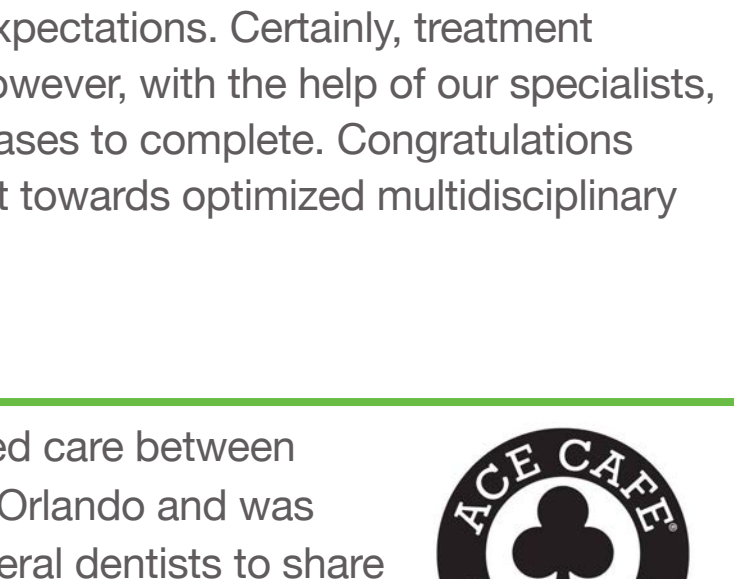


The Perspective

Collaboration Of Care: A Strategy For Long Term Success

By Dr. Steve Barrett

Greenberg Dental and Orthodontics hosted three very important continuing education meetings October 22nd, 23rd, and 24th. The intent of these meetings was to celebrate, as well as further enhance, coordinated care between our general dentists and in-house specialists. General dentists at Greenberg Dental have a unique opportunity to leverage in-house specialists. When managed correctly, this is a win-win-win for the specialists, the general dentists, and most importantly our patients. Many multidisciplinary cases are coordinated in the same office and even on the same day. These CE meetings provided an opportunity for the specialists to learn the personal preferences of their referring dentists, and to make sure their needs are met. For the general dentists, it was a chance to further understand how to work with specialists, refine their knowledge on various procedures, and co-develop strategies with their specialists to enhance the patient experience. When patients present with complex clinical issues, a multidisciplinary approach creates the best opportunity to fully answer the patients expectations. Certainly, treatment planning and sequencing of multidisciplinary cases comes with inherent challenges. However, with the help of our specialists, these cases can be predictable and often become the most rewarding and satisfying cases to complete. Congratulations to all Greenberg Dental general dentists and specialists for their continued commitment towards optimized multidisciplinary patient care. Below are summaries of each event. ●



