

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."  
- Maya Angelou

# The Perspective

## Who Desires Esthetic Dentistry? It May Not Be Who We Expect

By Nick Azzara

Five hundred dental technicians, including Greenberg Florida Lab Partners (GPS, Aesthetic Dsign, Harmony-DSG, and Sorrento Smiles) met at the Renaissance Hotel by Sea World, Orlando May 11th and 12th, for the Florida Dental Lab Association annual state lab symposium. I am honored to serve as a current Executive Board Advisor to the FDLC. Speakers from around the world lectured on state-of-the-art esthetics, material selection, removables and lab management. One of the keynote speakers was Peter Pizzi, MDT, who early in 2017, lectured for Greenberg Dental on shade selection and photography. Peter is a world renown master technician and dental technology thought leader. When choosing lab materials and helping doctors set patient expectations, Peter defined two specific profiles of patients who sought out cosmetic smile therapy.



Patients often present with pain and/or the appearance of one tooth as their chief complaint.



With the Barrett Protocols, doctors can inspire patients to see "the smile they never imagined."

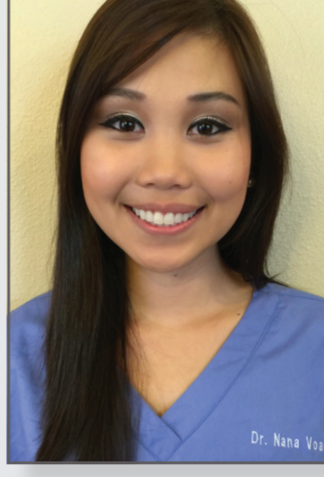
The first patient category Peter defined was the patient who wants to restore their teeth to the condition they were originally. The second category were patients who were looking for the smile they always dreamed of. This second group Peter warned needed to be managed with great care. Peter explained, these people, more times than not, come in with idealized expectations that may not be grounded in what is possible. As I listened, I could not help but reflect on Dr. Barrett's esthetic protocols we all follow here at Greenberg Dental. As one moves through the initial patient interaction, gaining permission to perform the Motivational Mock-up, when the steps are followed, the emotional responses triggered by the process are often times surprising to the patient. First, with the Mock Up, realistic expectations are established immediately for the patient and the dentist. Peter Pizzi's concerns about managing patient expectations are quickly



met and established for either category of patient mentioned above. But more importantly, what I have witnessed is Dr. Barrett's approach introduces an important new type of patient to the possibilities of cosmetic dentistry. Many of Dr. Barrett's patients seem to fall into a third category, different than the two Peter described. Lecturers I find often focus on people who are coming into the practice looking for a full smile design. They have a vision of what they want; the smile they had or the smile they never had. When consulting with our dentist, the patients we reach have NOT checked the box "not happy with my smile". These people did not come in consciously wanting to speak about the esthetics of their smiles. They have chief complaints about pain or the appearance of one tooth (pic 1). Or, they might be just there during an appointment with their kids. Through his Esthetic Protocols, Dr. Barrett has tapped into people, who are visualizing in real life, a smile they never imagined (pic 2); the third Category.

After years of documentation and thousands of patients, the evidence is convincing, we are helping more patients achieve the smile they "never imagined" was possible or affordable. Understanding the dynamics of this third Category patient, might just be the key to understanding the power behind Dr. Barrett's Esthetic Protocols. Everyday, there are stories throughout Greenberg Dental that play out something like this:

Dr. Nana Voonsri (GP, Florida Mall) shares one of her many patient experiences related to this topic. (pic 3) The patient presented with the dark color of the left central as her chief complaint. Through dialog, Dr. Voonsri shared her vision of what could be done. The CC would be addressed, yet there was more that the patient might want to consider. Dr. Voonsri pointed out the asymmetry of tooth shapes, discrepancies in lengths and overall proportions. Yet, it was not until the Mock-Up Protocol was done, that the patient truly understood what was possible (pic 4). Dr. Voonsri went onto share, "the patient believed that to lengthen teeth, additional height needed to be added to the incisal edges. It was hard for her to comprehend what gingival recontouring would do." Dr. Voonsri continued, "two key components of our Esthetic Protocols, the Motivational Mock-Up and BioTemps really help patients see what can be done, and what honestly needs to be done, to get a great result."



