# ENTAL TRIBUNE

The World's Dental Newspaper · U.S. Edition

**July 2009** 

www.dental-tribune.com

Vol. 4, Nos. 19 & 20



Enhancing teamwork

Find out how "team play" results in better teamwork

Mutilated dentition

Full-mouth fixed rehabilitation of a mutilated dentition.

► Section 1B

Gums gardening

Antimicrobials and periodontal therapy.

### **Informatics and IT in** dentistry: a look forward

By John O'Keefe, B. Dent. Sc., M. Dent. Sc., MBA

In this edition, we conclude the interview Dr. John O'Keefe, editor of the Journal of the Canadian Dental Association, conducted with Dr. Titus Schleyer, associate professor and director of the Center for Dental Informatics, University of Pittsburgh.

This part takes a look at the impact of information technology (IT) on dental education, including continuing education, the future of the practice of dentistry and opportunities for organized dentistry.

Is training in IT by dental schools increasing?

Well, I hear about courses in computing for dental students once in a while from places where I haven't heard it before, so the answer is "anecdotally, yes." I think people probably are paying more attention to that now.

Even at the University of Pittsburgh we do have a course on computing in dentistry, but I cannot say that I am 100 percent comfortable asserting that our graduates are completely capable of managing an IT infrastructure, either by themselves or with the

→ DT page 2A

#### The IACA Conference heads to San Francisco



The city of San Francisco hosts the IACA Conference from July 30 to Aug. 1. You can register for all lectures and workshops online at www.TheIACA.com. →IACA Conference, pages 10A & 11A

AD



Mechanicsburg, PA 905 # 1imra4 PAIDU.S. Postage OTS TASA9

New York, NY 10001 Suite #801 215 West 55th Street Dental Tribune America

#### Dentist says xylitol prevents caries

By Fred Michmershuizen, Online Editor

Aside from regular brushing, flossing and dental check-ups, a good way to prevent caries is to chew gum sweetened with xylitol, a Florida dentist says.

"It may seem counterintuitive to parents, but using chewing gum with xylitol can actually help to promote healthier teeth," says Delray Beach, Fla.-based dentist Dr. Craig Spodak.

Xylitol is a naturally occurring

organic compound. It is roughly as sweet as sucrose with only twothirds the calories.

"Of course, consumers need to remember that the best way to prevent cavities and gum disease is to visit the dentist every six to 12 months and to undergo a yearly periodontal screening after the age

In studies, xylitol appears to inhibit bacterial growth, including Streptococcus mutans — the main bacteria implicated in dental decay.



← DT page 1A

help of consultants.

The problem is that there is not enough time in the curriculum and we don't go into enough depth to graduate dentists who are very comfortable at managing IT. And, of course, there is the problem of attitudes.

The other day my IT manager told me about a dental student who wasn't able to copy a file onto a USB drive. When she suggested that he should be able to do this, he said: "I'm here to become a dentist, not an IT person." Well, this guy is in for a surprise later

I think one of the big barriers to productive IT use in dentistry is the fact that a lot of people struggle and learn only by trial and error. That pain could be reduced and we could be a lot more efficient and waste less money, time and effort with better educational approaches to this and with a better consulting infrastructure.

Let's face it, some dentists hire consultants with relatively little understanding of what they can do, and then it turns out that the consultant really doesn't know very much. It is a little bit like having your kitchen renovated: Once you get to the end of the job, then you know how good your contractor really was, but you typically do not know that up front.

Do you see information technology and communication technologies playing a bigger role in the next five to 10 years in the area of continuing education?

The industry, and also academia to some degree, have invested significant resources in online learning and distance education. It's not as if this is a particularly new subject. We've had distance education way before the Internet started. So we're simply talking about a new technology, not a new concept.

I think partially remote learning and distance education can help dentists stay more in touch. Think about the rural dentist who doesn't

have that much access to local courses versus the dentist in a big city who does. So the rural dentist just doesn't have the options that other people have and, in that case, it might be very helpful to take a course over the Internet.

Clearly, one challenge is when courses are offered by corporate interests. For instance, let's take implant companies. We really have to look very closely at the validity and correctness of the material that's presented.

What I mean is that there is an inherent bias there that sometimes shines through very clearly, and sometimes information doesn't get presented that would put the product in a little bit more balanced light.

On the other hand, with universities and other providers who follow ethical guidelines closely or who take the mandate of providing balanced information seriously, that fear is not there as much. But clearly I think that's an issue.

Another issue is the quality of the instructional material and the presentation. As you know, we've done some research in that area in the past, and many years ago the quality just wasn't very good.

Partially as a reaction to that, the ADA's Standards Committee for Dental Informatics has come out with guidelines for the design of educational software that we helped develop. So hopefully the quality of what's out there has improved, but I don't really have any data to support that hope.

Beyond the IT sector, what are the most important developments that may have an impact on the future of the practice of dentistry in North America?

The main one I would point to is better accountability for how we spend our health care dollars in general, and dental care dollars in particular.

We have this movement in the United States toward a much more accountable way of providing

→ DT page 3A

#### AD BUY THREE, S GET 1 FREE **Luxatemp**<sup>®</sup> **Fluorescence** the ultimate esthetic provisional material oxtime ${\sf DMG}$ \*SPECIAL OFFER: Buy 3 Luxatemp® or Luxatemp Fluorescence Automix, Get 1 FREE! To order, contact your authorized dental supply dealer. To receive **FREE** goods, fax dealer invoice to **201-894-0213**. All orders billed and shipped through dealer. For more information, call 800-662-6383. Offer valid through 6/30/09. Promotion cannot be combined with any other offers and may be changed or discontinued at any time without notice. Limit 5 offers per dental office. Offer code: DTRIBLTF

#### **Museum celebrates** opening of 'Smile Experience' exhibition

By Fred Michmershuizen, Online Editor



National Museum of Dentistry Executive Director Rosemary Fetter, left, Dr. Irwin Smigel and Immediate Past Board Chair Dr. Roger Levin cut the ribbon on the new Smile Experience exhibit.

