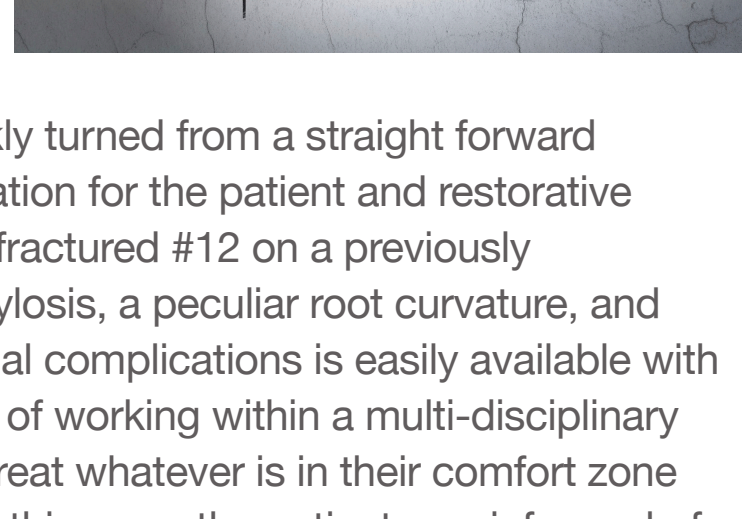


# The Perspective

## In-House Specialists And General Dentists Working Together To Achieve Predictable Outcomes

By Dr. Scott Lawson, DDS, MD (Oral Surgeon, Central Florida) and Nick Azzara

Whether a recent dental school graduate or a specialist with 10 years of experience, the benefit of having access to in-house Specialists is always reassuring. Close coordination between general dentists and specialty care can reduce any anxiety, from what Dr. Scott Lawson refers to as, the "what ifs," that can, and in a percentage of treatment, will occur. Coordinated care can anticipate and properly prepare the doctor and their patients for the "what ifs." Anticipating all possible outcomes and being able to solve the "what ifs" will give your Patients a good sense of comfort.

