

JULY 2009

www.dental-tribune.com

Vol. 4, Nos. 15 & 16



AGD Baltimore
Catching up with AGD President Paula Jones about the upcoming meeting.

►Page 11



Mutilated dentition
Full-mouth fixed rehabilitation of mutilated dentition is a clinical challenge.

►Cosmetic Tribune



Gums gardening
Antimicrobials enhancing the outcomes of nonsurgical periodontal therapy.

►Hygiene Tribune

Treatment acceptance: could have, should have, would have

By Sally McKenzie, CMC

When it comes to treatment acceptance — or lack thereof — it seems as though a lot of time and energy are wasted on that familiar trio “could have, should have and would have.” You spend hours analyzing how things could have been if you had just used a different approach. How things should have been if you had just taken more time to educate the patient on why the treatment was necessary. How things would have been if you had listened more carefully to the patient.

Oftentimes, dental teams mistakenly view the treatment presentation

as a one-time event that is a make-it-or-break-it situation. You either win or you lose based on that 15 minute song and dance. In reality, patient treatment acceptance begins long before you sit across from him or her eager to present the best that your dentistry has to offer. Consider our patient, Mary, who goes to Dr. Smith's office.

“Dr. Smith's office is great for cleanings and that, but he always seems so rushed. He takes a quick look at my teeth after the hygienist cleans them and sends me on my way. I want to ask about veneers, but I never feel like I should bother

→ DT page 5

AD

DentalCollab BETA
FIRST MONTH FREE
CODE: DTDC09

CREATE,
SHARE,
COLLABORATE.

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

www.DentalCollab.com

Journées dentaires internationales du Québec



Participants in a hands-on workshop at the Journées dentaires internationales du Québec, held May 23–26 in Montreal, learn about periodontics and esthetics. Read the event review online at www.dental-tribune.com/articles/content/scope/news/region/usa/id/428. (Dental Tribune photo/Fred Michmershuizen)

Fetter retires from National Museum of Dentistry

Rosemary Fetter, executive director of the National Museum of Dentistry for the past 10 years, is retiring.

“We have benefited enormously from her commitment and passion for our museum,” said Board of Visitors Chair Michael Sudzina. “Under her leadership, the National Museum of Dentistry has become the premier dental museum in the world.”

During Fetter's tenure, the National Museum of Dentistry became an affiliate of the Smithsonian Institution and was designated by Congress as the official museum of the dental profession in the United States.

ed States.

“I leave with a tremendous sense of pride and appreciation for the work of our friends, supporters and staff in helping to bring the museum to this level of accomplishment,” said Fetter, whose retirement is effective June 30.

The museum is located on the campus of the University of Maryland Baltimore, home of the world's first dental school.

To learn more about the museum, visit www.smile-experience.org. DT

(Source: National Museum of Dentistry)

AD

Is this the first 8th Generation bond?

Futurabond DC
Dual-Cured

- It is dual-cured and works with all light-, self- or dual-cured resins
- It works in a self-cured mode without any light – great for endo
- It takes only 35 sec. from start to finish

More info and FREE SAMPLE at www.vocoamerica.com

- and it has everything you expect from a great self-etch bond
- Virtually no sensitivity
- Over 30 MPa bond strength to dentin and enamel

Futurabond DC – one for all applications

VOCO
creative in research

Call toll-free 1-888-658-2584

PRSRST STD
U.S. Postage
PAID
Permit # 506
Mechanicsburg, PA

Dental Tribune America
213 West 35th Street
Suite #801
New York, NY 10001

Dentists and cardiologists should work together to prevent disease, experts say

By Fred Michmershuizen, Online Editor

The cooperation between the cardiology and periodontal communities is an important first step in helping patients reduce their risk of these associated diseases, according to a consensus paper developed by the American Academy of Periodontology (AAP) and The American Journal of Cardiology (AJC).

"Inflammation is a major risk factor for heart disease, and periodontal disease may increase the inflammation level throughout the body, said Kenneth Kornman, DDS, PhD, editor of the Journal of Periodontology and a co-author of the consensus report. "Since several studies have shown that patients with periodontal disease have an increased risk for cardiovascular disease, we felt it was important to develop clinical recommendations for our respective specialties. Therefore, you will now see cardiologists and periodontists joining forces to help our patients."

The paper is published concurrently in the online versions of the Journal of Periodontology (JOP), the official publication of the AAP, and AJC, a peer-reviewed journal circulated to 30,000 cardiologists.

Developed in concert by cardiologists and periodontists, the paper includes clinical recommendations for both medical and dental professionals to use in managing patients living with, or who are at risk for, either disease.



As a result of the paper, cardiologists may now examine a patient's mouth, and periodontists may begin asking questions about heart health and family history of heart disease.