The National Museum of Dentistry, located in Baltimore, celebrated its 13th anniversary on June 5 with an exhibition opening and a preview of new projects. The celebration honored supporters and friends who help the museum in its mission to celebrate the history of dentistry and to raise awareness of the importance of good oral health.

Dr. Irwin and Lucia Smigel joined Museum Board of Visitors Chair Michael Sudzina, Executive Director Rosemary Fetter and Immediate Past Board Chair Dr. Roger Levin to cut the ribbon on the new Smile Experience exhibit. It reveals how the art and science of cosmetic dentistry creates beautiful and healthy smiles.

As a feature of the evening's program, Dr. Irwin Smigel, known as the father of esthetic dentistry, was honored. A plaque bearing his likeness was unveiled and will be affixed to one of the soaring pillars in the museum's atrium. DT

#### Children on Medicaid receive less care for cleft lip and palate

Children with cleft lip and/or palate experience significant differences in obtaining dental care depending on the type of insurance coverage they have. Those with Medicaid are more often refused care, have fewer checkups and report less satisfaction with their dental care, according to a report in the May 2009 issue of the Cleft Palate-Craniofacial Journal, the official publication of the American Cleft Palate-Craniofacial

Parents and caregivers of 171 children ages 7 to 12 with cleft lip and/or palate were interviewed for a study. Although 85 percent of the children received regular dental care, those who did not were predominantly covered by public insurance rather than private insurance.

(Source: American Cleft Palate-Craniofacial Association)

### DENTAL TRIBUNE

Publisher

Torsten Oemus t.oemus@dtamerica.com

President & CEO Peter Witteczek

p.witteczek@dtamerica.com

Chief Operating Officer e.seid@dtamerica.com

Group Editor & Designer Robin Goodman

r.goodman@dtamerica.com Editor in Chief Dental Tribune Dr. David L. Hoexter d.hoexter@dtamerica.com

Managing Editor/Designer Implant Tribune & Endo Tribune Sierra Rendon

s.rendon@dtamerica.com Managing Editor/Designer Ortho Tribune & Show Dailies Kristine Colker

k.colker@dtamerica.com

Online Editor Fred Michmershuizen f.michmershuizen@dtamerica.com

Product & Account Manager Mark Eisen m.eisen@dtamerica.com

**Marketing Manager** Anna Włodarczyk a.wlodarczyk@dtamerica.com

Sales & Marketing Assistant Lorrie Young l.young@dtamerica.com

C.E. Manager Julia E. Wehkamp E-mail: j.wehkamp@dtamerica.com

Dental Tribune America, LLC 213 West 35th Street, Suite 801 New York, NY 10001 Tel.: (212) 244-7181 Fax: (212) 244-7185

Published by Dental Tribune America © 2009 Dental Tribune America, LLC All rights reserved.

Dental Tribune strives to maintain the utmost accuracy in its news and clinical reports. If you find a factual error or content that requires clarification, please contact Group Editor Robin Goodman, r.goodman@dtamerica.com. Dental Tribune cannot assume responsibility for the validity of product claims or for typographical errors. The publisher also does not assume responsibility for product names or statements made by advertisers. Opinions expressed by authors are their own and may not reflect those of Dental Tribune

#### **Editorial Board**

Dr. Joel Berg

Dr. L. Stephen Buchanan

Dr. Arnaldo Castellucci Dr. Gorden Christensen

Dr. Rella Christensen

Dr. William Dickerson

**Hugh Doherty** 

Dr. James Doun

Dr. David Garber

Dr. Fay Goldsten

Dr. Howard Glazer

Dr. Harold Heymann

Dr. Karl Leinfelder

Dr. Roger Levin

Dr. Carl E. Misch

Dr. Dan Nathanson Dr. Chester Redhead

Dr. Irwin Smigel

Dr. Jon Suzuki

Dr. Dennis Tartakow Dr. Dan Ward

← DT page 2A

health care and measuring outcomes, probably leading in many aspects when you compare it to the rest of the world. In dentistry we haven't had much of this, but I think it'll come.

In America, dentistry is about 5 percent of total health care costs. So not many people have paid attention to how this money is being spent when there are a lot of bigger pieces to look at. But I think measuring what goes in and what comes out is definitely in the future of dentistry, too.

The ADA is working, once again, on developing diagnostic codes. What we need to do as a profession is to relate diagnoses to treatment and treatment outcomes, and we have not really done that in an explicit way.

Yes, I am sure it happens in some dental offices. Dentists who are into detailed record keeping write lists of problems, then they write what they did, and obviously from the record you can tell whether the patient improved or

On the other hand, I have also seen dentists simply dictate treatment plans. In that case, there's no evidence from the record whatsoever what was wrong with the patient in the first place.

So that approach doesn't lend itself very well to the "pay for performance" approaches that are emerging in American health care, and eventually, dentists have to face up to that reality.

#### Do you see diagnostic codes being a reality within the next 10 years in the United States?

I would hope so. The American Dental Association clearly has gotten the message that diagnostic codes should be developed, and I think the Department of Health and Human Services probably didn't hide the fact that if dentistry doesn't come up with them, then they'll come from somewhere else.

