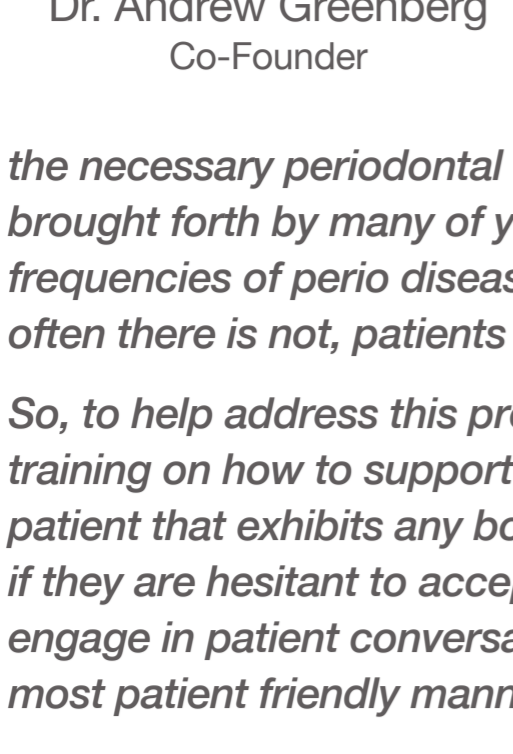


The Perspective

Greenberg Dental Continues To Take Definitive Steps In The Fight Against Periodontal Disease



Dr. Andrew Greenberg
Co-Founder

According to the Centers for Disease Control and Prevention, periodontal disease is one of the two biggest threats to dental health. Dr. Andrew Greenberg personally addressed this topic in a letter to all Florida dentists September 6th, 2018;

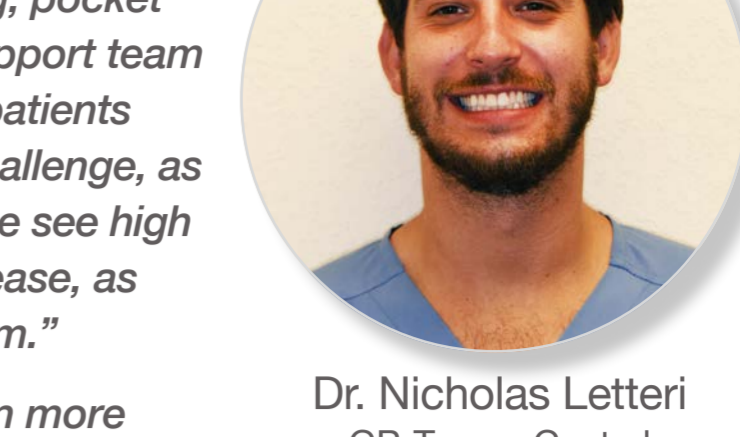
Dear Doctors,

Throughout the summer of 2018, we have expanded our team of specialists across Florida to include even more Periodontists. They are all well skilled in the latest techniques (grafting, pocket treatment, dental implants). Throughout Florida, the support team is in place for all general dentists to help provide your patients the necessary periodontal care matched to the frequency of this disease. The real challenge, as brought forth by many of you including Dr. Nicholas Lettari (GP, Tampa Central) is, "we see high frequencies of perio disease every day, yet if there is no pain associated with the disease, as often there is not, patients hesitate to accept treatment and avoid owning the problem."

So, to help address this problem, all of our in-house Periodontists have received even more training on how to support these patients with the sensitivity and care they deserve. For a patient that exhibits any bone loss at all, your regional Periodontist will be able to work with you and your patients even if they are hesitant to accept the reality of their disease. Now, more than ever, Greenberg Dental general dentists can engage in patient conversations about periodontal disease, the need for grafting, and the possibilities of implants in the most patient friendly manner.

Together, let us make every effort to firmly address what has been described as one of the most prevalent diseases in our population and a major public health concern, periodontal disease.