Specific clinical recommendations include the following:

- Patients with periodontitis who have one known major atherosclerotic cardiovascular disease (CVD) risk factor — such as smoking, immediate family history for CVD or history of dyslipidemia — should consider a medical evaluation if they have not done so within the past 12 months.

- A periodontal evaluation should be considered in patients with atherosclerotic CVD who have signs or symptoms of gingival disease, significant tooth loss or unexplained elevation of hs-CRP or other inflammatory biomarkers.

- A periodontal evaluation of patients with atherosclerotic CVD should include a comprehensive

examination of periodontal tissues, as assessed by visual signs of inflammation and bleeding on probing; loss of connective tissue attachment detected by periodontal probing measurements, and bone loss assessed radiographically. If patients have untreated or uncontrolled periodontitis, they should be treated with a focus on reducing and controlling the bacterial accumulations and eliminating inflammation.

- When periodontitis is newly diagnosed in patients with atherosclerotic CVD, periodontists and physicians managing patients' CVD should closely collaborate in order to optimize CVD risk reduction and periodontal care.

The clinical recommendations were developed at a meeting held in early 2009 of top opinion leaders in both cardiology and periodontology. The consensus paper also summarizes the scientific evidence that links periodontal disease and cardiovascular disease and explains the underlying biologic and inflammatory mechanisms that may be the basis for the connection.

Although additional research will help identify the precise relationship between periodontal disease and cardiovascular disease, recent emphasis has been placed on the role of inflammation — the body's reaction to fight off infection, guard against injury or shield against irritation. While inflammation initially intends to have a protective effect, untreated chronic inflammation can lead to dysfunction of the affected tissues, and therefore to more severe health complications.

Cardiovascular disease, the leading killer in the United States, is a major public health issue contributing to 2,400 deaths each day. Periodontal disease, a chronic inflammatory disease that destroys the bone and tissues that support the teeth, affects nearly 75 percent of Americans and is the major cause of adult tooth loss. While the prevalence rates of these disease states seem grim, research suggests that managing one disease may reduce the risk for the other.

"Both periodontal disease and cardiovascular disease are inflammatory diseases, and inflammation is the common mechanism that connects them," said Dr. David Cochran, DDS, PhD, president of the AAP and chair of the Department of Periodontics at the University of Texas Health Science Center at San Antonio.

"The clinical recommendations included in the consensus paper will help periodontists and cardiologists control the inflammatory burden in the body as a result of gum disease or heart disease, thereby helping to reduce further disease progression, and ultimately to improve our patients' overall health. That is our common goal." **DT**

DENTAL TRIBUNE

The World's Dental Newspaper • US Edition

Publisher

Torsten Oemus
t.oemus@dtamerica.com

President

Peter Witteczek
p.witteczek@dtamerica.com

Chief Operating Officer

Eric Seid
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 Implant & Endo Tribune

Sierra Rendon
s.rendon@dtamerica.com

Managing Editor 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 Wlodarczyk
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 America.

Editorial Board

Dr. Joel Berg
Dr. L. Stephen Buchanan
Dr. Arnaldo Castellucci
Dr. Gordon Christensen
Dr. Rella Christensen
Dr. William Dickerson
Hugh Doherty
Dr. James Doundoulakis
Dr. David Garber
Dr. Fay Goldstep
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

Tell us what you think!

Do you have general comments or criticism you would like to share? Is there a particular topic you would like to see more articles about? Let us know by e-mailing us at feedback@dtamerica.com. If you would like to make any change to your subscription (name, address or to opt out) please send us an e-mail at database@dtamerica.com and be sure to include which publication you are referring to. Also, please note that subscription changes can take up to 6 weeks to process.

AD

**BUY THREE,
GET 1 FREE***

Luxatemp® Fluorescence

the ultimate esthetic
provisional material



DMG
AMERICA

***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



**FINANCIAL PLANNING IS NOT JUST
“INVESTMENT PLANNING”.**

RG CAPITAL
INVESTMENT ADVISORY SERVICES

*“In today’s volatile
stock market environment...
dentists are looking for
predictability.”*

Robert S. Graham, RFC, CFM
Certified Financial Manager
President/CEO

*RG Wealth Management Advisors review your practice and
practice tax strategies searching for opportunities... so you
will have the potential to invest more.*

RG CAPITAL

INVESTMENT ADVISORY SERVICES

**RG CAPITAL TAKES A SMARTPLAN
APPROACH TO WEALTH MANAGEMENT.**

- **SMART GROWTH**
- **COST EFFICIENT INVESTING**
- **TAX AVOIDANCE STRATEGIES**
- **INVESTING IN TURBULENT TIMES**
- **DEFINING YOUR VISION AND GOALS**
- **CUSTOM RETIREMENT PLAN DESIGN**
- **FINDING CLARITY FOR YOUR FINANCIAL FUTURE**