I think that's something that the ADA and other stakeholders in the dental profession would not like to see.

On the other hand, the ADA is now in its second attempt to develop SNODENT (a set of diagnostic codes for dentistry), and it appears to be a large, cumbersome and dif'Hiring a consultant is a bit like having your kitchen renovated. When the job is completed, you know how good your contractor really was, but you typically do not know that up front.'

ficult process.

I probably would have picked a different strategy. A limited set of codes, on the order of a few hundred, can probably describe 70 to 80 percent of the conditions that general dentists encounter on a day-to-day basis. I would have started with that and built out from there.

Are there any opportunities that you see for the leadership of organized dentistry to advance our profession?

I think we can become better dentists collectively in many ways, but I think one of the things we haven't really exploited that much in this context are electronic data. Right now we spend a lot of our time duplicating on the computer what we had on paper.

For instance, the electronic patient records as we know them right now, most of them actually do look like somewhat poor imitations of the paper records we have. And, that's not really what computerized records or what informatics should be about.

We have great opportunities to use digital data in much better ways, which is why it's so much fun to do dental informatics research all day long. What we need to do is we need to invent those ways.

We need to imagine what we can do, not just be constricted by the knowledge of what we have

For instance, one project we're working on is a three-dimensional model of the patient as the centerpiece of a general dental record.

In my mind, it is perfectly possible to create the virtual patient on the computer, and we're working on it

This is not such a huge technical challenge. The challenge is to imagine what you can do with this model, how the information should be presented in the context of this model, how the dentist should interact with it, and what value-added functions this system provides to the dentist.

I'm a firm believer in creating things that help improve patient care and that help dentists do their work more effectively and efficiently.

Thus, I think leveraging information technology is probably one of the biggest opportunities in dentistry.

I know that sounds like a hammer looking for a nail because I am in dental informatics, so it's logical that I would pick this, but I think it has some credibility.



Titus Schleyer, DMD, PhD Associate Professor & Director Center for Dental Informatics School of Dental Medicine University of Pittsburgh 3501 Terrace Street Pittsburgh, PA 15261

Tel.: (412) 648-8886 Fax: (412) 648-9960 E-mail: titus@pitt.edu Web: www.di.dental.pitt.edu





# To elevate dentistry around the world ...'

An interview with Dr. Sam Kherani, president of the International Association of Comprehensive Aesthetics

By Robin Goodman, Group Editor

# For those readers not familiar with the IACA, can you please tell us about the organization?

The IACA is a leading organization in dentistry that brings together like-minded professionals who would like to promote a comprehensive understanding of esthetics that is grounded in science and predictable longevity.

The IACA prides itself in being the most inclusive and innovative organization of its kind in the world.

The mission statement of the IACA says it all,

"To elevate dentistry around the world through an exchange of doctors' experiences and knowledge for the betterment of humanity. To remain a dynamic dental organization that serves as a catalyst for the fusion of contributions from all disciplines that serve mankind in attaining health and beauty."

The IACA is a place where you'll find a group of uplifting and passionate dentists who *love* what they are doing. We realize that we can all learn from each other, and this is the basic foundation of the IACA.

#### What is the main focus of the IACA?

The main focus of the IACA is to create an association of professionals that see value in such an association, and whose primary objective is to move the profession forward and be relevant to the public that it serves.

The IACA does this primarily by sourcing out speakers espousing various philosophies, ideas, techniques and research that can be shared with all, which would then lead to the constant positive evolution of the profession for the benefit of the final recipients, the patients.

The IACA works hard to be a truly inclusive organization for posterity. The IACA was established to not just provide a venue for a dentist to attend and receive advanced dental



education. We wanted to provide an enjoyable experience for the dentist, family and his/her team.

# I understand that the IACA has an annual conference. Can you tell readers about that?

The annual IACA conference allows members to get together and share information with each other, assimilate information from the highly valued speakers who present each year, and attend workshops that endeavor to teach new techniques and technologies.

It also fosters social interaction which, as we know, is the purveyor of knowledge. As the saying goes, "you learn more outside of the classroom." This year's IACA conference is being held at the Westin St. Francis in San Francisco from July 30 through Aug. 1. Complete information, including speakers and lecture titles, can be found on the IACA Web site at www.TheIACA.com.

In addition to the conference, what other perks do members receive? IACA members enjoy Webinars prein the industry, camaraderie with like-minded individuals, information that is free of any bias from the organizers, significant value for the investment in time and resources, leading edge discussions and forums and much more.

sented by leaders

The IACA was established and developed to be dynamic, and an entity that easily changes and evolves as it grows. The IACA was created to be a forum

for *all* dental philosophies to be heard and discussed, and our members appreciate that.

#### Who can join the IACA?

Any individual who makes a contribution to the comprehensive esthetics of the human population can join the IACA. This includes dentists, physicians, dental hygienists, dental assistants, dental technicians, chiropractors, physiotherapists, etc.

# About the interviewee

Shamshudin (Sam) Kherani, DDS, FAGD, LVIM, is a graduate of University of Western Ontario and has been in general practice since 1981 with a special interest in adhesive dentistry. Prior to joining LVI full-time as a clinical director, he served as a clinical instructor at the institute as well as a regional director. He currently serves as the president of the International Association of Comprehensive Aesthetics (IACA). Kherani can be reached at (888) 584-3237 or by e-mail at s.kherani@theiaca.com.

#### www.dental-tribune.com

Missed the last edition of Dental Tribune? You can now read some of its content online!