Regards,
Andy Greenberg



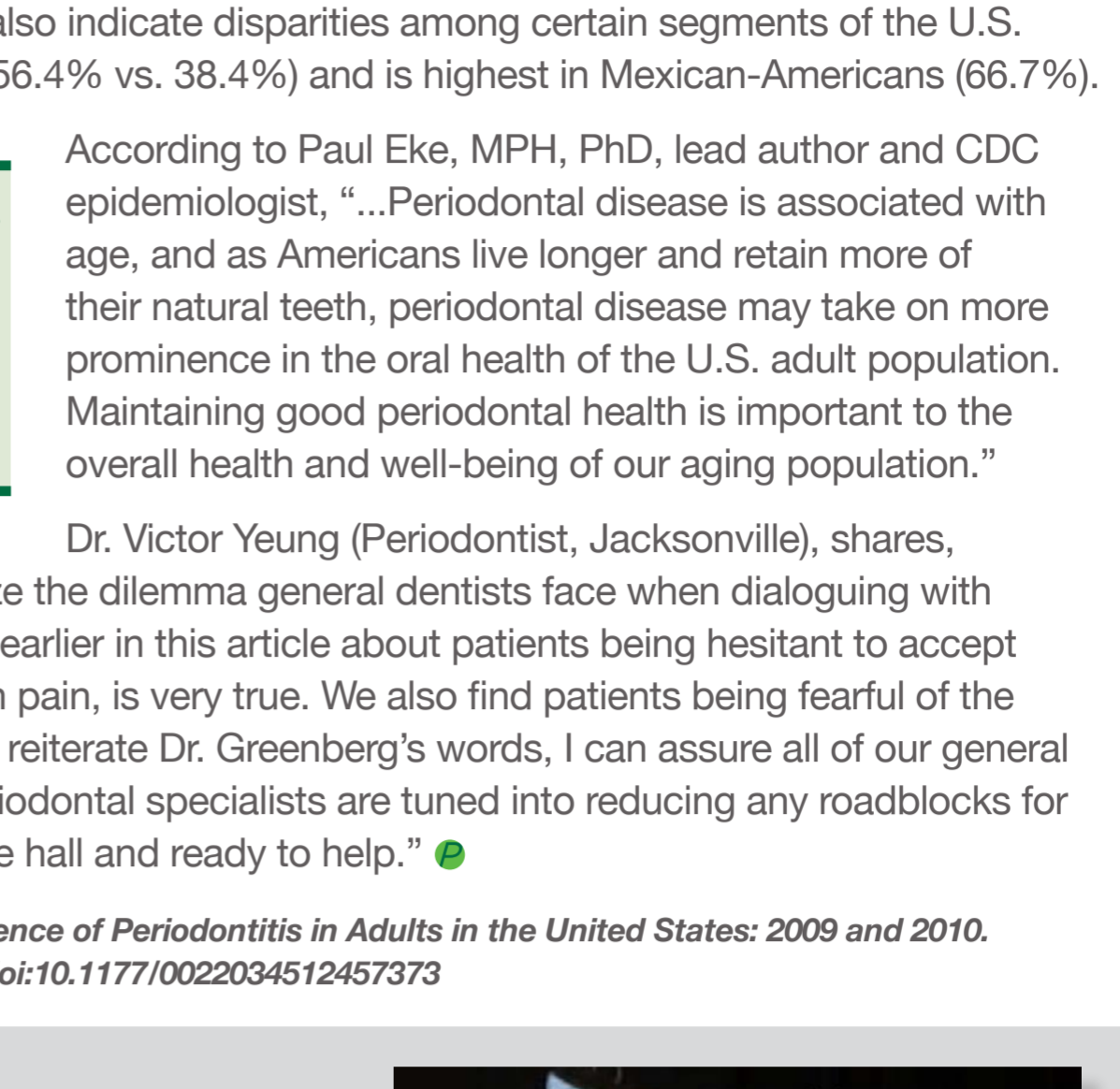
Dr. Nicholas Lettari
GP, Tampa Central

Facts About Periodontal Disease

CDC: Half Of American Adults Have Periodontal Disease

Data from the Centers for Disease Control and Prevention show high prevalence of periodontal disease in the U.S. population; one out of every two American adults aged 30 and over has periodontal disease, according to recent findings from the Centers for Disease Control and Prevention (CDC). A study titled **Prevalence of Periodontitis in Adults in the United States: 2009 and 2010** estimates that 47.2%, or 64.7 million American adults, have mild, moderate or severe periodontitis, the more advanced form of periodontal disease. In adults 65 and older, prevalence rates increase to 70.1%.

Periodontal disease, in addition to tooth loss, is associated with other chronic inflammatory diseases, such as diabetes and cardiovascular disease. Since periodontal disease is not evenly distributed in the mouth, estimates based on partial mouth examinations may have underestimated actual prevalence rates in the U.S. population by as much as 50%. The findings also indicate disparities among certain segments of the U.S. population. Periodontal disease is higher in men than women (56.4% vs. 38.4%) and is highest in Mexican-Americans (66.7%).