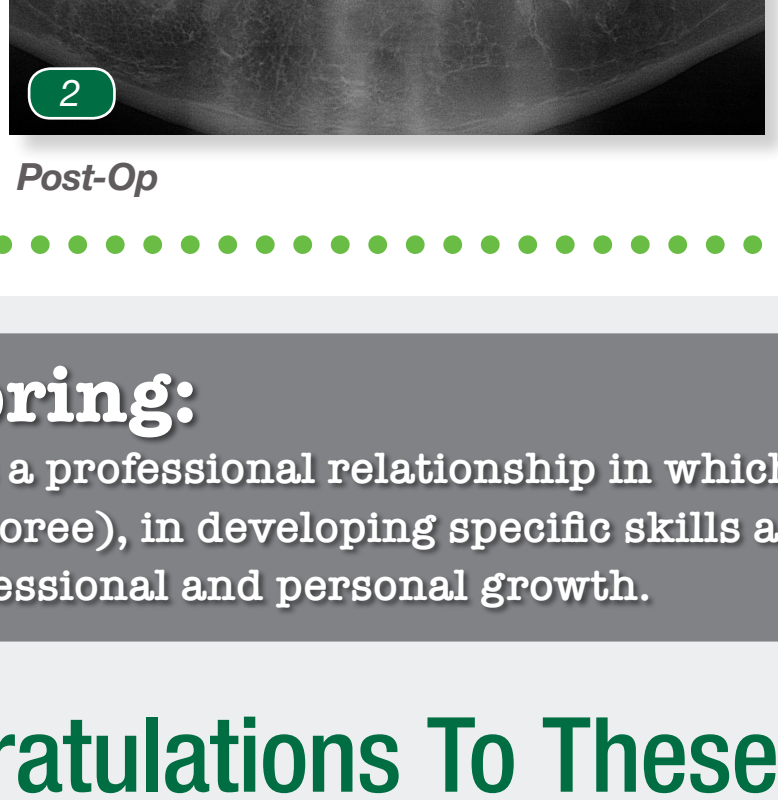


Dr. Scott Lawson  
Oral Surgeon

In a recent case, Dr. Lawson shares how an extraction case quickly turned from a straight forward procedure into a more delicate and slightly more challenging situation for the patient and restorative dentist. A 56-year-old male patient presented to the office with a fractured #12 on a previously endodontically treated tooth. (pics 1 & 2). One can notice the ankylosis, a peculiar root curvature, and narrow root proximity to the canine. Gaining awareness of potential complications is easily available with a quick consult with an in-house specialist. Another great benefit of working within a multi-disciplinary setting like Greenberg Dental, is that general dentists can opt to treat whatever is in their comfort zone and then refer whatever might fall outside of these parameters. In this case, the patient was informed of the larger defect created during the extraction of the ankylosed root, the need for a foundation graft (pic 3), the five months of required healing time, and possibility of additional bone development if an implant is desired. When a good relationship is developed between the general dentist and specialists, the patient can receive clear and accurate guidance on their treatment options. For this case, after proper healing and ongoing consults with Dr. Richard Collier (GP Altamonte) and Dr. Lawson, this patient is highly aware of all the treatment options, treatment sequence for each option, and any out of pocket expense. In this case the patient may not be a candidate for an implant supported crown and might need to consider a fixed bridge solution. Look for ongoing updates related to this case in future issues of the Perspective as the treatment plan is followed through to delivery of the final prosthesis.



Pre-Op



Post-Op



One week Post-Op healing of foundation graft

### Definition of Mentoring:

Mentoring is most often defined as a professional relationship in which an experienced person (the mentor) assists another (the mentoree), in developing specific skills and knowledge that will enhance the less-experienced person's professional and personal growth.

### Great Job and Congratulations To These Dedicated Mentors

- |                      |                         |                      |                         |
|----------------------|-------------------------|----------------------|-------------------------|
| Dr. Scott Aaron      | Altamonte Springs       | Dr. Adnan Hasona     | Baymeadows              |
| Dr. David Amaro      | Deltona                 | Dr. Jullia Kinser    | Blanding South          |
| Dr. Kathryn Antony   | Atlantic Beach          | Dr. Violet Laurey    | Sarasota North          |
| Dr. Lara Bacchelli   | Lakewood Ranch          | Dr. Scott Lawson     | Central Florida Offices |
| Dr. Antal Barbela    | Northside               | Dr. Nicholas Letteri | Tampa Central           |
| Dr. Kristina Beg     | Gulf To Bay             | Dr. Aliuska Lopez    | Lee Road, Rosemont      |
| Dr. Stan Beitscher   | Daytona Beach           | Dr. Duy Nguyen       | Ocala East, Ocala West  |
| Dr. Brandon Bennett  | Bartram Park            | Dr. Hoang Nguyen     | Apopka                  |
| Dr. Stephanie Chaves | Mandarin                | Dr. Mitul Patel      | Temple Terrace          |
| Dr. Danny Daccache   | Kirkman                 | Dr. Quyen Pham       | Altamonte Springs       |
| Dr. Shane Eckels     | Bartram Park            | Dr. Christine Phan   | Tampa South             |
| Dr. Ramez Fidy       | Central Florida Offices | Dr. Derrick Rizzello | Leesburg                |
| Dr. Michael Freeman  | Normandy                | Dr. Jose Roque       | Sarasota Bee Ridge      |
| Dr. Jeff Gannon      | West Colonial           | Dr. Ivy Tran         | Eustis                  |
| Dr. Daniel Garcia    | Central Florida         | Dr. Scott Ulery      | Maryland Offices        |
| Dr. Jessica Garcia   | Williamsburg            | Dr. Aaron Walker     | Clermont                |
| Dr. Jon Gesicki      | Bradenton               | Dr. Victor Yeung     | Jacksonville Offices    |
| Dr. Alyson Golomb    | Kirkman                 |                      |                         |

### "Better than a thousand days of diligent study is one day with a great mentor." — Japanese Proverb

The pressures on a new doctor are numerous for sure. The depth of knowledge necessary for a dentist to become confident, and then productive, is lengthy and often overwhelming. After personally mentoring hundreds of dentists during his long tenure as one of our most productive clinicians, the now Clinical Director of Greenberg Dental, Dr. Barrett, has taken significant steps to enhance the mentoring program. From a strong orientation experience, to ongoing regional live trainings and webinars, a thoughtfully designed onboarding structure is firmly in place to accelerate the new doctor learning experience and professional development. Yet, even with all of the resources available, nothing supersedes the potential impact of working shoulder to shoulder with an engaged clinical mentor. It is with this in mind that we salute the many talented dentists who actively poured their knowledge and encouragement into our most recent group of new doctors. Dr. Barrett shared, "Our mentorship program has produced huge personal and professional development gains for the new doctors thus far this year. We are very committed to the mentorship process and what needs to be accomplished prior to doctors taking on their own schedules. I could not be prouder of the mentor doctors and the efforts they have put forth."