Implants displaced into the maxillary sinus By Dov M. Almog, DMD, Kenneth Cheng, DDS & Mohammad Rabah, DMD www.dental-tribune.com/articles/content/scope/specialities/ section/implantology/id/542

Washington cracks down on big tobacco By Fred Michmershuizen, Online Editor www.dental-tribune.com/articles/content/id/480

Five of the top 10 reasons why associateships fail By Eugene W. Heller, DDS www.dental-tribune.com/articles/content/id/507/scope/specialities/region/usa/section/practice\_management

'Aren't you that guy on
"Extreme Makeover"?'
An interview with the face of
modern cosmetic dentistry, Dr.
William M. Dorfman
By Robin Goodman, Group
Editor
www.dental-tribune.com/
articles/content/scope/specialities/section/cosmetic\_dentistry/
id/543

New smile, new life: Innovative technologies and techniques can transform a smile By Lorin Berland, DDS, FAACD & Sarah Kong, DDS www.dental-tribune.com/articles/content/scope/specialities/section/cosmetic\_dentistry/id/544

Here's some other online content that might be of interest to you ...

Protective extraoral and reinforced instrumentation strategies
By Diane Millar, RDH, MA
www.dental-tribune.com/articles/content/scope/specialities/
section/dental\_hygiene/id/545

Special Operations Forces dental clinic brings smiles to Iraqi children By Jeffrey Ledesma, USA www.dental-tribune.com/ articles/content/id/535/scope/ politics/region/usa

Ancient teeth question origin of men By Daniel Zimmermann, DTI www.dental-tribune.com/articles/content/scope/news/region/ asia\_pacific/id/505



# Enhancing teamwork through 'team play'

By Sherry Blair, CDA

Teams are becoming increasingly important in today's organizations. Whether they are striving to improve quality, increase efficiency or focus on customer satisfaction, people support what they are involved in.

The focus on employee participation requires a more facilitative, empowering and less directive controlling leadership style. Facilitative leaders learn to use the abilities of their groups to solve problems and make decisions.

#### What is a team?

I recently read a great definition of a team: A group of people with a high degree of interdependence geared toward the achievement of a goal or the completion of a task.

In other words, members of a team agree on a goal and agree that the only way to achieve the goal is to work together. Some groups have a common goal but do not work together to achieve it.

For example, many teams are really groups because they can work independently to achieve the goal. Some groups work together but do



not have a common goal.

#### What do team members want?

Team members are seeking empowerment. They want to get involved in the way decisions are being made in the workplace.

People have rediscovered the advantages of learning through the sharing of experiences and insights. This trend has created a demand for new forms of leadership.

New team techniques are required to involve these team members. Could one of those techniques include team games and activities?

#### 'Team play'

Let's look at the definition of an instructional game or activity: A structured process that involves participants interacting with one another to share their experiences and insights.

There are two key elements: experience and interaction. Participants take an active role in jointly experiencing an event, reflecting on it and sharing what they learned

Because teamwork involves participants interacting with one another, it makes sense that they should also learn in situations presented by games and activities.

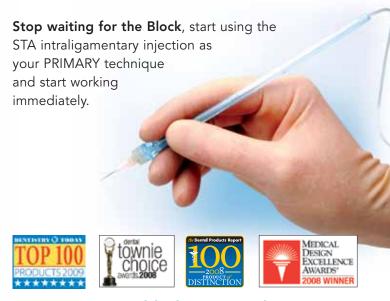
Science research indicates that people learn more effectively and apply their newly learned knowledge and skills more effectively through games and activities. Research on such diverse areas as stress, anxiety and creativity reinforce the generalization that we need to play more in

→ DT page 6A

# Dentist Preferred. Patient Approved.



- STA provides confirmation when you're in the right location for the intraligamentary injection
- STA allows you to anesthetize one tooth – no collateral numbness
- STA delivers profound anesthetic for 30-45 minutes



The more comfortable injection for the dentist is the MOST comfortable injection for the patient.



800.862.1125 www.stais4u.com

← DT page 5A

order to improve our learning.

Recent studies on the nature of intelligence have eliminated traditional IQ measures as the sole indicator of effective performance. Newer frameworks of intelligence emphasize that there are several avenues to learning other than the conventional use of language and

Games and activities tap into alternative intelligences.

Events that are accompanied by emotions result in long-lasting learning. Games and activities that include appropriate levels of cooperation within teams and competition across teams add emotional elements to learning.

#### Sample activities

Feedback from these activities can also provide opportunities for practicing interpersonal skills.

#### Two Truths & A Lie

One of the activities I like when conducting in-office consulting is called Two Truths & A Lie. I use this when working with a team that has been together for a number of years.

Each team member will tell two truths and a lie about themselves. The other team members will guess which one is the lie. Because they are trying to stump their teammates, a team member will typically reveal something about themselves that the other team members did not

During the activity, keep focused on the goal to prevent the activity from becoming an end in itself. After the activity, there must always be a debriefing discussion. Ask participants to share their insights with one another. Ask them to report on what they learned from the activity, and to develop action plans based on the newly learned principles.

One of the most insightful statements I heard during a debriefing after this activity was the fact that "we may not know our long-term patients as well as we think we do."

Could there be an emotional "hot button" that we are not finding out about those patients?

#### Slogans

Another favorite is an activity called Slogans. This activity will give team members an opportunity to reflect on the image of the team. All you do is provide a list of the following slogans to your team and have them identify the companies to which they belong:

- 1) The Real Thing
- 2) Drivers Wanted
- 3) Think Different
- 4) Find your own road
- 5) In touch with tomorrow
- 6) It's all within your reach
- 7) Where do you want to go

Have them choose the slogan that best represents your team and discuss why.