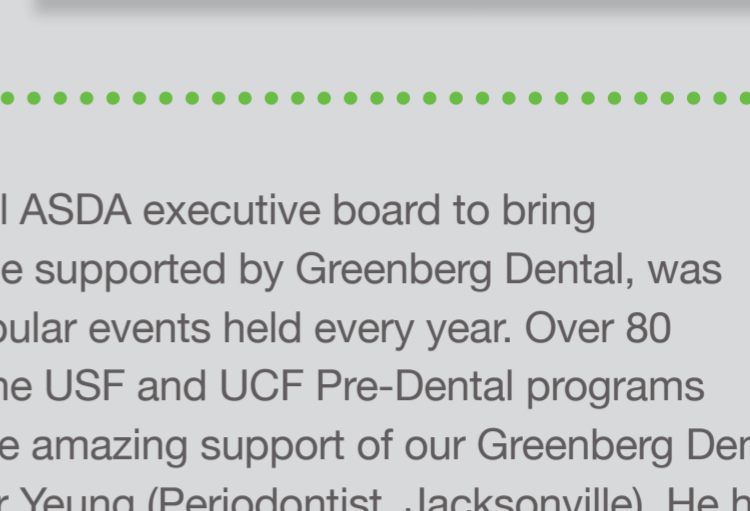


"Now, more than ever, Greenberg Dental general dentists can engage in patient conversations about periodontal disease, the need for grafting, and the possibilities of implants, in the most patient friendly manner."
- Dr. Andrew Greenberg

"Our team of specialists throughout Greenberg Dental recognize the dilemma general dentists face when dialoging with their patients about periodontal disease. Dr. Lettari's comment earlier in this article about patients being hesitant to accept treatment because their condition might not be associated with pain, is very true. We also find patients being fearful of the expense to treat something other than their chief complaint. To reiterate Dr. Greenberg's words, I can assure all of our general dentists' colleagues throughout Greenberg Dental, that our periodontal specialists are tuned into reducing any roadblocks for your patients to receive appropriate care. We are right down the hall and ready to help."

"P.I. Eke, B.A. Dye, L. Wei, G.O. Thornton-Evans, and R.J. Genco. Prevalence of Periodontitis in Adults in the United States: 2009 and 2010. J DENT RES 0022034512457373, first published on August 30, 2012 as doi:10.1177/0022034512457373