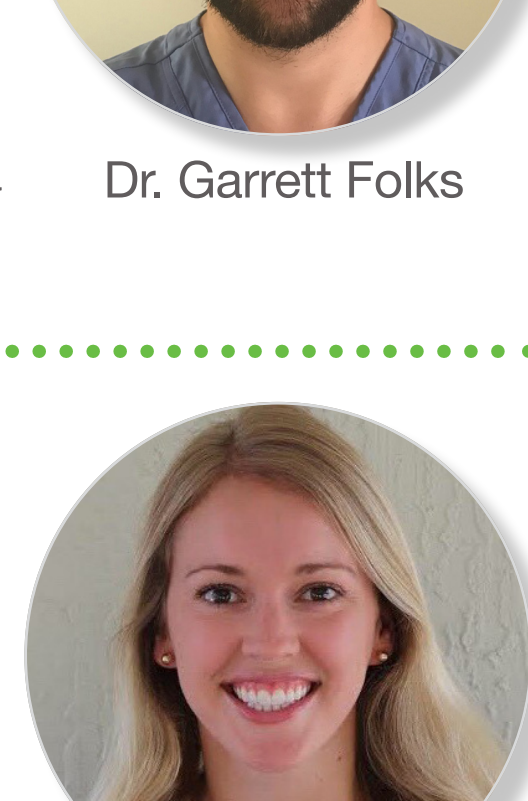
"We all need someone who inspires us to do better than we know how." — Anonymous

### Case Planning Workshops Offer A Unique Learning Experience

The monthly small group meetings with our new doctor in each region continue. In this edition of the Perspective, I thought it would be important to highlight comments from a few of the new doctors and get their views on this unique learning opportunity. Offering an environment where everyone can share their experience, learn from one another, and interact comfortably with mentors has proven to accelerate the learning process.



Since new doctor orientation it has been a pleasure meeting with Dr. Barrett, Nick Azzara, and the rest of the new Tampa Bay doctors each month. Having small group meetings has been incredibly useful as we have been able to discuss real and theoretical situations within each of our respective offices. At our first meeting we reshaped the importance of a good scheduling template. We also went over effective ways to discuss patient finances and how to make quality dentistry attainable for our patients. In our September meeting we took turns treatment planning complex cosmetic cases while role playing how we explain it to patients. It was interesting to see each doctor's unique perspective on treatment planning these cases. It is nice learning that other doctors may be experiencing some of the same growing pains and having an environment that creates an open dialogue makes it all the more comfortable. Each small group meeting has been a highly constructive learning experience that encourages us to continue to grow as leaders in each of our offices.



Dr. Garrett Folks

One of my biggest fears when graduating dental school was being thrown into a practice having to learn everything on my own and when encountering a challenging case, having no one to guide me through it. The monthly meetings that new doctors have with Greenberg Dental are incredibly beneficial. In most circumstances, each doctor is limited to the experiences they encounter on their own, which can limit their growth. But we have the opportunity to discuss different cases and unique scenarios, which gives us the chance to learn from other doctors' experiences. We discuss topics that are of particular interest to new dentists, like insurance, photography, and treatment planning. Then, we are able to incorporate these new skills into our daily practice, which helps us to better serve our patients. Like the rest of my colleagues, I am always looking for ways to grow my depth of knowledge in dentistry and I appreciate the opportunity to do that.

