Grow your dental practice
Three ways to start doubling your growth right now, even if you’ve hit a plateau

By Jay Geier

How would you like to double your practice growth? How would you like to double your net income? Of course you would! But what we want and what actually happens are two different things.

When you first started your dental practice, you felt the excitement. You experienced large percentages of growth for the first few years. Then your dental practice became stagnant.

You’re not seeing growth in your dental practice now. Your “adjusted gross income” and “net income” decreased to the point where it depresses you to look at the numbers on your tax return.

You have hit a plateau and it is commonplace for all businesses, including dental practices, to hit a plateau at some point in their life. Many will hit multiple plateaus.

Now I completely understand why hitting a plateau or even a decline in business would depress you. It’s because you’re seriously feeling the squeeze. You discovered that your expenses don’t plateau just because your income has flattened or declined.

• Your staff wants more money.
• You need more space.
• You need to purchase updated and emerging technologies and equipment.

It takes more money to run your practice.

Not only do your expenses rise at the office, but they rise at home too. You’ve got kids, private schools, bigger houses, insurance, higher taxes.

So how can you as a dental practice owner get off the plateau, take your business to the next level and make more money?

Get the right training, skills and resources you need to build your business.

Look, you’re either on plan, off plan or you don’t even have a plan. If you have been in practice for any significant amount of time and you are not investing heavily in your practice, I wouldn’t be surprised if you’re experiencing a plateau in your business right now.

See, if you’re not learning better ways to build your practice then you are just doing the same thing over and over again. How is that going to solve your problem and take your practice to the next level? It isn’t.

Get the right employees: implement a ‘no mediocrity employee’ tolerance policy

With so many people unemployed today, you can find top talent. There is no reason why you have to accept mediocre performance.

Remember, you get what you deserve. If you hire mediocre employees or if you keep mediocre employees, then you deserve to get mediocre or sub-par results along with the gray hair you’ll get for dealing with these people.

In addition, it doesn’t take much effort to hire the right staff. In fact, I have a hiring system that allows you to hire new staff with less than 60 minutes of your time.

Get a ‘no excuse’ mindset

If you want to shorten the lifespan of your practice, then you need to stop being your own worst competitor. I mean this in the most caring, loving way. You make and accept too many excuses for why you can’t get new patients.

For example, you blame the recession. Yes, many small and large businesses are failing. However, we’ve doubled our business in this economy. I have clients who’ve been practicing dentistry for 55 years and they had their best year ever in 2009.

A few of these top performers are in the state of Michigan — one of the hardest hit states during the recession.

The adjacent tooth is innocent

By Prof. Dan Ericson, Malmö University, and President of the Academy of Minimally Invasive Dentistry

Minimally invasive dentistry has evolved as a concept in preventive and restorative dentistry during the last few decades.

The concept involves “a systematic respect for the original tissue” (Ericson 2004). It means that dental diseases preferably should be prevented, and that restorative dentistry includes a minimum of removal of healthy tooth substance to access and restore a caries lesion.

Under this concept, prevention of iatrogenic damage is, of course, essential. Several researchers have clearly demonstrated that, during preparation of a Class II restoration, the adjacent tooth is damaged up to 70 percent.

Damaged teeth develop caries at least twice as often compared to undamaged teeth (Qvist et al. 1992; Lussi and Gygax, 1998; Medeiros and Seddon 2000). This certainly calls for protection of the adjacent tooth during preparation for the dentist to be able to work safely and time effectively.

A number of devices have been used for this, ranging from a steel-matrix band to interproximal guards of various kinds and thickness. Until now a common difficulty has been application and retention of such devices during preparation.

It is urgent that the industry provides uncomplicated devices that would warrant increased safety and efficacy in operative dentistry. To avoid iatrogenic damages should always be first priority (Hippocrates).

FenderWedge combines a wedge and protective plate. It is easily inserted like a regular wedge.

FenderWedge provides uncomplicated devices that would warrant increased safety and efficacy in operative dentistry. To avoid iatrogenic damages should always be first priority (Hippocrates).

References
• Medeiros VA, Seddon RP. Iatrogenic damage to approximal surfaces in contact with Class II restorations. J Dent 2000; 28:105-110.