1-800-274-4599

rgcapital.net
info@rgcapital.net

RG CAPITAL
INVESTMENT ADVISORY SERVICES

PH 480 612 6400
FAX 480 612 6401

4800 N. Scottsdale Rd.

Suite 2400

Scottsdale, AZ 85251

Registered Principal offering securities through AIG Financial Advisors, Inc. member FINRA/SIPC and a registered broker-dealer not affiliated with RG Capital. Advisory Services offered through RG Capital Investment Advisory Services.

Endo is on the menu at Dental Study Club of N.Y.

By Fred Michmershuizen, Online Editor

When it comes to stimulating dinner conversation, root canal therapy is not typically considered the most appetizing topic.

That is unless the room happens to be filled with dentists who want to be the very best. Add to that a dynamic and entertaining speaker with years of experience in proper materials and methods of achieving predictable success in endodontics, and you have a most memorable evening.

Dr. Jeffrey Linden, a New York City-based endodontist, educator and lecturer, presented "Revelations in Endodontics: Foundations & Clinical Applications" at the Dental Study Club of New York's meeting in May, held at the Harvard Club. In

attendance were 46 dentists, including both specialists and general practitioners.

Linden's presentation was entertaining as well as educational. Included in his slide presentation were pictures of Marilyn Monroe — who, lecture attendees learned, has a figure quite similar to the oft-troublesome apical third of a root. Linden showed attendees how to use rotary instruments to properly clean and shape such shapely anatomy. He also discussed irrigation and obturation techniques.

Made up of about 100 members, the Dental Study Club of New York is an active, thriving group of dental professionals who are dedicated to ongoing education and collaboration. Each monthly meeting features a different topic and speaker. **DT**



Dr. Jeffrey Linden, left, is welcomed to the Dental Study Club of New York by Dr. Steven J. Mondre and Dr. Michael Leifert. (Dental Tribune photo/Fred Michmershuizen)

www.dental-tribune.com

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

Leadership essentials for the 'rookie'

By Sally McKenzie, CMC

www.dental-tribune.com/articles/content/scope/specialities/section/practice_management/id/432

Informatics and IT in dentistry: a look forward

By Dr. John O'Keefe

www.dental-tribune.com/articles/content/scope/specialities/section/practice_management/id/365

Cosmetic periodontal surgery: pre-prosthetic soft-tissue ridge augmentation (Part 1)

By David Hoexter, BA, DMD, FACD, FICD

www.dental-tribune.com/articles/content/scope/specialities/section/cosmetic_dentistry/id/434

White wine can increase tooth staining

Source: New York University

www.dental-tribune.com/articles/content/scope/news/region/usa/id/435

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

Interview with Dr Jolán Bánóczy, Hungary, about the basics of dentine hypersensitivity

By Claudia Salwiczek, DTI

www.dental-tribune.com/articles/content/id/345/scope/news/region/europe

AD

DentalCollab BETA

FIRST MONTH FREE
CODE: DTDC09

FINALLY, A SOLUTION CONNECTING DENTAL PROFESSIONALS:

- ▶ 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

CREATE, SHARE & COLLABORATE.

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

www.DentalCollab.com

DENTAL TRIBUNE

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



SECURE, CLOUD HOSTING
AMAZON WEB SERVICES PLATFORM

modulusmedia
CONFIGURED FOR YOUR BUSINESS

POWERED AND MANAGED BY
MODULUS MEDIA INC.



← DT page 1

him with questions," Mary says.

Dr. Smith, meanwhile, is befuddled when patients don't accept recommended treatment. Yet he gives little thought to the manner in which he and his team build, or erode, the foundation upon which successful treatment acceptance is based.

In Mary's case, Dr. Smith doesn't realize that he is undermining Mary's trust in his care. Mary will be far less likely to proceed with recommended treatment because Dr. Smith has created the impression that he is always in hurry to get to the next patient, which makes her feel uneasy and unimportant. Worse yet, Mary is interested in a certain procedure but doesn't even feel comfortable asking about it.

It's a matter of trust

Certainly, patients trust you enough to come in for routine appointments. But when the patient needs or wants care that goes beyond "routine" procedures, have you and your team instilled in the patient the confidence, the dental education and the necessary trust in you and your practice overall for him or her to accept the treatment recommended?

In some cases, patients are motivated to pursue treatment merely because they seldom question rec-

ommendations from their health care providers. But those patients are growing fewer and farther between each year.