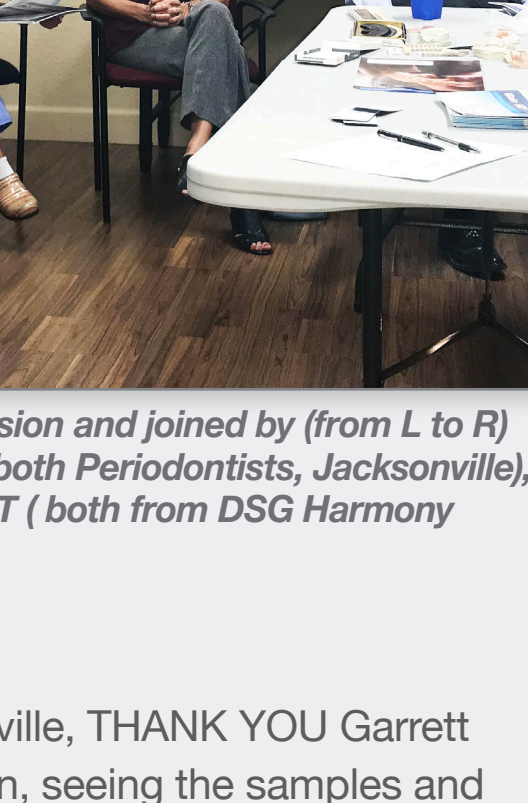


Dr. Allison Gregory

### Removable Workshop In Jacksonville Was Well Received

By Dr. Kathryn Antony

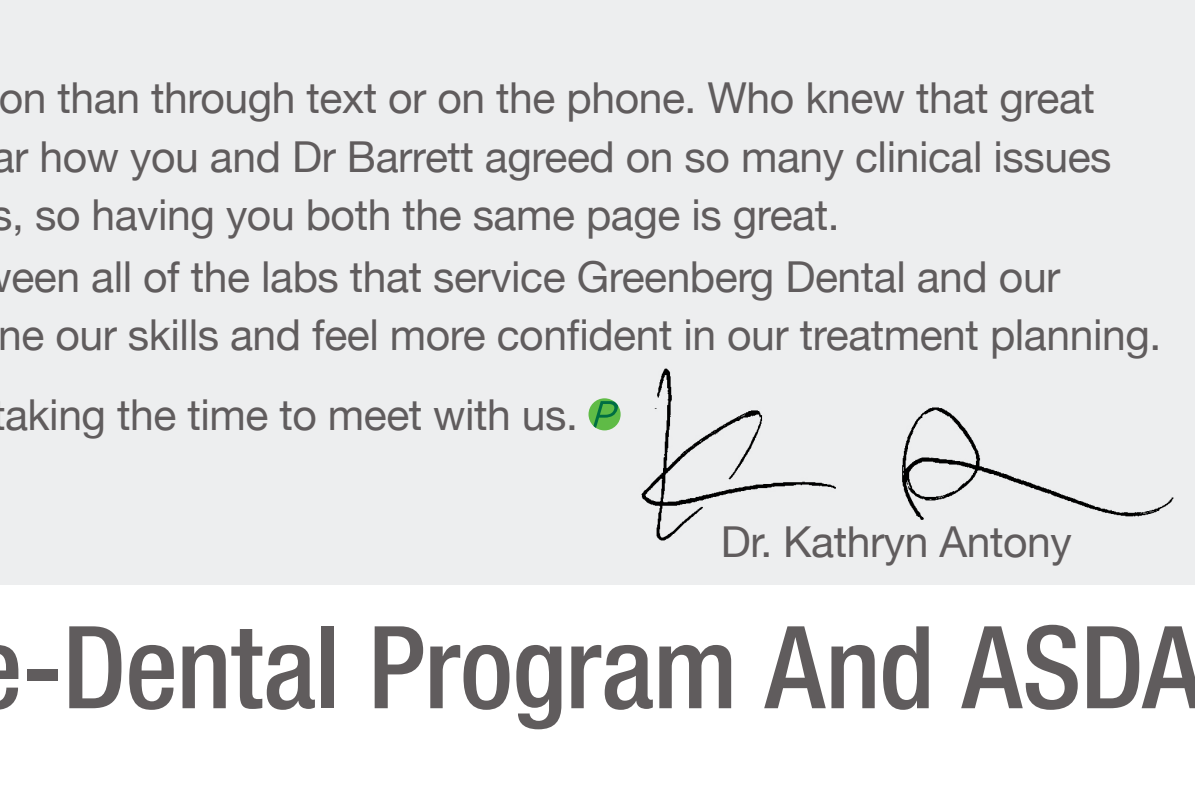
A round table discussion on removable options was organized in collaboration with DSG-Harmony Dental Lab for Jacksonville area doctors on October 9th. Garrett Smith, CDT (Head of Removable Dept.) and Marohn Pacitti (Customer Service Manager) were the guest speakers. The course was held at the Baymeadows Greenberg Dental Office (Dr. Adan Hasona) where 20 restorative dentists were joined by Dr. Barrett, Dr. Mark Morgan (CCO), Dr. Victor Yueng (Perio, Jacksonville), Dr. Bashar Adeinat, (Perio, Jacksonville) and Nick Azzara.



Dr. Kathryn Antony



Dr. Kat Antony and Nick Azzara (standing) welcoming dentists and special guests to the workshop held in the Greenberg Baymeadows office.



Dr. Kat Antony (center) leading discussion and joined by (from L to R) Dr. Bashar Adeinat, Dr. Victor Yueng (both Periodontists, Jacksonville), Marohn Pacitti and Garrett Smith, CDT (both from DSG Harmony Dental Lab).

Dr. Anthony wrote to Garrett and Marohn: On behalf of all of the Greenberg Doctors in Jacksonville, THANK YOU Garrett and Marohn. Everyone really enjoyed your information, seeing the samples and learning the whys behind all of the removable options available to us today. We certainly see growth in our patient's desire for advanced removable options like hybrid partials and implant supported dentures, so it is important for us to stay current with advancements in lab technology.

