

The Perspective

Following Simple Steps In The Barrett Esthetic Protocols Produces Big Successes

By Dr. Steve Barrett and Nick Azzara

Five years ago, Dr. Steve Barrett attended a dental symposium at a 3M dental retreat. In addition to sharing important updates on materials and dental protocols, 3M arranged for a leadership specialist and dental consultant by the name of Kirk Behrendt, to address the group. Kirk's core message from that day left a lasting impression on Dr. Barrett, so much so, that recently, he revisited the book recommendation from that experience. "The Slight Edge; Turning Simple Disciplines into Massive Success and Happiness" by Jeff Olson, hit a very deep chord with Dr. Barrett, and subsequently, with me as well. Since the first issue of the Greenberg Dental "Perspective" newsletter in January 2017, we have been exposing small, simple, yet specific protocols from Dr. Barrett's esthetic philosophy. He has refined these elements over time to assure predictable, practical, clinically excellent outcomes, patient after patient. In "The Slight Edge", Jeff Olson emphasizes, that an individual's adherence to following simple, routine, often mundane daily disciplines is a common thread amongst high achievers. And following simple, often unheralded tasks each day, over time, adds up to massive amounts of success. After reading the



book, it occurred to me, our simple daily disciplines at Greenberg Dental are embedded firmly in the Barrett Esthetic Protocols. (The pictorial below reviews the anterior esthetic case highlighted in the July 2018 Perspective with a full case history, including the definitive restorations. All photos are recommended views within the Esthetic Protocols). Dr. Barret often explains, it is not one perspective that communicates the complete story about a case. It is a collection of views. Taking all of these pictures is tedious. Yet, with a more well rounded view, the best vision of the end result is created.

Through his mentoring, Dr. Barrett teaches all of his simple steps, like the photographs below. Each step is within the context of his protocols and philosophies. In "The Slight Edge", Jeff Olson refers to having a strong operational philosophy as "the secret ingredient", or "the missing ingredient" to achieving success and happiness.

We all know, in Dr. Barrett's many programs, his slides on "Vision" and developing ones "Mind's Eye" are seen right away in every discussion he leads. His "Vision" or philosophy places great importance on predictable cosmetics; his "secret ingredient."

In each issue of The Perspective, it is easy to see dentists throughout Greenberg Dental following Dr. Barrett's simple steps and achieving outstanding results. In recent issues doctors, and specialists, ((General Practitioners: Nana Voansri (Florida Mall), Ramez Fidy (Winter Haven), Michael Freedman (Normandy), Michael Caputo (Temple Terrace), Youngin Kang (Bears), Christine Phan (Tampa South), Anisha Patel (Town 'N' Country), Nadine Ferbinteanu (Apopka), and Kathryn Antony (Atlantic Beach) Specialists: Amit Kamat, (Pros, Central Florida), Victor Yueng (Perio, Jacksonville), and Scott Lawson (OS, Central Florida)), have demonstrated how the Barrett Protocols are positively influencing their patient outcomes, and more importantly, the level of enjoyment they receive from dentistry.

It is no wonder esthetic dentistry at Greenberg Dental is increasing year after year. Following simple protocols, having a strong operational philosophy, and access to mentor doctors provides us with "The Slight Edge" that Jeff Olsen is referring to. An edge that helps decrease learning curves for new procedures, an edge that increases confidence, and an edge that can produce massive successes and happiness over time. ●

Left and Right Lateral Views are critical in gauging incisal edge position against Vermillion border, gingival symmetries, and case flow from Mock up, to temps, through Finals. All views can be helpful for patients to understand nuances of their treatment plan and their dentists' commitment to detailed smile design.

Pre-Op and Motivational Mockup

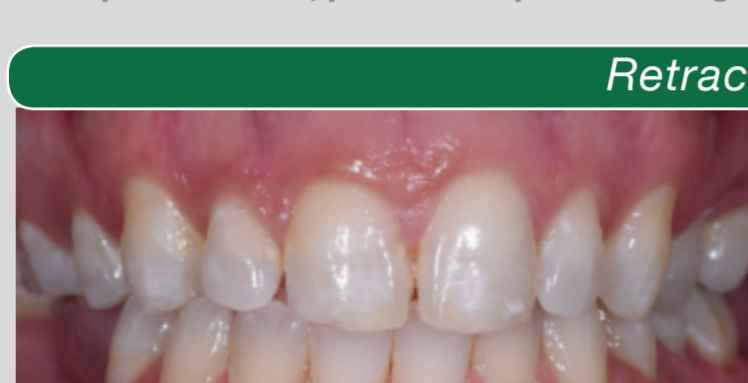


Pre-op: The Barrett Protocols follow specific Pre-op evaluations, photos and patient dialog.