[And here are the company names: 1) Coca Cola, 2) Volkswagen, 3) Apple, 4) Saab, 5) Toshiba, 6) AT&T, 7) Microsoft.]

#### **Endless possibilities**

These are just a couple of activi-

ties to get you started. There are, after all, "Endless possibilities!"

The important thing is to remain flexible. Although games and activities have rules, don't become obsessed with them.

An important requirement for effective teamwork is to maintain your sense of humor and to take serious things playfully. So lighten up and have some fun!

#### About the author



As director of the Dynamic Team Program at the Las Vegas Institute (LVI), Blair shares her more than 33 years of experience managing each and every system within the dental practice. Her extensive exposure to most forms of practice management and dental systems, as well as her strong focus on patient satisfaction, make her uniquely qualified to enhance the effects of any dental practice. Blair can be contacted by phone at (888) 584-3237 and by e-mail at sblair@lviglobal.com.

#### Sherry Blair at the **IACA Conference** Thursday, July 30 1:30-3:30 p.m.

Do You Need A Title to Lead?

How many different definitions of leadership have been interpreted by how many different people?

Bass' (1989, 1990) theory of leadership states that there are three basic ways to explain how people become leaders. The first two explain the leadership development for a small number of people. These theories are:

- 1) Some personality traits may lead people naturally into leadership roles. This is the *Trait Theory*.
- 2) A crisis or important event may cause a person to rise to the occasion, which brings out extraordinary leadership qualities in an ordinary person. This is the Great Events
- 5) People can choose to become leaders. People can learn leadership skills. This is the *Transformational* Leadership Theory. It is the most widely accepted theory today and the premise on which this presentation is based.
- To empower people to take control of their lives in order to make a positive difference.
- Identify leadership traits and how to apply them.
- Develop principles and skills to influence others.

For more information about the IACA Conference, see pages 10A & 11A.

AD



FIRST MONTH FREE CODE: DTDC09

CREATE, SHARE & COLLABORATE.

Connect your treatment workspaces with dental professionals that you invite to join your private network from around the globe.

# FINALLY, A SOLUTION CONNECTING DENTAL **ROFESSIONALS:**

- ▶ 1-on-1 Mentoring WITH Experts & Peers
- ➤ GP's Collaborate WITH Specialists
- ➤ Specialists Coordinate WITH Referrals
- ▶ On-line Consultation WITH Patients
- ➤ Share Cases WITH Labs & Suppliers

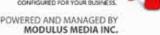
www.DentalCollab.com

WEB APPLICATION HIGHLY RECOMMENDED BY DENTALTRIBUNE.COM AND DTSTUDYCLUB.COM



SECURE, CLOUD HOSTING AMAZON WEB SERVICES PLATFORM





# 



Zirconia Crowns Exclusively from Keller

EASY TO DELIVER

REDUCE SEATING TIME.

ALL-GERAMIC ESTHETICS.

Count on Keller for EXPERIENCE
and PERSONAL ATTENTION.







CALL FOR YOUR
CASE PICK-UP TODAY!

1.800.325.3056

Keller Laboratories, Inc. 160 Larkin Williams Industrial Court Fenton, Missouri 63026



# Save 20 on each unit

when you enclose this coupon with your Keller KZ<sup>3</sup> case.



Product Code - 6200.612 Expires: 10.31.09

### Five more of the top 10 reasons why associateships fail

By Eugene W. Heller, DDS

The "American Dream" is still to own a home. The "Dentist's Dream" continues to be the ownership of a practice. Thirty years ago, the "Dream" was to graduate from dental school, buy equipment, hang out a shingle and start practicing. Today the road to ownership is a little different.

Due to extensive debt, most new graduates enter practice as associates to improve their clinical skills, increase their speed and proficiency, and learn more about the business aspects of dentistry. Most hope the newfound associateship will lead to an eventual ownership position.

Instead, many find themselves building up the value of their host dentist's practice, only to be forced to leave. This forced departure is the result of a non-compete agreement when the promised buy-in/buy-out didn't occur.

The following reveal the next five most common reasons many associateships fail to result in ownership or partnership.

#### Reason No. 6: access to patient base

Insufficient access to the patient base by the associate can take different forms. Perhaps the senior dentist never intended to turn over existing patients, but rather to give the associate new patients or patients obtained only by the associate's own efforts. Under such circumstances, the productive capability of the associate would be greatly compromised.

If the intended result is a partnership between the dentists, one of the most important things that the associate is buying is "equal access" to the existing and new patient base.

The patient base comprises the goodwill value of the practice and typically constitutes 70 to 80 percent of the value of a practice.

If the senior dentist fails to recognize the need to turn over existing patients to the associate, then the associate will be frustrated by his/her efforts to produce dentistry, earn his/her salary and improve skills.

It is usual for the senior dentist to be concerned about turning over existing patients; however, this must occur if the relationship is to blossom into ownership.

#### Reason No. 7: letting go

This problem is related to the senior dentist's unwillingness or inability to "let go" and turn treatment responsibility over to the new dentist. In the case of a senior dentist who is close to retirement, this may be a very emotional decision. When the senior dentist has identified retirement pursuits, there will be a greater ability to turn over practice responsibilities to another dentist.

The new dentist who is consider-

ing an associateship should investigate the senior dentist's outside interests and activities in support of an easier transition. Good signs indicate that the senior dentist will have no problem "letting go."