Garrett, your sense of humor was hilarious, even better in person than through text or on the phone. Who knew that great education could be so much fun. I was also really happy to hear how you and Dr Barrett agreed on so many clinical issues related to removable dentistry. He is a mentor to all the doctors, so having you both the same page is great.

We strive to have open and direct lines of communication between all of the labs that service Greenberg Dental and our doctors. Having support from our key lab partners helps us hone our skills and feel more confident in our treatment and planning. Thank you again for representing our lab partners so well and taking the time to meet with us.



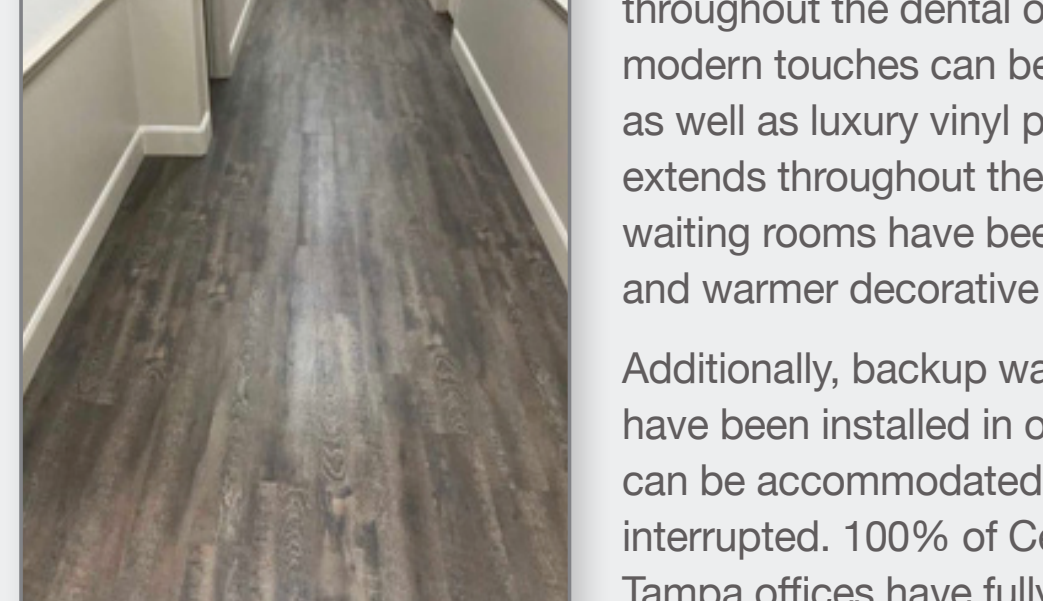
Dr. Kathryn Antony

### Proudly Supporting The Pre-Dental Program And ASDA Chapter At USF

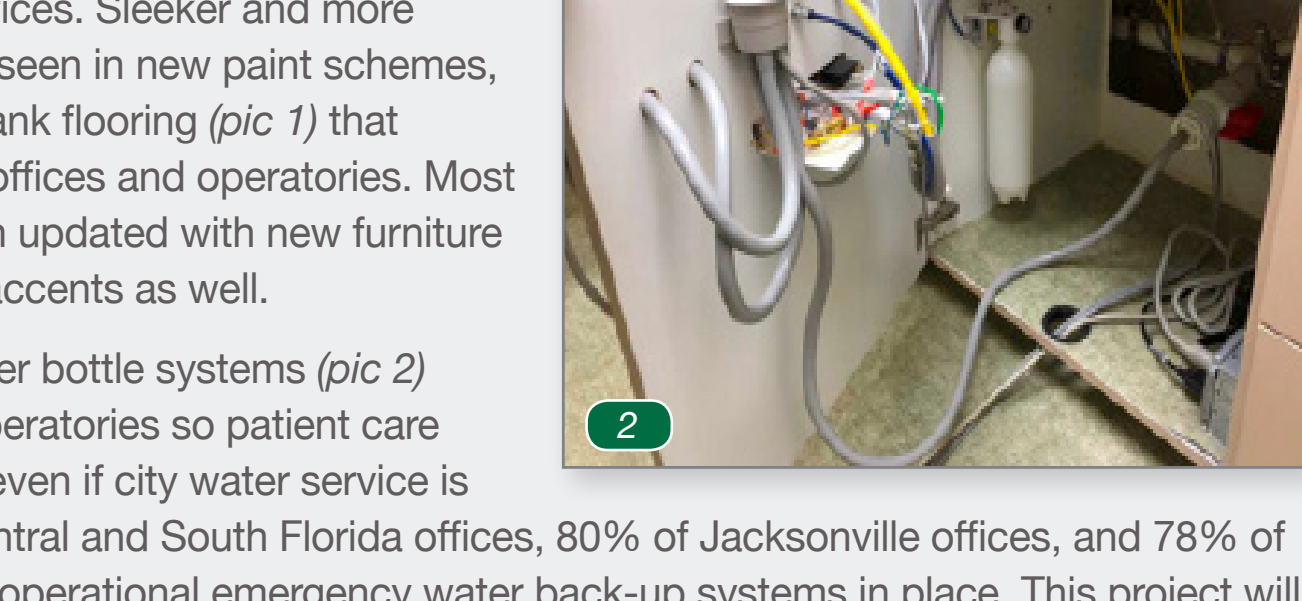
By Dr. Steve Barrett

The Pre-Dental program at USF continues to grow. At the first meeting of the semester, just under 80 students were present for a thought-provoking discussion on the