Greenberg Dental Supports Pre-Dental Suture Workshop

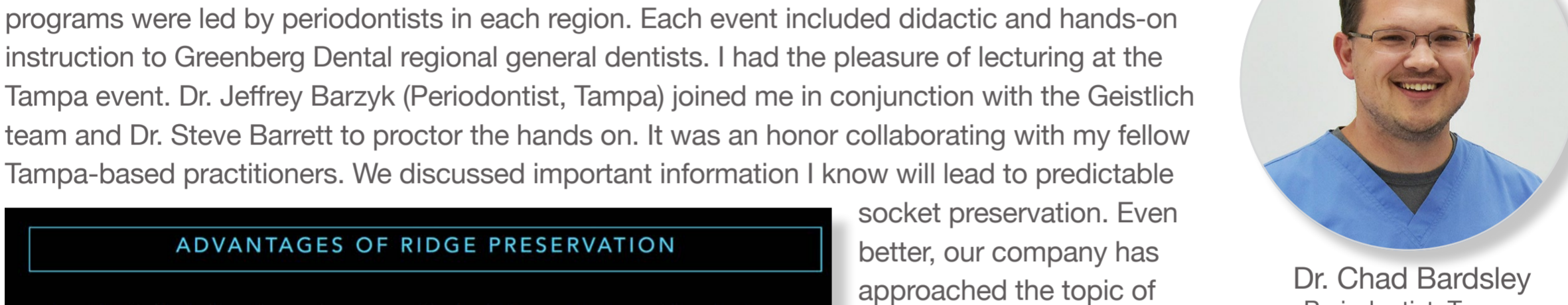


By Dr. Steve Barrett

As the adviser for the USF Pre-Dental club, I work closely with the USF Pre-Dental ASDA executive board to bring educational programs to the students. This suture workshop, the third of its type supported by Greenberg Dental, was designed as an introduction to basic suturing techniques and is one of the most popular events held every year. Over 80 students participated. The program was part of an ongoing collaboration between the USF and UCF Pre-Dental programs which has been a huge success. The event could not have been possible without the amazing support of our Greenberg Dental specialists. The lead instructor of this event for the last two years has been Dr. Victor Yeung (Periodontist, Jacksonville). He has assembled a great team of specialists to help provide a special experience for the students. A special thank you to Dr. Daniel Garcia (Periodontist, Orlando), Dr. Shaila Santana Pagan (Periodontist, Orlando), and Dr. David Sterrett (Oral Surgeon, Orlando). Michelle Lawton, the UCF adviser, coordinates the event logistics and set up at Florida Hospital East.



From left to right: Dr. Shaila Santana Pagan, Dr. Daniel Garcia (Periodontists, Central Florida) and Dr. Victor Yeung (Periodontist, Jacksonville) guided the Pre-Dental Students from USF and UCF through the hands on suturing course. Patient Orange and Banana all reported to be impressed with the suturing of skills of the students.

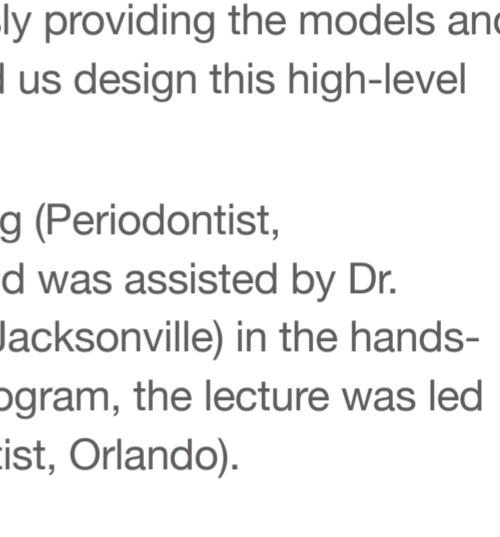


From Left to right: Dr. David Sterrett (Oral Surgeon, Orlando), Patients Orange and Banana, and all of the USF and UCF participants. Special thanks to the USF and UCF ASDA leaders who coordinated this event and the dedicated Specialists from Greenberg Dental and Orthodontics for donating their time and skills in support of these aspiring dentists.

Socket Preservation Hands-On CE Events Held Throughout Florida

By Dr. Chad Bardsley

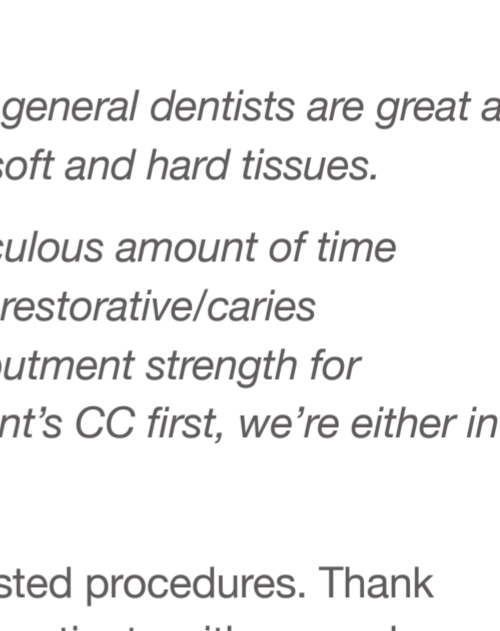
Throughout February, Greenberg Dental & Orthodontics, in conjunction with Geistlich Biologicals, held Socket Preservation training in Tampa, Jacksonville and Orlando. The programs were led by periodontists in each region. Each event included didactic and hands-on instruction to Greenberg Dental regional general dentists. I had the pleasure of lecturing at the Tampa event. Dr. Jeffrey Barzyk (Periodontist, Tampa) joined me in conjunction with the Geistlich team and Dr. Steve Barrett to proctor the hands on. It was an honor collaborating with my fellow Tampa-based practitioners. We discussed important information I know will lead to predictable socket preservation.



Dr. Chad Bardsley
Periodontist, Tampa

Even better, our company has approached the topic of socket grafting, like all other topics, in a manner that makes optimal treatment options like these affordable to our patients. We are grateful to our sponsor Geistlich for generously providing the models and providing materials that helped us design this high-level CE experience.