Conversely, the senior dentist who is proud of the number of hours "lived" at the office or who has no other interests in life, should raise serious concern on the part of the new dentist as to whether or not this dentist is willing to let go.

#### Reason No. 8: philosophically speaking

Different business and/or practice philosophies may reveal incompatibilities that may retard successful completion of the practice sale. This particular problem deals with integrity issues as well. It is important for the new dentist to ascertain the attitudes and philosophies demonstrated by the senior dentist.

A senior dentist who is willing to share his/her practice numbers, profit and loss statements and tax returns with the new dentist generally indicates a dentist who is open and honest. A dentist who is unwilling to share numbers and personal financial information will probably not change.

One important question to ask a dentist who has been in practice for more than 20 years is the status of that dentist's retirement plans. If the senior dentist is having financial stresses after 20 years of practice, the partnership will probably not occur.

A dentist who has a well-funded pension/profit-sharing plan and is proud of personal financial accomplishments, provides a strong indicator that the practice will be strong enough to launch the new dentist into a similar state.

#### Reason No. 9: a good match

Unfortunately, personality conflicts are a frequent reason for associateships failing to lead to buy-ins/buy-outs. If two dentists have conflicting personalities, there may be stress and friction within the practice, which will spill over onto the staff and patients.

A few common-sense rules can easily determine whether a potential for conflict exists. The assessment for personality conflicts will be ongoing during the initial interview process.

If there are significant concerns about compatibility for dentists who will be in a partnership arrangement spanning from three to five years, the warning signs should be carefully evaluated at the onset.

If a long-term relationship is intended, it may be prudent to seek professional personality assessments.

#### Reason No. 10: good advice

The final reason has, in fact, nothing to do with the dentists or the practice. Instead, individual attorneys have proceeded to cause problems in the relationship.

It is extremely important that both dentists realize the boundaries that must be set relative to their attorneys' involvement in finalizing the buy-in/ buy-out arrangements. Attorneys should be your advisors, not your decision-makers.

The negotiations relative to the proposed buy-in/buy-out were conducted at the onset of your relationship as detailed in the Letter of Intent.

Attorneys are not hired to "renegotiate" the transaction. Attorneys' personalities and styles should not spill over into the dentists' relationship.

Problems occurring while producing the Employment Agreement and the Letter of Intent may be an indication of significant problems that can be anticipated at the conclusion of the employment period and during the preparation of Partnership Agreements.

#### **Summary**

This article has been aimed primarily at a one-dentist practice evolving to a two-dentist practice; however, the issues apply equally to larger group practices.

One-to-two-year associateships with the senior dentist retiring at the end of the associateship and a three-to-five-year partnership ending with the new dentist purchasing the remaining equity position of the senior dentist at the end of five years can also benefit from the insights provided in this article.

Unfortunately, nothing can guarantee a successful outcome. However, by identifying the potential pitfalls at the beginning of the relationship, chances of success can be greatly improved.

#### About the author

Dr. Eugene W. Heller is a 1976 graduate of the Marquette University School of Dentistry. He has been involved in transition consulting since 1985 and left private practice in 1990 to pursue practice management practice transition consulting on a full-time basis. He has lectured extensively to both state dental associations and numerous dental schools. Heller is the national director of Transition Services for Henry Schein Professional Practice Transitions. For further information, please call (800) 730-8883 or send an e-mail to hsfs@henryschein.com













## HENRY SCHEIN®

#### PROFESSIONAL PRACTICE TRANSITIONS

When It's Time to Buy, Sell, or Merge Your Practice

#### You Need A Partner On Your Side

#### ALABAMA

Birmingham-4 Ops, 2 Hygiene Rms, GR \$675K #10108 Birmingham Suburb-3 Ops, 3 Hygiene Rooms #10106 CONTACT: Dr. Jim Cole @ 404-513-1573

#### ARIZONA

Arizona-Doctor seeking to purchase general practice. #12110 Shaw Low-2 Ops, 2 Hygiene Rms, GR in 2007 \$645,995 #12104

Phoenix-Gen Dentist seeking Practice Purchase Opportunity #12108

Alturas-5 Ops, GR \$611K, 5 1/2 day work week #14279

No. Scottsdale-Gen Dentist seeking Practice Purchase Opportunity #12109

CONTACT: Tom Kimbel @ 602-516-3219

#### CALIFORNIA

Bakersfield-7 Ops, 2,200 sq. fr., GR \$1,916,000 #14290 Central Valley-4 Ops, 2,000 sq. fr., 2007 GR \$500K. #14266 Dixon-4 Ops - 2 Equipped, 1,100 sq. fr., GR \$132K #14265 Fresno-5 Ops, 1,500 sq. fr., GR \$1,445,181 #14250 Fresno-In professional park. Take over lease. #14292 Lindsay/Tulare-2 practices, Combined GR \$1.4 Million #14240 Madera-1,650 sq. fr., 5 Ops, GR \$449K #14269 Madera-7 Ops, GR \$1,921,467 #14283 Modesto-12 Ops, GR \$1,097,000, Same loc for 10 years #14289

Modesto-12 Ops, GR \$1,097,000, Same loc for 10 years #14289 Porterville-6 Ops, 2,000 sq. ft., GR \$2,289000 #14291 Red Bluff-8 ops, GR over \$1 Million, Hygiene 10 days a wk. #14252

San Francisco-4 Ops, GR 875K, 1500 sq. fr. #14288 North of San Francisco-4 Ops, 1,500 sq. fr., GR \$958K. #14296 San Jose-4 Ops. #14295