Most patients today base major decisions, such as extensive dental treatment, on multiple factors: full comprehension of the need for treatment; the importance of the procedure to them in terms of quality of life, esthetics or health; possible ramifications if they choose to procrastinate or elect an alternative procedure; and how they feel about the practice as a whole.

Recommendation acceptance

When it comes to treatment presentation, we find that most dentists and teams understand the fundamentals of the concept, but they forget that patients base their recommendation acceptance on multiple factors.

In addition to always treating every patient as if she or he is the most important person in the room with you, and always taking the time to solicit questions from the patient, consider a few other ways in which you build trust with every patient and at every opportunity.

Be candid. Most patients are aware of some general risks in treatment so they are waiting for you to be frank about what, if anything, they might be faced with as a result of the treatment. If they are given advantages and disadvantages,

'don't make the patient feel that his mouth is a 'mess''

research shows that patients are more willing to trust you to deliver their care. Patients always feel better when they know the benefits and risks of proposed treatment.

Always speak at the patients' level of understanding. Jargon and "\$10 words" can confuse patients and make them uncomfortable because they don't understand, but they likely won't ask you what you mean.

Exhibit clear confidence in your recommended course of treatment. A personal testimonial about recent treatment for another patient and the results obtained, for example, underscores that sense of security. It demonstrates that you have no doubt that you will get a good result for this patient.

Be aware of the perception of "fairness." Many issues having to do with trust are linked to the patients' perception of the value they are receiving. Studies show that patients avoid dental treatment due to cost more than pain. Yet, if they feel that the costs measure up to the service received, there is no complaint. Many patients will not question fees if the practice has demonstrated that they can deliver superior service. From the first phone call to dis-

missal, consistently demonstrate the "value" for services that the patient is receiving.

Many patients today expect more than just a routine visit. They are smart, savvy and are much more aware of recent advances in dental care and treatment options than patients 20 years ago. Numerous patients would love to change something about their smile or improve their oral health, but few will verbalize those desires without prompting. Others have concerns, but don't want to appear foolish in raising them. Yet, if new and existing patients feel that the dentist and dental team are sincerely interested in their needs, wants and concerns, they are far more likely to be open to the treatment recommended.

Encouraging acceptance

Follow these steps to set the tone for patient treatment acceptance.

- *Create a comfortable, non-rushed environment when explaining treatment.* Don't have the schedule booked so tight that you are perceived as being in a rush. Patients need to feel that they are important

→ DT page 6

AD

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

Stop waiting for the Block, start using the STA intraligamentary injection as your PRIMARY technique and start working immediately.



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

MILESTONE
SCIENTIFIC

800.862.1125
www.stais4u.com

← DT page 5

and worthy of your time.

- *Explain in simple language the reasons the procedures are necessary.* Choose language that fits the

ADS

patients educational level of understanding and speak slowly, using pictures to illustrate.

- *Explain the steps of the procedures and how many appointments and how long each appointment will take.* Explain to the patient how you

will make her/him comfortable during treatment and what options are available, such as anesthetic.

- *Ask the patient questions to determine if she/he has any false ideas about treatment.* (Many patients still think that root canal therapy involves removing the roots.) Use educational tools, such as chairside videos or other visual aids. When using video or other educational aids, summarize what the patient has viewed and ask if there are any areas that need further explanation.

- *Be empathetic to the patient's concerns about the condition of the teeth.* Don't make the patient feel that his/her mouth is a "mess." Patients who have postponed dental care are often embarrassed and don't want to be perceived as neglectful or hopeless. Encouragement coupled with kind words can

build trust and respect.

- *Explain alternatives to the treatment.* Make sure the benefits and the possible risks to the procedures are understood. Informed consent in writing is necessary when there are risks and when the outcome could be less than favorable.

- *Look the patient in the eye when discussing treatment.* Sit at the same level as the patient and lean slightly forward to show interest and care. You will be able to listen to and observe the patient's response more readily.

- *Smile and nod your head in understanding as the patient responds to the presentation.* This is proof to the patient that you are truly listening to each word said.

- *Never turn away from the patient while she/he is speaking.* Not only is this rude, but it also shows that you are not listening to what the patient is telling you.

Certainly, presenting treatment to patients requires skill and understanding of patients' needs. Many people learn these skills by trial and error, which can be quite costly. If treatment acceptance is a struggle among either new or existing patients, or both, it's time to find out exactly where this critical system is breaking down. [DT](#)



Dental Collab BETA
FINALLY A SOLUTION FOR GETTING
THAT SECOND OPINION.
WWW.DENTALCOLLAB.COM
FIRST MONTH FREE
CODE: DTDC09



**Six-Year Clinical Study
Seals It:
EMBRACE™
Sealant
99%
Caries Free
with Intact Margins
after Six Years***

**Contains no
Bisphenol A**

If you're one of the 1,000s of dental professionals who know **EMBRACE™ WetBond Pit & Fissure Sealant** is easier to apply because it bonds to moist tooth surfaces, provides a better seal and is long lasting, you're on top of your profession.