Dr. Nana Voonsri GP, Florida Mall

Recently, a mother of three was accompanying her children to their appointment with Dr. Ramez Fidy (GP, Winter Haven). Dr. Fidy has seen the mother on multiple occasions and noticed the palatal inclination of her two centrals, and mesial flaring of the laterals. The mother was not a patient of record. While the kids were being treated, Dr. Fidy approached the mom about the possibilities of cosmetic dentistry and asked permission to do a Motivational Mock Up. The mother shared that her smile did bother her but she did not know what could be done or what the cost might be to fix it. Also, she did not have insurance. Nevertheless, she approved Dr. Fidy to move forward. While her children were being treated, Dr. Fidy performed the Motivational Mock-Up. After he was done, the patient was handed a mirror so Dr. Fidy could explain what was done. Holding the mirror, she also witnessed the mock up being removed, a key point according to Dr. Barrett, that helps to accentuate the difference between the before and after. Two weeks later, the patient returned to move forward with the treatment. "It is extremely rare when a patient schedules to get the Hollywood smile," explained Dr. Fidy, "our Esthetic Protocols help people realize how amazing the possibilities of cosmetics can be, and visualize themselves like they never have done before. Many times, patients realize their issues are solvable. Yes, it might take treating additional teeth and involvement with our in-house specialist. The bottom line is that the patient fully comprehends that improvements are possible, highly predictable, and our inhouse GP and Specialty care teams can work together to make it seamless and affordable."

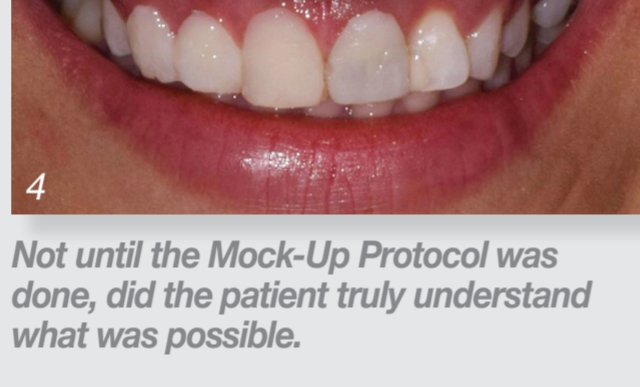


Dr. Ramez Fidy GP, Winter Haven

We have to ask ourselves, is there a natural hesitancy for dental professionals to avoid setting ANY esthetic expectations for patients, either because, the patient did not ask, or second, for fear the procedure might not be affordable. Dr. Greenberg and Dr. Barrett's fundamental clinical philosophies are rooted in the affordability of quality treatment. The Barrett Esthetic Protocols build on this principle and are structured to make it safe for more patients to accept the possibilities of an attractive yet realistic smile. And, according to Dr. Barrett, "there should never be a charge for a Motivational Mock-up. This allows us to make it a routine procedure, accessible to anyone." If you ever get the chance to see one of Dr. Barrett's patient videos showing the patient reactions during the Motivational Mock Up, do it! Most often, the whole office is crying tears of joy along with the patient. The experience is moving. Motivational Mock Ups, the first step within the Barrett Esthetic Protocols, like the ones Dr. Voonsri and Dr. Fidy shared, expose more patients to the smile they never imagined, or thought important enough to invest in. ●



The patient presented with the dark color of the left central as her chief complaint.



Not until the Mock-Up Protocol was done, did the patient truly understand what was possible.



Dr. Voonsri sends each patient home with the before image next to the Motivational Mock Up as a reminder of the experience.

## Second Annual ADM Lab Summit - Sunday, May 6th, 2018

By Nick Azzara



The purpose of the Annual Lab Summit is to stay closely aligned with our premier lab partners. By formally sharing the most current clinical objectives at Greenberg Dental, we can better harness the incredible talents and technologies from our labs and vendors to serve our doctors at the highest level. Nick Azzara's presentation to the group explained how our doctors strive to take their professional and personal lives, to what we describe here at Greenberg Dental, as the "Next Level." This drive to continuously evolve and improve is reflected through our group's commitment to education and inherent within our multi-disciplinary approach to dentistry. Dr. Barrett, the featured speaker, shared the deep

commitment our general dentists and specialists have to deliver quality oral care, and life changing esthetics, within a structure that is affordable to patients. Labs were exposed first hand to each detail of Dr. Barrett's esthetic protocol, his unwavering stance on open communication, and his commitment to helping all of our dentists get to that "Next Level."



Dr. Steven Barrett presents The Barrett Esthetic Protocols at the Lab Summit.