South Lake Tahoe-3 Ops, 647 sq ft, 2007 GR \$534K #14277 Sunnyvale-3 Ops - Potential for 4th, GR \$271K #14285 Thousand Oaks-General Prac, New Equip, Digital #14275 CONTACT: Dr. Dennis Hoover @ 800-519-3458

Grass Valley-3 Ops, 1,500 sq. fr., GR \$714K #14272 Redding-5 Ops, 2,200 sq. fr., GR \$1 Million #14293 Santa Rosa-Patients records sale - Appox 245 patients. #14286 Yuba City-5 ops, 4 days hyg, 1,800 sq. fr., GR \$500K #14273 CONTACT: Dr. Thomas Wagner @ 916-812-3255

San Marino-6 Ops, 2,200 sq. fr., 2008 GR \$762K #14294 CONTACT: Mario Molina @ 523-974-4592

#### CONNECTICUT

Fairfield Area-General practice doing \$800K #16106 New Haven-Perio practice-associate to partner #16107 New Haven Area-Associateship general practice #16102 Southburg-2 Ops, GR \$250K #16111 Wallingford-2 Ops, GR \$600K. #16113 CONTACT: Dr. Peter Goldberg @ 617-680-2930

#### FLORIDA

Miami-5 Ops, Full Lab, GR \$835K #18117 Ocala-Associate buy-in #18113 Pensacola-4 Ops, GR approx \$550K, large lot #18116 Porr Charlotte-General practice for sale #18109 Porr Charlotte-3 Ops, 1 Hygiene Room, GR \$295K #18115 Southern-General practice for sale #18102 CONTACT: Jim Puckett @ 863-287-8300

#### **GEORGIA**

Atlanta Area-2 Ops, 2 Hygiene Rms, GR \$480K #19114 Arlanta Suburb-5 Ops, 2 Hygiene Rms, GR \$861K #19125 Atlanta Suburb-2 Ops, 2 Hygiene Rms, GR \$633K #19128 Atlanta Suburb-3 Ops, 1,270 sq. fr., GR \$438,563 #19131 Dublin- Busy Pediatric practice seeking associate #19107 Mabelton-6 Ops, GR \$460K, Office shared with Ortho #19111 Macon-3 Ops, 1,625K sq. ft., State of the art equipment #19103 Near Atlanta-2 Ops, 2 Hygiene Rms, GR \$700K #19109 North Atlanta-Spacious Oral Surg. Office, GR 518K #19123 Northeast Atlanta-4 Ops, GR \$750K #19129 Northern Georgia-4 Ops, 1 Hygiene, Est. for 43 years #19110 NW Atlanta Suburb-GR \$780K, Upgraded Equip #19113 Savannah (Skidaway Island)-4 Ops, GR \$500K #19116 Savannah-Group practice seeking associate. #19108 South Georgia-4 Ops, 1 1/4 acres #19121 South Georgia-1,800 sq. fr., GR 400K #19124 CONTACT: Dr. Jim Cole @ 404-513-1573

#### IDAHO

Boise-Dr looking to purchase a general dental practice #21102 CONTACT: Dr. Doug Gulbrandsen @ 208-938-8305

#### ILLINOIS

Chicago-5 Ops, Condo available for purchase #22108 Chicago-5 Op practice for sale #22108 Chicago-14 Ops, \$2 Million specility office, On site lab #22121 Chicago-Established Practice Looking for Dentist #22122 1 Hr SW of Chicago-5 Ops, 2007 GR \$440K, 28 years old #22123 Kane County-4 Ops, building also available for purchase #22115 Rockford Area-5 ops solid practice. Very good net #22118 CONTACT: Al Brown # 800-668-0629

#### INDIANA

St. Joseph County-GR \$270K on a 5 1/2 work week, #25108 CONTACT: Deanna Wright # 800-750-8885

#### KENTLICKY

Eastern Kentucky-3 Ops, Good Hygiene Program, Growth Potential #26101 CONTACT: George Lane @ 865-414-1527

#### MAINE

Auburn-Looking for Assoc. GR \$2 Million #28111 Lewiston-GP Plus real estate, state of the art office #28107 CONTACT: Lori Bell @ 978-602-0279

#### MARYLAND

Southern-11 Ops, 3,500 sq. fr., GR \$1,840,628 #29101 CONTACT: Sharon Mascerti @ 484-788-4071

#### MASSACHUSETTS

Boston-2 Ops, 2 Hygiene, GR \$650K. #30113 Boston-2 Ops, GR \$252K, Sale \$197K #30122 Boston Southshore-3 Ops, GR \$300K. #30123 Lowell-GR \$400K #30106 Middlesex County-7 Ops, GR Mid \$500K #30120 New Bedford Area-8 Ops, \$650K #30119 Somerville-GR \$700K Sturbridge-5 Ops, GR \$1,187,926 #30105 Western Massachusetts-5 Ops, GR \$1 Million, Sale \$512K #30116 CONTACT: Lori Bell & 978-602-0279

#### MICHIGAN

Suburban Detroit-2 Ops, 1 Hygiene, GR \$325K #51105 Grand Rapids Kentwood Area-3 Ops, Building available. #31102 CONTACT: Dr. Jim David @ 586-530-0800

#### MINNESOTA

Crow Wing County-4 Ops #32104
Fargo/Moorhead Area-1 Op, GR \$185K. #32107
Hastings-Nice suburban practice with 5 Ops #32105
Cental Minnesota-Mobile Practice. GR \$730K+. #32108
Minneapolis-Looking for associate #32105
Rochester Area-Looking for associate #32106
CONTACT: Mike Minor # 612-961-2132