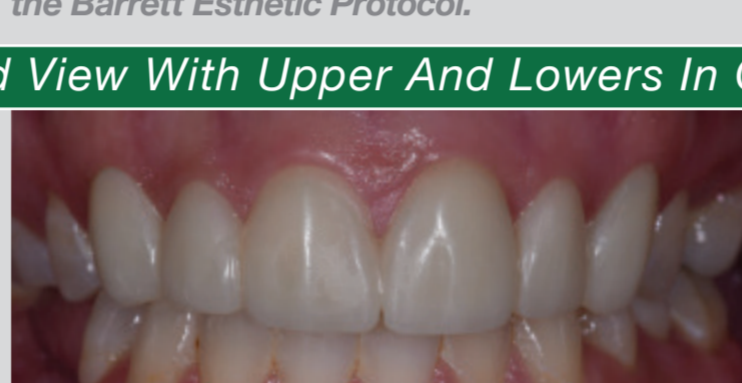


Motivational Mock up, shown on patient right teeth 6-8: Mock up process is a critical step in the Barrett Esthetic Protocol.

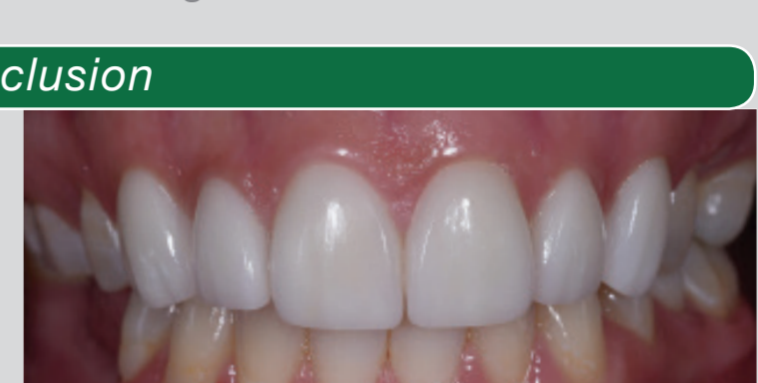
Retracted View With Upper And Lower In Occlusion



Pre-Op



Bio Temps



Finals

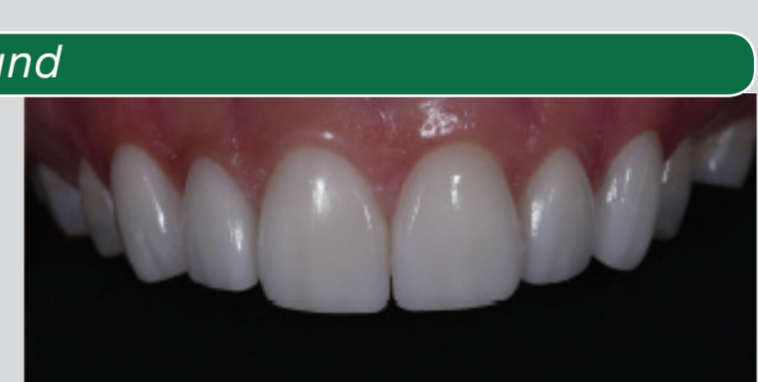
Restored Teeth Only With Black Background