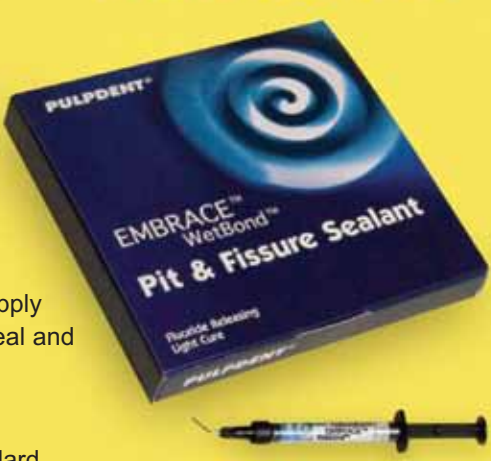
Now after six years of clinical use, **EMBRACE Sealant** sets a new standard of success – intact margins, no leakage, no staining, caries-free.

Six-year followup photo
photo courtesy of Joseph P. O'Donnell, DMD

One call can bring a smile to your face and your patients:

- ✓ Long lasting
- ✓ Easy to apply – only sealant that bonds in a moist field
- ✓ Margin-free seal
- ✓ Fast light cure
- ✓ Fluoride releasing

*Contact Pulpdent for study.



**For technical information
contact Pulpdent at
800-343-4342**

Order through your dental dealer.

**PULPDENT®
Corporation**

80 Oakland Street • Watertown, MA 02471-0780 • USA
pulpdent@pulpdent.com • www.pulpdent.com

About the author



Sally McKenzie is CEO of McKenzie Management, which provides success-proven management solutions to dentistry nationwide. She is also editor of The Dentist's Network Newsletter, www.thedentistsnetwork.net; the e-Management Newsletter from www.mckenziemgmt.com; and The New Dentist™ magazine, www.thenewdentist.net. She can be reached at (877) 777.6151 or sallymck@mckenziemgmt.com.

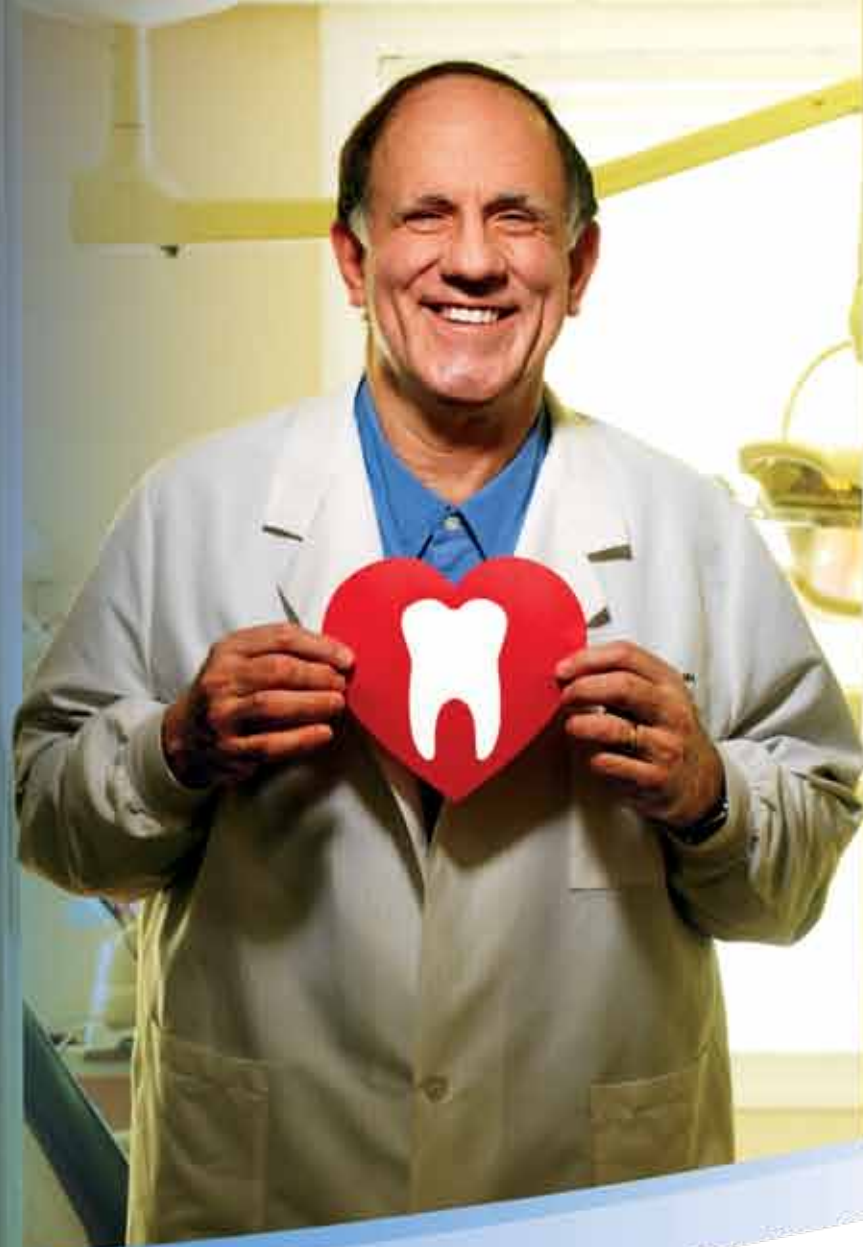
Fight oral cancer!