#### MISSISSIPPI

Eastern Central Mississippi-10 Ops, 4,685 sq. ft., GR \$1.9 Million #53101 CONTACT: Deanna Wright @ 800-730-8883

#### NEVADA

Carson Ciry-5 Ops, 2 Hygiene, 2,200 sq. ft., GR \$1 Million #37105 Reno-Free Standing Bldg.,1500 sq. ft., 4 Ops, GR 763K #37106 CONTACT: Dr. Dennis Hoover @ 800-519-3458

#### NEW HAMPSHIRE

Rockingham County-2 Ops, Home/Office #38102 CONTACT: Loti Bell @ 978-602-0279

#### NEW JERSEY

Jersey Čity-2 Ops, GR \$216K, 2 days a week #39107 CONTACT: Dr. Don Cohen @ 845-460-5034

Marlboro-Associate positions available #39102 CONTACT: Sharon Mascerti @ 484-788-4071

#### NEW YORK

Bronx-GR \$1 Million, Net over \$500K #41105 CONTACT: Dr. Don Cohen @ 845-460-3034

Oneonta-5 Ops, Approx 1200 sq. fr. #41101 CONTACT: Deanna Wright @ 800-750-8883

Syracuse Area-6 Ops all computerized, Dentrix and Dexis #41104 CONTACT: Donna Bambrick @ 315-430-0643 Syracuse-4 Ops, 1,800 sq. fr., GR in 2007 over \$700K #41107 CONTACT: Marty Hate @ 315-263-1515

New York City-Specialty Practice, 3 Ops, GR \$400K #41109 CONTACT: Richard Zalkin @ 631-831-6924

#### NORTH CAROLINA

Charlotte-7 Ops-5 Equipped #42142
Outside Charlotte-5 Ops, 2 Hygiene, #42141
Foothills-5 Ops #42122
Foothills-30 minutes from Mtn. resorts #42117
Near Pineburyt-Denral emery clinic, 3 Ops. GR

Near Pinehurst-Dental emerg clinic, 3 Ops, GR in 2007 \$373K #42134 New Hanover Cty-A practice on the coast, Growing Area #42145

Raleigh, Cary, Durham-Doctor looking to purchase #42127 Wake County-7 Ops, High end office #42123 Wake County-Beautiful Curting Edge Digital Office #42139 Wake County-4 Ops #42144

CONTACT: Barbara Hardee Parker @ 919-848-1555

#### OHIO

Akron-Excellent Opportunity, 2,300 Active Pts, 6 days of Hyg. #44141

Columbus-4 Ops, FFS practice for sale #44125 Darke County-35 yrs, 1200 Act. Pts, GR \$330K #44139 Dayton-10 Ops, Associateship with buy-in option #44121 North Eastern-2 Yr. Old Facility, State of Art Tech. GR \$830K #44143

North of Dayton-6 Ops, 15 days of hygiene/wk #44124 South of Dayton-6 Ops, 4,000 sq ft, GR \$3 Million Plus #44145 Toledo-2 Ops, GR \$225K, Est in 1988 #44147\* CONTACT: John Jonson @ 937-657-0657

Medina-Associate to buy 1/3, rest of practice in future. #44150 CONTACT: Dr. Don Moorhead @ 440-823-8037

#### PENNSYLVANIA

Beaver County-Ortho practice for sale, #47118 Mon Valley Area-Practice and huilding for sale #47112 Pittsburgh Area-High-Tech, GR \$425K #47135 Pittsburgh-4 Ops, GR over \$900K #47114 70 Miles Outside Pittsburgh-4 Ops, GR \$1 Million #47137 Northeast of Pittsburgh-3 Ops, Victorian Mansion GR \$1.2+ Million #47140

Robinson Township Area-GR \$300K #47108 Somerset County-3 Ops, 2006 GR \$275K+ #47122 Southside & Downtown Pittsburgh-2 practices for sale, #47110 CONTACT: Dan Slam @ 412-855-0337

Dauphin County-6 Ops, GR over \$1,100K, Sale price \$718K

Harrisburg-3 Ops, GR \$385K, Listed ar \$230K #47120 Lackawanna County-4 Ops, 1 Hygiene, GR \$515K #47158 Lancaster County-Associate positions available #47116 CONTACT: Sharon Mascetti @ 484-788-4071

#### RHODE ISLAND

Southern Rhode Island-4 Ops, GR \$750K, Sale \$456K #48102 CONTACT: Lori Bell @ 978-602-0279

#### SOUTH CAROLINA

Charleston Area-8 Ops fully equipped #49101 Columbia-7 Ops, 2200 sq. fr., GR \$678K #49102 CONTACT: Scott Carringer @ 704-814-4796

TENNESSEE Chattanooga-For sale #51106 Elizabethon-GR \$400K #51107 Loudon-GR \$600K #51108

Spring Hill-4 Ops, Good Hyg. Program, Fast Growing Town #51103

Suburban Knoxville-5 Ops #51101 CONTACT: George Lane @ 865-414-1527

#### TEXAS

Houston Area-GR \$1.1 Million w/adj, net income over \$500K #52105 CONTACT: Deanna Wright @ 800-750-8885

#### VIRGINIA

Burgess-General practice #55101 Danville Area-3 Ops #55105 CONTACT: Bob Anderson @ 804-640-2373

#### WISCONSIN

Southeastern Wisonsin-2 Ops, 1,800 sq. ft., GR \$500K. #58118 CONTACT: Deanna Wright @ 800-730-8885