Pre-Op



Bio Temps

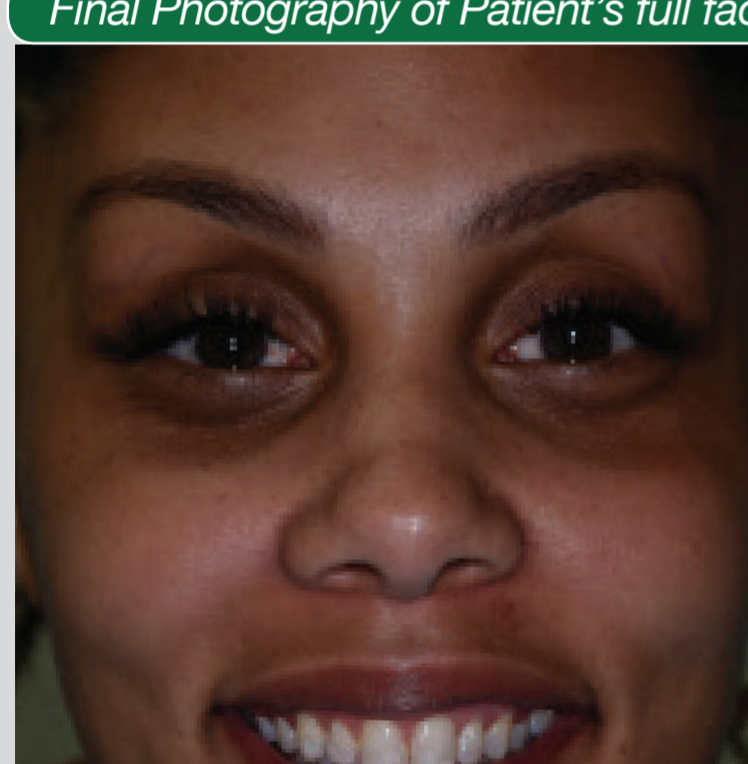


Finals

Left and Right Lateral Views. Posterior restorations are staged to be completed next.



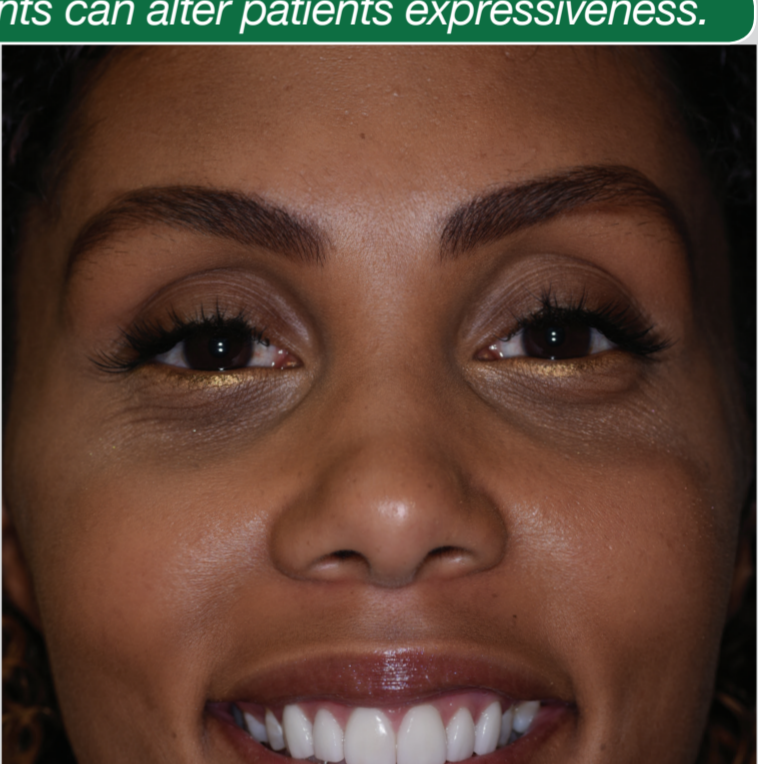
Final Photography of Patient's full face. Always interesting how smile enhancements can alter patients expressiveness.



Pre-Op



Bio Temps



Finals

The Freedom To Grow, With Experienced Mentors To Show You The Way

By Dr. Sarah Veazey

In my two months of practice, under the guidance of Dr. Steve Barrett and my mentor doctor, Dr. Kathryn Antony, I have gained more than I thought possible in such a short time. Their mentorship has proven to be beneficial in many ways from a patient satisfaction perspective and ultimately my success as a practitioner. Thus far, they have been overly generous in sharing multiple tools and insights. Dr. Barrett began by teaching me the importance of a set system to deliver efficient and competent care. Based on his guidance, I have been able to implement a similar system working alongside Dr. Antony. I have

learned that understanding the "why" behind every step is the key to consistency. My mentors encouraged me to ask as many questions as needed and this has built my confidence along the way. I was urged to broaden my understanding of materials used, dental assistant training, insurance and treatment planning in order to become a more well-rounded provider. Working with Dr. Barrett I have even been afforded the chance to take on complex esthetic cases, a chance not available to many students in dental



training. Above all, Dr. Barrett and Dr. Antony demonstrated the importance of strengthening patient rapport. They helped me to identify the relationship between patient satisfaction and health care quality by thoughtfully managing procedure duration/efficiency, patient empathy, and communication. Starting a dental career can be overwhelming, but after taking advantage of available resources early on, I'm inspired to see where my career at Greenberg Dental & Orthodontics will take me. ●