importance of maintaining a good professional image in the digital age, with Dr. Annelise Driscoll from the University of Florida College of Dentistry, Dr. Hetty Hong (GP, Plant City), a graduate of USF, as well as a class of 2018 graduate from the UF College of Dentistry, was there to show her support. The second meeting featured Mr. Stan Stewart, founder of Virtus Financial. Mr. Stewart brings a wealth of knowledge on strategies for managing student debt. With the ever-increasing costs of a dental education, this message was very timely for those students preparing to start dental school in 2019.

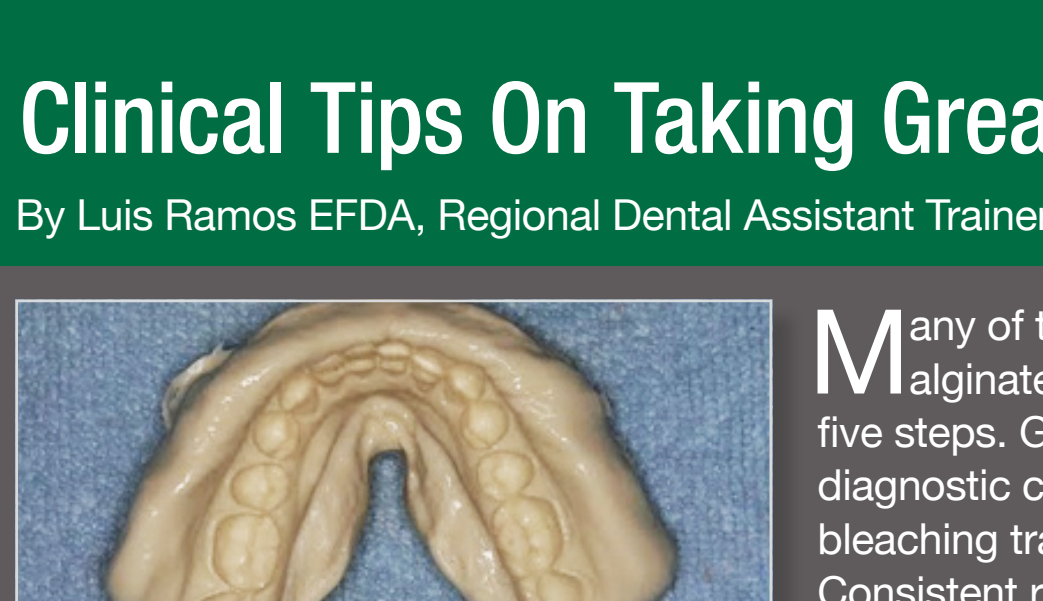
Furthermore, the newly formed ASDA Chapter at USF had its first hands on education program in September. Twenty members gathered for a three hours impression workshop at the Greenberg Bears office in Tampa. The course was taught by Dr. Steven Barrett and Dr. Hetty Hong. In groups of four, the students were able to practice taking upper and lower impressions, triple tray impressions and learn basic anatomy.