In Jacksonville, Dr. Victor Yeung (Periodontist, Jacksonville) led the lecture and was assisted by Dr. Bashar Adeinat (Periodontist, Jacksonville) in the hands-on section. For the Orlando program, the lecture was led by Dr. Daniel Garcia (Periodontist, Orlando).



Dr. Victor Yeung
Periodontist, Jacksonville

Recently, the Board of Periodontology officially changed the name of the specialty certification to reflect what modern Periodontists are actually trained for: "Periodontology and Implant Surgery." As you've probably experienced from having conversations with us, we are passionate about our field and are excited to share (and talk about it at length) with everyone. The Socket Preservation programs are just a part of the ongoing collaboration with all of the Greenberg Dental general dentists I am proud to be a part of.

While we have known for years that periodontal disease is directly related to low birth weight babies, diabetes, chronic kidney disease, arthritis and other inflammatory diseases, we are just now learning about links to Alzheimers/Dementia and Bowel Cancer. I can't stress enough the importance of encouraging our patients to seek Periodontal care. From my own observations at Greenberg Dental, I am proud that our initiatives are designed to break the cycles of, what I refer to as, **supervised neglect**. Our cumulative efforts to identify problems when they are incipient and small will go a long way to developing the best oral health outcomes for our patients. According to our Periodontal team, here are a few of the most frequent diagnoses referred from Greenberg Dental general dentists:

- Pockets** - If the localized or general sulcus depths are registered beyond normal ranges, and/or there is radiographic or visible calculus.
- Recession**
- Crown Lengthening** - In alignment with the Barrett Restorative Protocols, Greenberg Dental general dentists are great at recommending fixed Crown & Bridge solutions that are esthetically framed by healthy stable soft and hard tissues.
- Collaborative Treatment Planning With In-House Perio Team** - Periodontists spend a ridiculous amount of time reading articles about long-term prognosis and survivability of the natural dentition. Once the restorative/caries assessment is complete, if you want another set of eyes to help evaluate mobility patterns, abutment strength for removable or fixed restorations, suggestions on phasing treatment to help accomplish a patient's CC first, we're either in your office or somewhere nearby.

Since the socket course we have seen more general dentists schedule with us for side-by-side assisted procedures. Thank you! Several doctors I am personally aware of in my region have already had the opportunity to help patients with same day socket preservation treatment. It always excites me to see the synergy we have in our group. On behalf of all of my Periodontal colleagues, we look forward to continuing to work together and help everyone provide the best possible care treatment and outcomes for our patients.



Greenberg Dental general dentists in each region throughout Florida found great value in the presentations from Dr. Chad Bardsley (Periodontist, Tampa), Dr. Victor Yeung (Periodontist, Jacksonville) and Dr. Daniel Garcia (Periodontist, Orlando). The hands-on experience sponsored by Geistlich/Biomaterials and proctored by Greenberg Dental Specialists, helped to make the education all the more meaningful.