Did you know that dentists are one of the most trusted professionals to give advice? Prove to your patients just how committed you are to fighting this disease by signing up to be listed at www.oralcancerselfexam.com. This new Web site was developed for consumers in order to show them how to do self-examinations for oral cancer.

"BRUSH TWICE A DAY"
YOUR DENTIST SAYS IT,
AND PERHAPS SOON, SO WILL
YOUR CARDIOLOGIST.



ADVANCE PRACTICE #2:
DR. NEIL GOTTEHRER
HAVERTOWN, PA



Dr. Neil Gottehrer knows the power of the toothbrush.

Not only can it destroy plaque build-up and protect you from gingivitis, but it may also be a vital weapon for fighting cardiovascular disease. His research suggests that with a mixture of power brushing, irrigating and rinsing, patients can reduce their periodontal risks associated with heart disease – which is great news for the eighty million Americans suffering from it. But, to give patients the best

Advance your patients. Don't let cost stand between them and the treatment you recommend.

With no interest payment options and credit lines starting at \$5000, patients can overcome most financial barriers and select the best care. **Advance your practice.** With our financing, we can help you turn more consultations into treatments. We offer innovative tools to make case presentation and managing

care possible, their dentists and their doctors have to communicate. That's why Dr. Gottehrer created the Stat-Ck™ periodontal risk exam. During this exam, a patient's dental health is examined and assigned a letter grade – A through F. Like any test, failing grades may help warn dentists and

physicians of potential heart risks. Dr. Gottehrer works to give people better smiles and healthier hearts, which is why Smile PA is an Advance Practice.

THERE ARE MANY WAYS TO BE AN
ADVANCE PRACTICE.
ONE WAY IS TO USE
ADVANCED FINANCING.

the financing process easier than ever, including our customized payment options

worksheet, instant credit decisioning, a best-in-class online reporting system and a live call center to answer all your questions. With the security and lending power of Chase, not only can you offer more to patients, you can treat more of them.

Call 1-888-388-7633 or visit chasehealthadvance.com.

SEE HOW OTHERS USE US TO ADVANCE THEIR PRACTICE AT ADVANCEWITHCHASE.COM

*ChaseHealthAdvance*SM
FINANCING OPTIONS

CHASE 

Five 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 doesn’t occur.

The following reveal the first five of the top 10 reasons many associateships fail to result in ownership or partnership.

Reason No. 1: purchase price

If the purchase price has not been determined before the commencement of employment, the parties find themselves on different ends of the spectrum as to what the practice is worth and what the buy-in price should be.

When purchase price is established before the commencement of employment, three out of four associateships lead to the intended equity position.

Conversely, if the purchase price has not been determined, nine out of 10 associateships lead to termination without achieving the ownership intended or promised.

Reason No. 2: the details

The more items discussed and agreed to in writing beforehand, the better the chance of a successful equity acquisition occurring as planned.

The written instruments should be two specific documents — an Employment Agreement detailing the responsibilities of each party for employment and a Letter of Intent

detailing the proposed equity acquisition.

Reason No. 3: insufficient patient base

Approximately 1,000–1,200 active patients are required per dentist in a dental practice. If the senior dentist does not intend to restrict or cut back on his/her number of available clinical treatment hours, then the conversion from a one-dentist to a two-dentist practice requires an active patient base of approximately 1,400–1,800 patients and a new patient flow of 25 or more new patients per month.

Many senior dentists count their number of active patients by counting the number of patient charts on a wall. However, the best way to estimate the active number of patients involves utilizing the hygiene recall count.