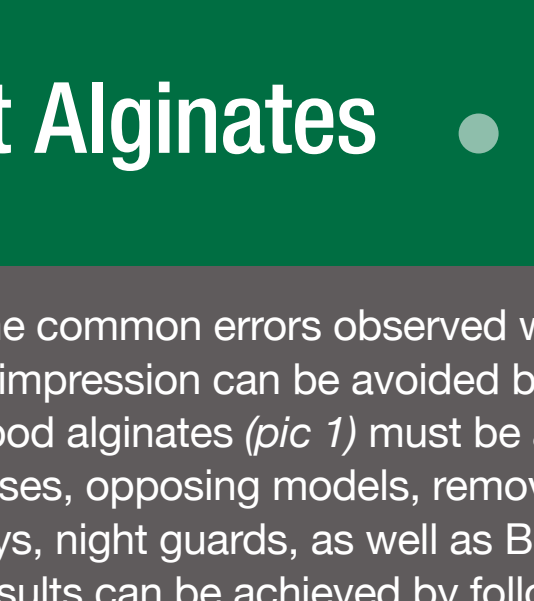
Dr. Annelise Driscoll, MBA, PhD and Cameron Barrett, President Pre-Dental Society (left side), with Dr. Ellen Daley, Associate Dean of Research, USF and Dr. Steve Barrett.



USF Pre-Dental Society members honor Dr. Annelise Driscoll with a Gator champ after her valuable lecture on maintaining a professional image.



ASDA members receive certificates of completion for their hands-on impression workshop in front of Greenberg Dental Bears office.



ASDA members learned valuable lessons on fundamentals of impression taking through the hands on experience

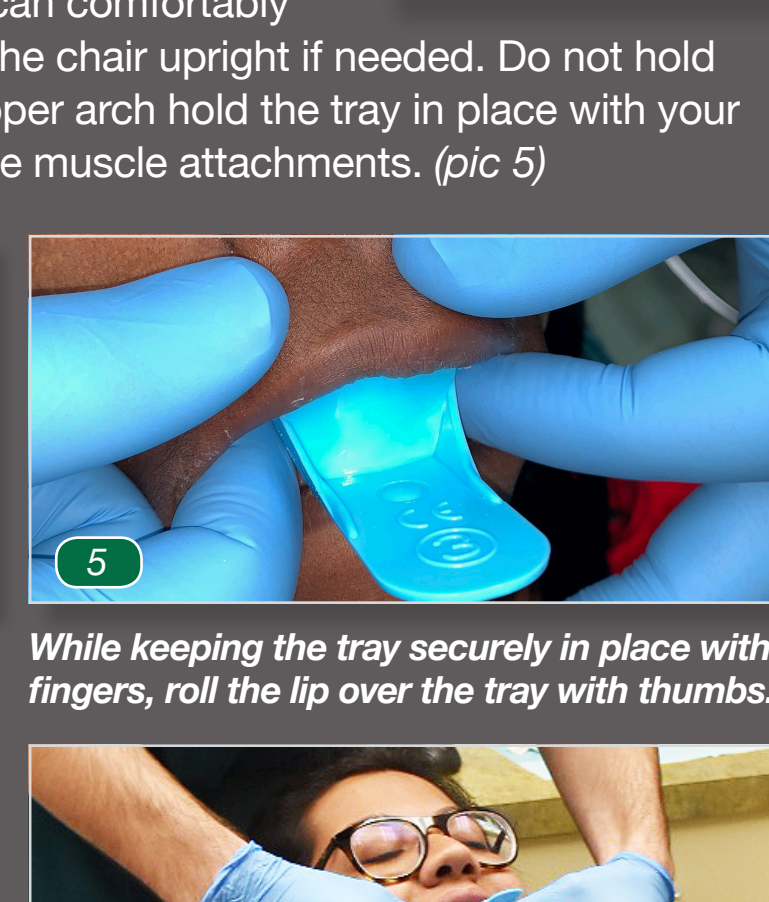


Cameron Barrett, President Pre-Dental Society and Mr. Stan Stewart, MBA.

### Aesthetic and Functional Upgrades Installed In Offices

By Monica Stepniowski, Director of Operations, Advanced Dental Materials

Advanced Dental Materials (ADM), the materials and facilities progress made to Greenberg Dental, is proud of the support arm with the installation of aesthetic upgrades and functional improvement throughout the dental offices. Sleeker and more modern touches can be seen in new paint schemes, as well as luxury vinyl plank flooring (pic 1) that extends throughout the offices and operatories. Most waiting rooms have been updated with new furniture and warmer decorative accents as well.



2

Additionally, backup water bottle systems (pic 2) have been installed in operatories so patient care can be accommodated even if city water service is interrupted. 100% of Central and South Florida offices, 80% of Jacksonville offices, and 78% of Tampa offices have fully operational emergency water back-up systems in place. This project will be fully complete by the end of Q4.