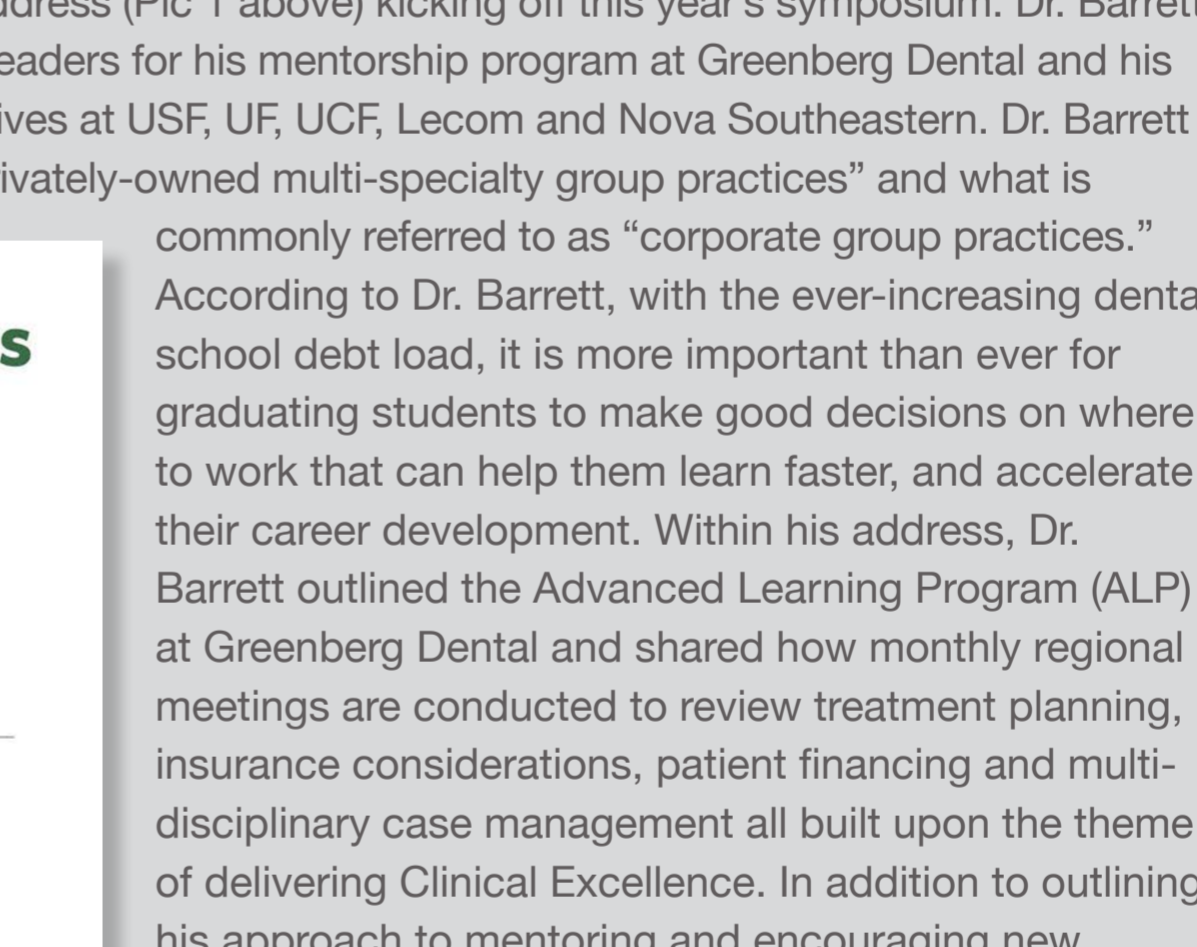
Greenberg Dental & Orthodontics Was Well Represented At The University of Florida College of Dentistry Annual Business Symposium

By Nick Azzara

Each year the University of Florida ASDA hosts their Business Symposium for all D3 and D4 students with the intent of exposing various career path opportunities for the soon to be graduates. Industry leaders and consultants from both private practice and groups are invited to share their knowledge. Financial industry experts, and personal development coaches were in attendance as well. Kudos to Drew Carlton, one of the many highly motivated UF ASDA leaders and all of the ASDA executive board for coordinating the event in the impressive Harrell Medical Education Building at the UF Health Center.



Dr. Steven Barrett (Clinical Director, Greenberg Dental and Orthodontics) presented the opening Keynote Address. In addition to distinguishing the various career options available to graduating dentists in today's market, Dr. Barrett shared his mentorship approach called the Accelerated Learning Program (ALP), developed at Greenberg Dental to help dentists reach their career and life goals faster.



Dr. Kathryn Antony, Christine Phan, Quyen Pham, Faye Tran, Juliana Cornell, all general dentists at Greenberg Dental and UF graduates, presided over the most well-attended breakout session of the event, *Woman in Dentistry*.

Dr. Barrett was invited to deliver the opening Keynote address (Pic 1 above) kicking off this year's symposium. Dr. Barrett is now recognized as one of the career development thought leaders for his mentorship program at Greenberg Dental and his involvement throughout Florida in a multitude of student initiatives at USF, UCF, Lecom and Nova Southeastern. Dr. Barrett used this opportunity to highlight clear definitions of "privately-owned multi-specialty group practices" and what is commonly referred to as "corporate group practices."

According to Dr. Barrett, with the ever-increasing dental school debt load, it is more important than ever for graduating students to make good decisions on where to work that can help them learn faster, and accelerate their career development. Within his address, Dr. Barrett outlined the *Advanced Learning Program (ALP)* at Greenberg Dental and shared how monthly regional meetings are conducted to review treatment planning, insurance considerations, patient financing and multi-disciplinary case management all built upon the theme of delivering *Clinical Excellence*. In addition to outlining his approach to mentoring and encouraging new dentists to create their own short- and medium-term vision for the long-term, Dr. Barrett tried to illuminate the bright long-term career options available within a private multidisciplinary group.