Greenberg Dental Welcomes 41 New GPs For Florida Offices

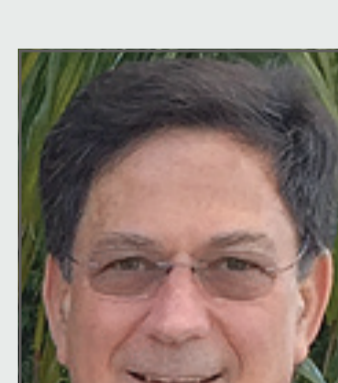
By Dr. Andrew Greenberg

We welcome all of you with open arms to our growing group. After meeting with everyone, I can say with great confidence that you all possess very unique and special skills, attitude's and aspirations. I encourage you to fully utilize this opportunity and strive each and every day to learn as much as possible. The faster you learn, the more confident you will become, the more dentistry you will do, and ultimately the more people you



will help. A few words of wisdom: be kind to all and strive to give your patients the best you have to offer. Never overlook the importance of the human touch, and showing compassion towards patients, staff and colleagues. Listen with the intent to understand, not to be understood! Communicate with those around you, and stay engaged with the many

mentors we have in the group. Their years of experience can help guide you to positive outcomes and steer you away from trouble. Invite, and then heed their advice. Remember, call/text/e-mail any of us at any time. You are NEVER a bother. Our #1 priority is to truly help you and your patients. Congratulations and Welcome! ●



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|-------------------------|---------------------|----------------------|---------------------------|
| Dr Andrea Ackley | Dr Kathleen Foreman | Dr Nathan Jones | Dr Luis Rodriguez |
| Dr Andres Alberto | Dr Adam Greenberg | Dr Nick Letteri | Dr Jose Roque |
| Dr Danielle Brambila | Dr Allison Gregory | Dr Freddy Mezquia | Dr Grissel Rosario-Aristy |
| Dr Stiven Calhoun | Dr Rosa Hernandez | Dr Robert Musselmand | Dr Jenna Starkey |
| Dr Ada Chung | Dr Nhon Hoang | Dr Linda Nguyen | Dr Robert Toth |
| Dr Brandon Cohen | Dr Hetty Hong | Dr Farinaz Niroumand | Dr Sarah Veazey |
| Dr Richard Collier | Dr Kyle Houston | Dr Heber Paiva | Dr Yaritza Viamonte |
| Dr Sara Daneshpajouh | Dr Michael Hummel | Dr Chin Park | Dr Hanief Williams |
| Dr Aida Davoodi Kermani | Dr Sebastian Isaza | Dr Anisha Patel | |
| Dr Nadine Ferbinteanu | Dr James Ittel | Dr Viral Patel | |
| Dr Garrett Spals | Dr Tanya Jadhav | Dr Santos Robinson | |

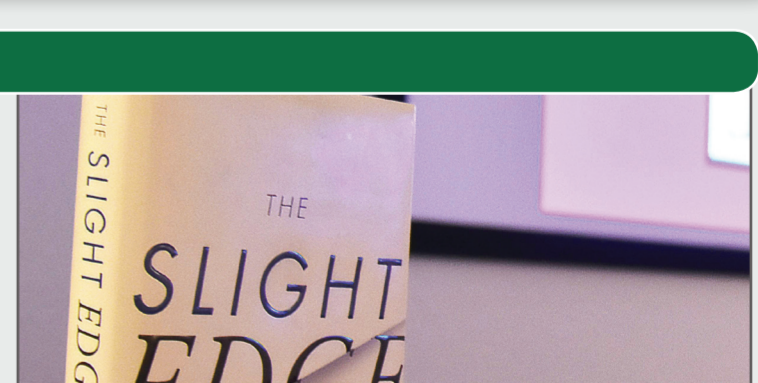
Photos From Orientation 2018



Dr. Barrett mentoring new doctors during the August 1st and 2nd orientation (Greenberg Education Center, Lake Mary FL)



Thank you to Ben Victor from Orascope for sharing your time and knowledge on clinical optics during each break. Dr. Viral Patel is shown.



In addition to leaving with a full reference binder, clinical samples, and personalized business cards, Dr. Barrett shared many key book references like "The Slight Edge" by Jeff Olson.

Clinical Tip

By Dr. Steve Barrett

Esthetic protocols for lab communication



- Photographs**
 - Pre-Op
 - Post-Op
 - Shade Photos
 - Stump Shade and final shade
 - Pictures of Bite
- Study Models**
 - Pre-Op
 - Of the final Perfect temporary
- Bite Registration**
 - Done correctly - verified by the doctor
- Impression**
 - Done correctly- with appropriate tray and verified by the doctor
- Opposing Model**
 - After all adjustments are done

The Structure To Perform. The Team To Help. Let Us Help You Exceed Your Expectations.

We welcome your feedback or any questions!

DrBarrett@GreenbergDental.com