Eighteen dental technicians, managers and owners, representing eight leading dental labs, were in attendance at the Greenberg Education Center located

within Advanced Dental Materials, Lake Mary Florida. In addition to hearing from Nick Azzara and Dr. Barrett, the afternoon included an operation and facilities tour by Josh Katsur (ADM).

Labs and manufacturers were asked to comment on the experience. There was a consensus among the participants that the level of collaboration we were inviting was welcomed, incredibly appreciated, and yet highly unusual in the dental world. Dr. Barrett shared, "the opinions and thoughts from our lab partners are very important to us. We want them to know we appreciate their collaboration and support." He went on to say, "all, without exception, seemed enthused by our commitment to growth, left with a deeper understanding and respect for what our model is geared to do, and most importantly, supportive of the deep commitment we have at Greenberg Dental to provide affordable, quality dental care for our patients." ●

## Fundamentals for Successful Digital and Non-Digital RPD's

By Nick Azzara



Our own Dr. Amit Kamat, DMD., M.S., OFACP (Prosthodontist, Orlando/Daytona) was invited to lecture at the Southern States Symposium and Expo presented by the Florida Dental Lab Association on May 12th, 2018. (pic 1) Together with Mike Janes, (Sorrento Smiles RPD Lab, working in conjunction with GPS Dental Lab, Orlando), they

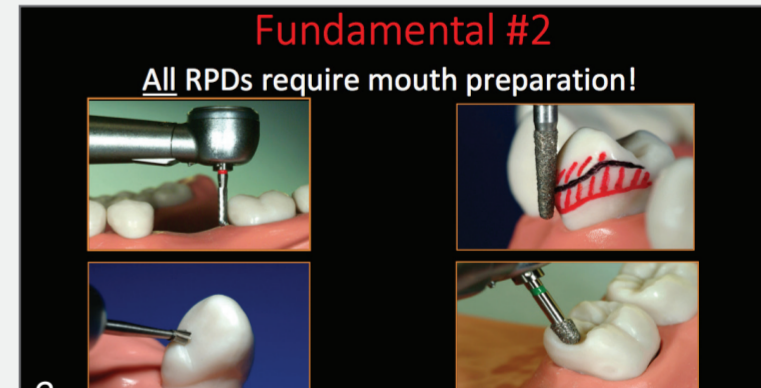


Dr. Amit Kamat (Left) and Mike Janes (Right).

presented a clinical and laboratory perspective on "Fundamentals for Successful Digital and Non-Digital RPD's." Over 65 Lab Technicians were in attendance.

Dr. Kamat is instrumental in providing guidance on removable prostheses to our dentists and openly shares his vast insights into the responsibilities doctors and labs share when creating stable, functional and esthetic protheses. (pic 2) Dr. Kamat's webinar presentation on this topic from 2017 is available on the Greenberg Dental Resource Site. The document is a great reference for doctors on case selection, design, preparation, fitting, and finishing RPD's.

CAD/CAM technology plays a large role in lab manufacturing. It is estimated that 80% of all lab restorations are fabricated with computers in some way, shape or form. According to Dr. Kamat and Mike Janes, even with automation, the fundamental principles for success really have not changed. The outcome is



Fundamental #2 of Dr. Kamat's six fundamentals for RPD's.

still highly dependent on the knowledge and skills of the dentist/dental technician team.

Monday, June 4th, Dr. Kamat and Dr. Scott Lawson (Oral Surgeon, Central Florida), will host part two of their Treatment Planning and Case Review Series. Part one is located on the reference site as well. This next lecture focuses in on implant supported RPD's and dentures. June education here at Greenberg Dental will be off to a great start thanks to the support of our specialists. ●

### Clinical Tip

By Dr. Steve Barrett

When taking a bite registration, more is not better. If a patient has good bite, then only place the bite material over the prepped teeth. This will help you visualize the patient has closed properly. When the entire arch is covered with bite registration material, the patient will often bite in a protrusive position. When covering the entire arch, not only are you wasting material, but you are not helping the lab. ●



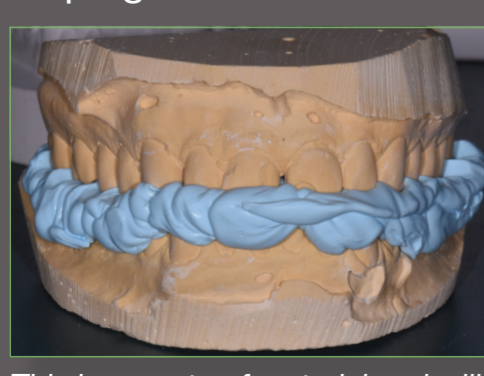
Correct Bite registration placed over preps 7-10 - allowing visualization of the posterior teeth in occlusion.