Greenberg dental also hosted three highly engaging breakout sessions, one of them being the most popular of the day, *Woman In Dentistry*. Hosted by five talented Greenberg Dental female dentists, UF Alumini (Pic 2 above), they held detailed discussions about skill development, work life balance, partnership opportunities and discovering their unique abilities. All of these doctors have become leaders in different ways within Greenberg Dental and Orthodontics and did a magnificent job inspiring the next generation of young female dentists. Another highly coveted breakout session was hosted by six UFCD 2018 graduates all working within Greenberg Dental. There was an open and honest dialog about the many successes each one of these young dentists experienced in their first year, as well as their challenges. The topics ranged from the importance of the orientation process, ongoing training, personal development, the types of procedures they are doing, all the way down to their daily schedules.

Dr. Barrett closed the program with his Keynote address and opened the day by hosting one of the last breakout sessions, *Getting Your Patients to Say Yes* was the title of the getting. According to Dr. Barrett, "even though the theme of the day was business related, we cannot separate the business of dentistry from *Clinical Excellence*. Helping patients develop beautifully esthetic smiles is as crucial to our patients as well as for the dentist to achieve a long-term emotionally fulfilling career."

Each year, ADM has over 5,000 individual items available to Greenberg Dental and Orthodontics offices in Netsuite? Did you know, updates on products, codes, and services are sent out with new ordering methods. We are fully committed to ADM to continuously making this process better and better. With that in mind, here are some....

Tips From ADM On Fast, Efficient, More Accurate Ordering Through Netsuite



Update from Advanced Dental Materials By Monica Stepniowski, Director of Operations

- Selecting Customer Role**
When ordering, the first item to consider is whether the materials being ordered for your office should be allocated to the General Dentistry Account or any one of the Specialties. Selecting the Customer Role is crucial to expedite the ordering process.
- Separate Invoices By One Of Three Categories**
 - Clinical Products
 - Office, Marketing, and Front Desk Items
 - Staples Advantage Orders

Hint: When Clinical Products are combined in error with Office Supplies, each one of these invoices needs to be edited one at a time at ADM prior to processing. This greatly delays the processes.
- Watch For Quantities**
Many products come in packages of more than one. If you need 20 of one item, and that particular item is packaged in sets of 20, ordering 20 would then give you 400 of those items sent to the office...ouch. This happens with burs quite often. All quantities are listed in the item description. Kindly instruct your staff to watch for this.

Most common items that might delay proper processing are one of these three items listed above.

If your office has questions about Netsuite, there are helpful training modules available. To schedule formal training with your staff, please contact Josh Katsur at joshuakatsur@advanceddentalmaterials.com or text 407.416.8905.

Clinical Tips From Your Colleagues

By Dr. Ben Carter (General Dentist, University West, Jacksonville)

Proper Occlusal Reduction And Managing Offending Opposing Cusps Will Help Optimize Crown Anatomy And Minimize Adjustments

Lack of Occlusal Clearance is #1 issue reported by labs*
Across the industry, this might affect 20% to 35% of crowns**

According to Dr. Robert Winter, a well-known clinician, Michigan and Spear study group contributor:

- 1.5mm of anatomical occlusal reduction is standard requirement for pfm's with ceramic coverage, Zirconia and e. max.
- 2mm reduction in central grooves might be necessary to re-develop natural anatomy into the restoration

Un-addressed plugging cusps from opposing dentition is a common impediment to maintaining occlusal clearance requirements for materials. Leaving plugging cusps will limit the technician when developing natural morphology in the restoration and could compromise restoration longevity.