Insufficient numbers of patients and/or an insufficient new patient flow signals that all expenses relating to the new dentist are coming directly out of the bottom line. The practice then begins to experience financial pressure.

Creation and maintenance of a sufficient patient base is an extremely important aspect of the business. If the senior dentist is nearing retirement with the intent that, within one to two years, the senior dentist will turn over total ownership of the practice and intends to cut back shortly after the beginning of the second dentist’s employment, this problem is not as critical.

Often the senior dentist brings in an associate dentist as the answer to increasing business. A practice with insufficient new patient flow that experiences the addition of a new practitioner may result in termination of employment for the associate.

Reason No. 4: incompatible skills

The incompatibility in clinical skills between practitioners may include the possibility of one practitioner’s skill level being below standard, but it may also include different practice philosophies. On the surface, it would appear that having different skill levels and philosophies might be desirable. In reality, the patient base available to the younger practitioner



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.

may not lend itself to various types of dentistry.

Reason No. 5: timeframe

The failure to identify when the buy-in or buy-out is to occur and when to execute it can result in failure to achieve an ownership status.

The Letter of Intent may have stated that the buy-in was to occur in one to two years, but certain behaviors and signs during the continuing employment relationship might give an indication that the senior doctor is having difficulty honoring the intended buy-out or that the associate does not feel ready to consummate the transaction within the original outlined timeframe.

Either position might result in the demise of the buy-in as involved parties lose patience over such delays.

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 will occur. However, by identifying the potential pitfalls at the beginning of the relationship, chances of success can be greatly improved. [D](#)

Look for the remaining five reasons in the next edition of Dental Tribune.

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 and practice transition consulting on a full-time basis. He has lectured extensively to both state dental associations and numerous dental schools. Heller is presently 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

AD



09YS9681



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

Shaw Low- 2 Ops, 2 Hygiene Rms, GR in 2007 \$645,995

CONTACT: Tom Kimbel @ 602-516-3219

CALIFORNIA

Alturas- 3 Ops, GR \$551K, 3 1/2 day work week #14279

Bakersfield- 7 Ops, 2,200 sq ft, GR \$1,916,000 #14290

Central Valley- 4 Ops, 2,000 sq ft, 2007 GR \$500K. #14266

Dixon- 4 Ops - 2 Equipped, 1,100 sq ft, GR \$132K #14265

Fresno- 5 Ops, 1,500 sq ft, GR \$1,445,181 #14250

Fresno- In professional park. Take over lease. #14292

Lindsay/Tulare- 2 practices, Combined GR \$1.4 Mill #14240

Madera- 1,650 sq ft, 3 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

Oroville-3 ops 3 days of hygiene 2005 GR \$338K #14178

Porterville- 6 Ops, 2,000 sq ft, GR \$2,289,000 #14291

Red Bluff- 8 ops, GR over \$1Mill, Hygiene 10 days a wk. #14252

Redding- 5 Ops, 1950 sq. ft. #14229

San Francisco - 4 Ops, GR 875K, 1500 sq. ft. #14288

San Marino- 6 Ops, 2,200 sq ft, 2008 GR \$762K #14294

South Lake Tahoe- 3 Ops, 647 sq ft, 2007 GR \$534K #14277

Thousand Oaks- General Prac, New Equip, Digital #14275

CONTACT: Dr. Dennis Hoover @ 800-519-3458

Grass Valley- 3 Ops, 1,500 sq ft, GR \$714K #14272

Redding- 5 Ops, 2,200 sq ft, GR \$1 Million #14293

Santa Rosa- Patient records sale - Appox 245 patients. #14286

Yuba City- 5 ops, 4 days hyg, 1,800 sq ft, GR \$500K #14273

CONTACT: Dr. Thomas Wagner @ 916-812-3255

Sunnyvale- 3 Ops - Potential for 4th, GR \$271K #14285

CONTACT: Kelly McDonald @ 831-588-6029

CONNECTICUT

East Hartford- 2 Ops, GR \$450K #16109

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

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

Port Charlotte- General practice for sale #18109

Port 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

Atlanta Suburb- 3 Ops, 2 Hygiene Rms, GR \$861K #19125

Atlanta Suburb- 2 Ops, 2 Hygiene Rms, GR \$633K #19128

Atlanta Suburb- 3 Ops, 1,270 sq ft, 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 ft, 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-3 Ops, Condo available for purchase #22108

Chicago-3 Op practice for sale #22108

Chicago- 14 Ops, \$2 Mill 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

CONTACT: Al Brown @ 800-668-0629

Kane County- 4 Ops, building also available for purchase

#22115

Rockford Area-5 ops solid practice. Very good net #22118

CONTACT: Deanna Wright @ 800-730-8883

INDIANA

St. Joseph County- GR \$270K on a 3 1/2 work week. #23108

CONTACT: Deanna Wright @ 800-730-8883

KENTUCKY

Eastern Kentucky-3 Ops, Good Hyg. Program, Growth

Potent.#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: Dr. Peter Goldberg @ 617-680-2930