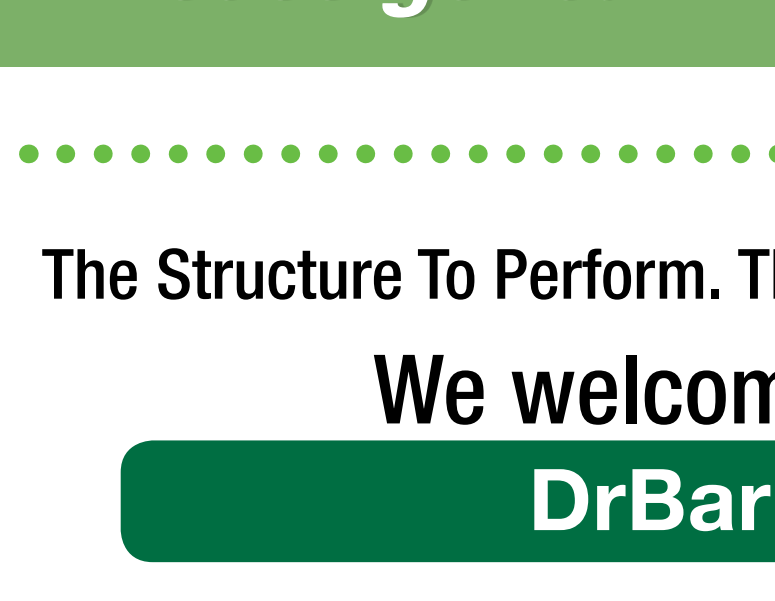
We are excited to share many more exciting updates in the coming months.

### Clinical Tips On Taking Great Alginates

By Luis Ramos EFDA, Regional Dental Assistant Trainer



Luis Ramos



1

Many of the common errors observed when taking an alginate impression can be avoided by following these five steps. Good alginates (pic 1) must be accurate for diagnostic cases, opposing models, removable appliances, bleaching trays, night guards, as well as BioTemps. Consistent results can be achieved by following these five basic steps:

- Tray Selection** - Full arch slotted tray come in small, medium and large. Care should be taken to select the proper tray size for each patient (pic 2) and then modify the tray accordingly if necessary. Make sure the tray does not bind on the upper posterior is very important. Look to make tray modifications on lower arch when tori are present.
- Alginate Mix and Amount** - Accurate expansion and ultimately an accurate impression is achieved through proper ratio management of the alginate powder and water. In each container, a scoop and vial are available. (pic 3) A mix that is homogeneous, smooth and not too runny yield the best impressions. Follow the ratio directions on the package.
- Key Tip** - PRIOR to placing the filled tray in the mouth, take two fingers full of alginate and wipe it across the occlusal surfaces of the posterior teeth. This simple technique will greatly reduce any bubbles that can occur when taking the impression.
- Seat Tray** - As you seat the upper tray pull the upper lip out and watch the tray flange slide under the upper lip. (pic 4) This will insure that you will ALWAYS capture the anatomy needed in the upper anterior.
- Patient Positioning** - The patient should be in a slightly reclined position, so you can comfortably place the tray in place from behind the patient. Once the tray is seated you can set the chair upright if needed. Do not hold the tray by the handle. Rather hold the tray in position using both hands. On the upper arch hold the tray in place with your fingers in Pre-molar area and use your thumbs to roll the soft tissue capturing all the muscle attachments. (pic 5)



3



Holding the upper lip out of the way will allow complete seating of the tray over the anterior teeth.



Once the tray is completely seated, the lip is pulled down over the tray flange.



While rolling the tray over in place with fingers, roll the lip securely in place with thumbs.

On the lower arch, use your thumbs in the Pre-molar area and your index and vial are available on the mandible to support the lower jaw as the patient swallows. (pic 6)



6

### Greenberg Dental's Growth Creates Partnership Opportunities

By Jim Dooley, Chief Development Officer for Greenberg Dental

Greenberg Dental & Orthodontics continues to expand its network of multi-specialty care dental facilities throughout Florida. During 2018, Greenberg Dental plans to open 17 new Greenberg Dental & Orthodontics offices in Florida and expand an additional two of the dental group's existing locations. Our commitment to growth, through both the opening of new dental offices and the expansion of existing facilities, creates tremendous professional opportunities for our doctors to progress into clinical leadership roles within our dental group. Greenberg Dental & Orthodontics' founding partners have established a clear partnership track for our doctors and the continued growth of the dental group provides upward professional mobility on an accelerated timeline. It's an exciting time at Greenberg Dental...we're owned and operated by dentists and our growth is enabling us to bring in new doctor partners.



Jim Dooley

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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](mailto:DrBarrett@GreenbergDental.com)

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All inquiries are confidential and go directly to Dr. Andrew Greenberg Limited Opportunities Available