clinicians Report*<sup>®</sup>. Revenue from CR's "Dentistry Update"<sup>™</sup> courses support payroll for non-clinical staff. All Clinical Evaluators volunteer their time and expertise. CR is a non-profit, educational research institute. It is not owned in whole or in part by any individual, family, or group of investors. This system, free of outside funding, was designed to keep CR's research objective and candid.

## HOW DOES CR FUNCTION?

Each year, CR tests in excess of 750 different product brands, performing about 20,000 field evaluations. CR tests all types of dental products, including materials, devices, and equipment, plus techniques. Worldwide, products are purchased from distributors, secured from companies, and sent to CR by clinicians, inventors, and patients. There is no charge to companies for product evaluations. Testing combines the efforts of 450 clinicians in 19 countries who volunteer their time and expertise, and 40 on-site scientists, engineers, and support staff. Products are subjected to at least two levels of CR's unique three-tiered evaluation process that consists of:

1. Clinical field trials where new products are incorporated into routine use in a variety of dental practices and compared by clinicians to products and methods they use routinely.
2. Controlled clinical tests where new products are used and compared under rigorously controlled conditions, and patients are paid for their time as study participants.
3. Laboratory tests where physical and chemical properties of new products are compared to standard products.



*Clinical Success is the Final Test*

## Clinicians Report<sup>®</sup> a Publication of CR Foundation<sup>®</sup>

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*CRA Foundation<sup>®</sup> changed its name to CR Foundation<sup>®</sup> in 2008.*



*This team is testing resin curing lights to determine their ability to cure a variety of resin-based composites.*

*Every month several new projects are completed.*

## THE PROBLEM WITH NEW DENTAL PRODUCTS.

*New dental products have always presented a challenge to clinicians because, with little more than promotional information to guide them, they must judge between those that are new and better, and those that are just new. Due to the industry's keen competition and rush to be first on the market, clinicians and their patients often become test data for new products.*

*Every clinician has, at one time or another, become a victim of this system. All own new products that did not meet expectations, but are stored in hope of some unknown future use, or thrown away at a considerable loss. To help clinicians make educated product purchases, CR tests new dental products and reports the results to the profession.*

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# What is CR?

THERE IS NO OTHER ORGANIZATION LIKE CR ANYWHERE IN THE WORLD TODAY!



**CR'S ON-SITE PERSONNEL** consist of 40 basic scientists, engineers, and support staff. Revenue from CR's "Dentistry Update®" courses and *Gordon J. Christensen CLINICIANS REPORT®* subscriptions support payroll and research expenses.



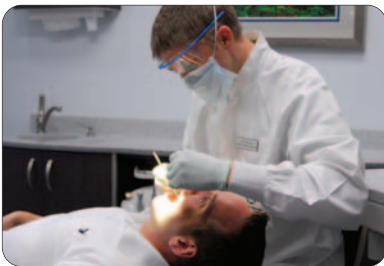
**THOUSANDS OF DENTAL PRODUCTS** from all over the world arrive at CR each year. Products are subjected to at least two levels of CR's three-tiered evaluation processes.

Currently, the *Gordon J. Christensen CLINICIANS REPORT®* is published monthly and has a readership exceeding 100,000 worldwide. The *Gordon J. Christensen Dental Hygiene CLINICIANS REPORT®* is published six times a year. Electronic versions of all printed CR resources are available online at [www.CliniciansReport.org](http://www.CliniciansReport.org), which allows rapid searching of *Clinicians Reports* for concepts and products.

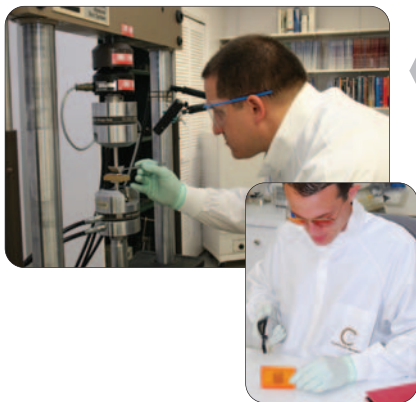
## Gordon J. Christensen Dentistry Update®

### CR DENTISTRY UPDATE

Enroll in the most popular continuing education course in dentistry. Now offering 7 and 14 credit courses in many geographic locations. Visit [www.CliniciansReport.org](http://www.CliniciansReport.org) for a complete listing of course dates and locations.



**CR ORAL HEALTH CENTER** resembles a private dental clinic. However, in this setting, it is the patients who are paid. Examples of products studied here are restorative materials, CAD/CAM, radiography units, caries detection devices, and other types of dental equipment.



**CR CONDUCTS LABORATORY TESTS** to determine physical and chemical characteristics of products such as compressive, tensile, and diametral tensile strengths. Thermal stressing and other methods are also used. Assays are conducted to verify product claims.



**BUYING GUIDE**  
Each December, CR publishes a "DENTISTS' BUYING GUIDE" and a "DENTAL HYGIENE BUYING GUIDE" which list brand names, a brief description, sources, and costs of the best dental products evaluated during the past year. This is an essential resource for dental clinicians and hygienists. These buying guides can be purchased individually by contacting CR.



**CR HAS EXTENSIVE MICROBIOLOGY CAPABILITIES.** Team members routinely work with pathogenic viruses and bacteria in tests on hundreds of infection control products from around the world. Periodontal pathogens and organisms associated with dental decay as well as microorganisms in water and air are addressed.

### FREE ONLINE INFORMATION

A listing of **DENTAL COMPANY INFORMATION** (including addresses, web sites, and telephone and fax numbers) is updated regularly. It is valuable for arranging direct orders, writing for MSDS sheets, contacting companies with product-related questions, and many other uses. [www.cliniciansreport.org](http://www.cliniciansreport.org)