MARYLAND

Southern- 11 Ops, 3,500 sq ft, GR \$1,840,628 #29101

CONTACT: Sharon Mascetti @ 484-788-4071

MASSACHUSETTS

Boston- 2 Ops, 2 Hygiene, GR \$650K. #30113

Boston- 2 Ops, GR \$252K, Sale \$197K #30122

Lowell- GR \$400K #30106

Middlesex County- 7 Ops, GR Mid \$500K #30120

Somerville- GR \$700K

Sturbridge- 5 Ops, GR \$1,187,926 #30105

Western Massachusetts- 5 Ops, GR \$1 Mill, Sale \$512K

#30116

CONTACT: Dr. Peter Goldberg @ 617-680-2930

New Bedford Area- 8 Ops, \$650K #30119

CONTACT: Alex Litvak @ 617-240-2582

MICHIGAN

Suburban Detroit- 2 Ops, 1 Hygiene, GR \$325K #31105

Grand Rapids Kentwood Area- 3 Ops, Building available.

#31102

CONTACT: Dr. Jim David @ 586-530-0800

MINNESOTA

Crow Wing County- 4 Ops #32104

Hastings- Nice suburban practice with 3 Ops #32103

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 Mill

#33101

CONTACT: Deanna Wright @ 800-730-8883

NEVADA

Carson City- 5 Ops, 2 Hygiene, 2,200 sq ft, GR \$1 Mill

#37105

CONTACT: Dr. Dennis Hoover @ 800-519-3458

NEW HAMPSHIRE

Rockingham County- 2 Ops, Home/Office #38102

CONTACT: Dr. Thomas Kelleher @ 603-661-7325

NEW JERSEY

Jersey City- 2 Ops, GR \$216K, 2 days a week #39107

CONTACT: Dr. Don Cohen @ 845-460-3034

Marlboro- Associate positions available #39102

CONTACT: Sharon Mascetti @ 484-788-4071

NEW YORK

Bronx- GR \$1 Million, Net over \$500K #41105

Brooklyn- 4 Ops, 2 Hygiene rooms, GR \$1 Million, NR

\$600K #41108

Dutchess County- 80% Insurance, GR \$200K #41106

CONTACT: Dr. Don Cohen @ 845-460-3034

Oneonta- 3 Ops, Approx 1200sq ft. #41101

CONTACT: Deanna Wright @ 800-730-8883

Putnam County-6 Ops, GR \$1.7 Million #41102

CONTACT: Dr. Peter Goldberg @ 617-680-2930

Syracuse Area- 6 Ops all computerized, Dentrux and Dexis

#41104

CONTACT: Donna Bambrick @ 315-430-0643

Syracuse- 4 Ops, 1,800 sq ft, GR in 2007 over \$700K #41107

CONTACT: Richard Zalkin @ 631-831-6924

New York City - Specialty Practice, 3 Ops, GR \$400K #41109

CONTACT: Marty Hare @ 315-263-1313

NORTH CAROLINA

Charlotte- 7 Ops - 5 Equipped #42142

Foothills- 5 Ops #42122

Foothills- 30 minutes from Mtn. resorts #42117

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 Cutting 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 building 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+

Mill #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 Slain @ 412-855-0337

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

#47133

Harrisburg- 3 Ops, GR \$383K, Listed at \$230K #47120

Lackawanna County- 4 Ops, 1 Hygiene, GR \$515K #47138

Lancaster County- Associate positions available #47116

West Chester- 3 Ops, 10 years old, asking \$225K. #47134

CONTACT: Sharon Mascetti @ 484-788-4071

RHODE ISLAND

Southern Rhode Island- 4 Ops, GR \$750K, Sale \$456K

#48102

CONTACT: Dr. Peter Goldberg @ 617-680-2930

SOUTH CAROLINA

Charleston Area- 8 Ops fully equipped #49101

Columbia- 7 Ops, 2200 sq ft, GR \$678K #49102

CONTACT: Dr. Jim Cole @ 404-513-1573

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

VIRGINIA

Burgess- General practice #55101

Danville Area- 3 Ops #55105

Newport News- 2 Ops, GR \$804,433, Est 1980 #55109

CONTACT: Bob Anderson @ 804-640-2373

For a complete listing, visit www.henryschein.com/ppt or call 1-800-730-8883

© 2009 Henry Schein, Inc. No copying without permission. Not responsible for typographical errors.