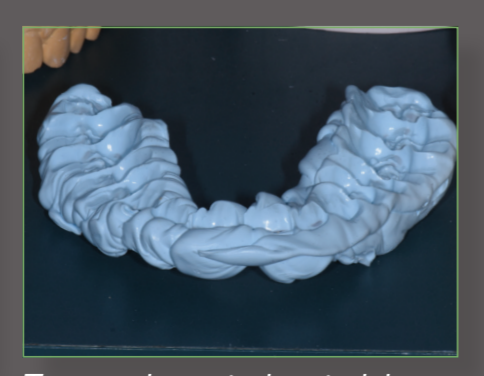
Correct Bite registration transferred to the lab.



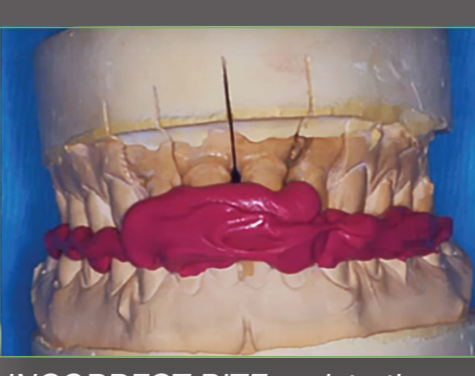
With full complement of teeth, lab can hand articulate.



This is a waste of material and will NOT be used by the lab



Too much wasted material

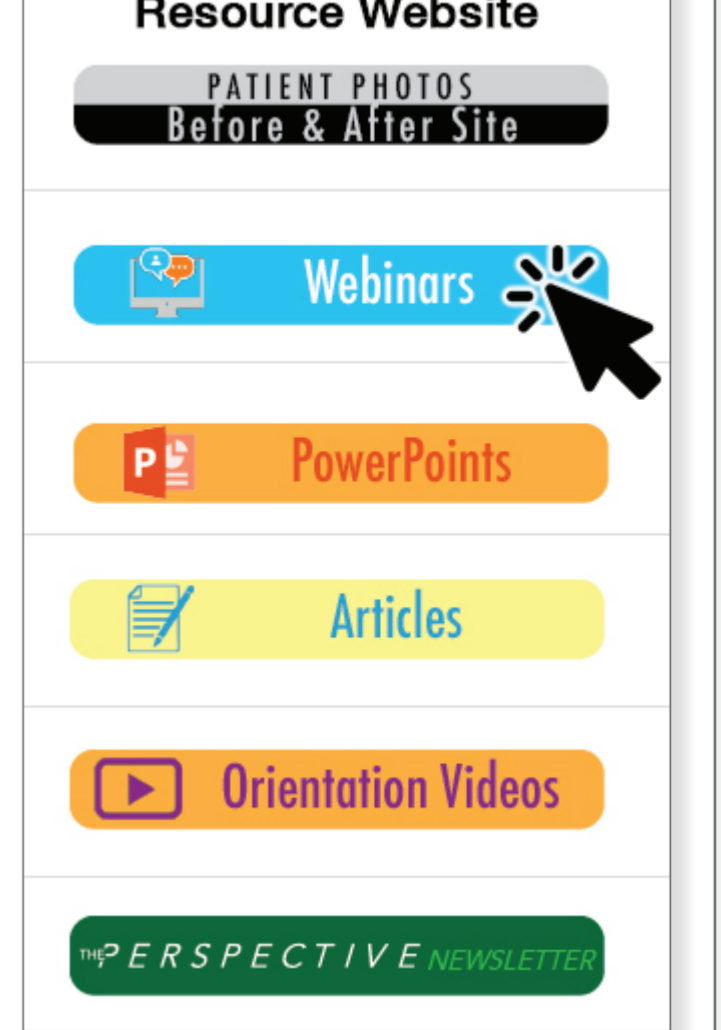


INCORRECT BITE registration and a waste of material. Material extends beyond preps 7-10.

### Resource Site Update

The most recent Webinars, Before and After Photos and Reference Articles are available and just a click away...

www.kmgemployeesite.com



"Easy to access information. Updates look great."

- Dr. Nadine Ferbinteanu (GP, Apopka)

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

We welcome your feedback or any questions!

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