Minimal invasive dentistry in reality

Swedish company Directa has developed FenderWedge®, a new product that protects adjacent teeth during Class II preparation.

FenderWedge:
• is easy to apply,
• is retained during preparation by the wedge,
• results in pre-wedging before placing the matrix for restoration,
• can also be used for protection during crown preparation.

Data from 145 cases indicates that FenderWedge® is simple to apply and effectively protects the adjacent tooth.

For more information about FenderWedge and other Directa products, please visit Directa online at www.directadental.com.

Directa representatives and partners are currently operating in more than 90 countries worldwide, and attend most major dental meetings.

Please call +46 (8) 506 505 75 or e-mail info@directadental.com for additional information.
You have the freedom to be something better

In the truest sense, freedom cannot be bestowed; it must be achieved.
— Franklin D. Roosevelt

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In January, AMD LASERS announced the introduction of the Picasso Lite soft-tissue dental laser.

Priced at $2,495, offering 2.5 watts of power and three customizable presets, Picasso Lite is the most affordable and easy-to-operate dental laser in the world, according to AMD LASERS.

It was designed specifically to replace the archaic use of scalpels and electro-surge in the treatment of soft tissue.

"With Picasso Lite, we accelerated the paradigm shift in dentistry that began with the introduction of the Picasso, and I’m sure Picasso Lite will quickly make it the most popular laser in the world," said Alan Miller, president/CEO of AMD LASERS.

"We have ‘One Vision, One Goal’ — equipping every operatory with a laser. Record numbers of dentists and distributors interested in Picasso is truly amazing. I think the real winners are the patients."

Picasso Lite cuts and coagulates tissue with reduced trauma, bleeding and necrosis of tissue and is used for soft-tissue surgery, including root planing, gingivectomies, frenectomies, exposing implants/teeth/ortho brackets and treating aphthous ulcers and herpetic lesions.

Featuring an ultra-compact, lightweight and sleek design, Picasso Lite comes with an easy-to-learn set-up DVD, online laser certification, accessories, world power adapter and a two-year warranty.

Another first for the laser industry is Picasso Lite’s ability to use convenient disposable tips or a low-cost strippable fiber.

"We are proud to offer Picassos and now Picasso Lites free of charge to universities and dental schools, and now Picasso Lites free of charge to universities and dental schools, globally illustrating our commitment to education and charity," said Miller.

About AMD LASERS
AMD LASERS is a global leader at providing ultra-affordable laser technology for dental professionals preparing to take their practice to the next level.

The integration of the Picasso line of soft-tissue dental lasers enables every dental practice to provide treatment for soft-tissue surgery, periodontal/endodontic treatment, and laser whitening. AMD LASERS is ISO 15485 and C.E.-certified for worldwide distribution.

For more information about AMD LASERS, please call (866) 999-2655, (317) 202-9550 (for overseas dialers) or visit www.AMDLASERS.com.

J. Morita to introduce low-speed air motor at Chicago Midwinter

J. Morita will be introducing the new Air Torx, low-speed air motor at the Chicago Midwinter Meeting in February. Air Torx offers efficient, powerful and constant torque with operational speeds up to 20,000 rpm.

Its innovative fluid dynamics generate about twice as much torque compared to a conventional low-speed motor in the 5,000 to 10,000 rpm range.

Air Torx is comfortable to operate: it is lightweight, perfectly balanced and delivers smooth power control. Versatile, it can be used for a wide range of tasks such as grinding, polishing, and polishing restorations, and for tooth polishing with a prophy angle.

Air Torx is designed for enhanced durability and offers an extended working life.

Other features include: forward/reverse drive with continuous speed control, double-lock connection, autoclave-safe design and compatibility with standard ISO attachments.

For more information, call 888-JMORITA (566-7482) or visit www.jmoritausa.com.

About J. Morita
J. Morita USA services North American dental professionals on behalf of one of the world’s largest manufacturers and distributors of dental equipment and supplies, Japan-based J. Morita Corporation.

The North American office was established in 1984 and is headquartered in Irvine, Calif.

J. Morita USA is one of the leading companies in the dental market offering innovative and high-quality 3-D/pan/ceph imaging units, delivery systems, handpieces, small equipment and consumable dental supplies.