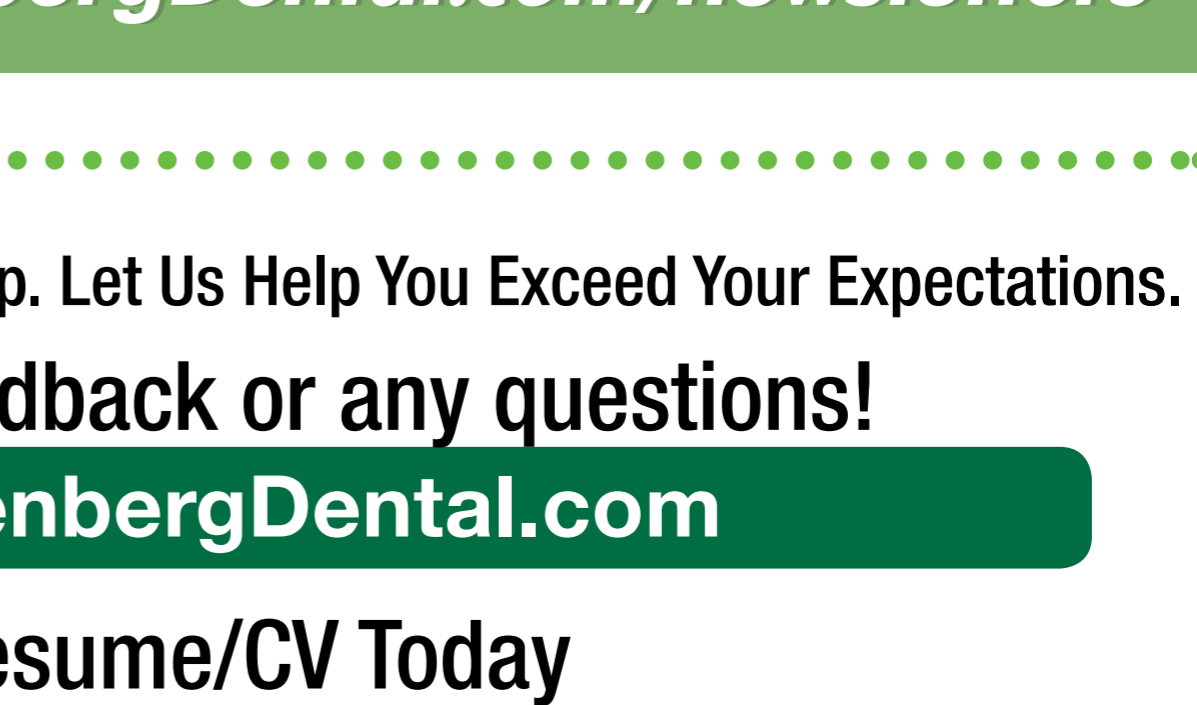
Dr. Carter's Tip:

Look for offending cusps right away and address early in the process with patients. This will help:

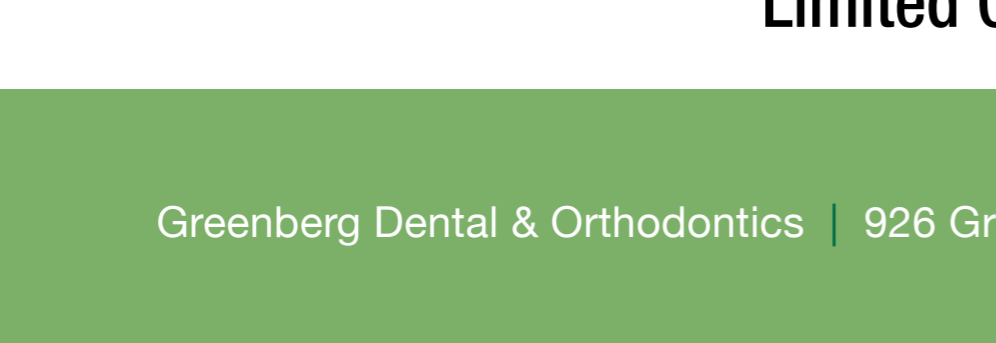
- Achieve appropriate clearance
- Stay strategically conservative in the preparation
- Maximize esthetic morphology and restoration strength
- Minimize adjustments during seats.

Make sure to take models that represent any adjustments done on opposing dentition, models of temporaries, and as Dr. Steve Barrett reinforces, appropriate pictures.

*2014 issue on www.speareducation.com, **occlusal reduction for indirect restorations."
**<https://dentistrytoday.com/restorative-134/1845-sp-1594736700>



Dr. Ben Carter with Dr. Mark Morgan, COO, at recent Advanced Learning Program in Jacksonville.



- Veneer Hands On Workshop, Saturday, March 16th, Lake Mary, FL
- Dr. Barrett Interview With Dentistry Today Online edition February/March 2019
- Glidewell Symposium Orlando, Bonnet Creek: November 8 & 9, 2019
- Dr. Barrett invited to speak for a third consecutive year.
- Overdenture Hands-On, Saturday June 15th Lake Mary, FL

To Read More Issues of The Perspective Please go to: www.GreenbergDental.com/newsletters

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

Submit your Resume/CV Today

www.GreenbergDental.com/employment/dentists

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

Limited Opportunities Available