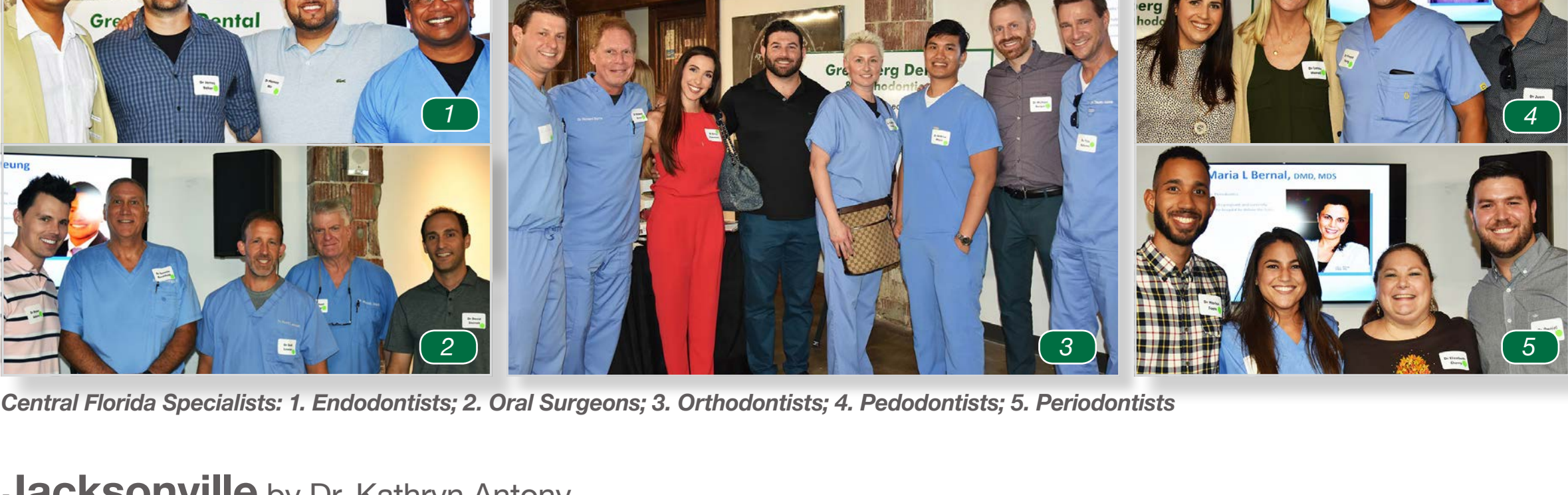
Central Florida by Dr. Steve Barrett

October 24th marked the first Orlando meeting focused solely on optimizing coordinated care between our specialists and general dentists. The event was held at the **Ace Café** in downtown Orlando and was attended by over 70 doctors. This was a great opportunity for all the specialist and general dentists to share best practice scenarios with each other.



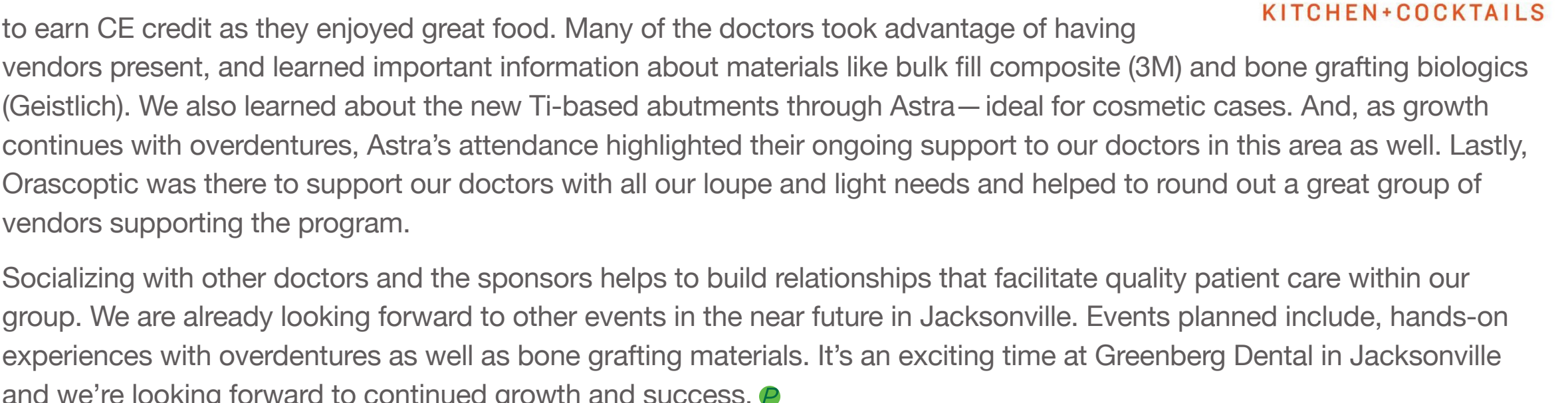
"I want to send my congratulations on a really nice event last night. I think doctors had a great time. More importantly, new connections and relationships were formed, not only between the specialists and GP's, but also among the specialists themselves. So, thanks! I hope we can have other similar events like this in the future."
Dr. Richard Burns - Orthodontist

A great addition to the meeting was having the following partners, Dr. Greenberg and Dr. Katsur present. Dr. Greenberg was able to spend time with the doctors and offer valuable tips based on his years of experience restoring multidisciplinary cases. Dr. Katsur had the opportunity to address everyone and give his insights into the importance of coordinated care. His message was very clear: when the patients' needs are put first, the importance of having specialty care within the offices becomes very apparent. In-house specialty support here at Greenberg Dental offers us the unique ability to provide comprehensive care that is convenient as well as affordable. Dr. Katsur's passionate and inspiring words were a highlight of the evening. ●



Dr. Andrew Murray, Dr. Juan Ojeda, Dr. Ramez Fidy, Dr. Harrison Gollob and Dr. Derrick Fizzello enjoying time with colleagues.

Dr. James Katsur shares his thoughts on the importance of multi-disciplinary care.



Dr. Andrew Greenberg shown here with Dr. Nadine Ferblintineau, Dr. Danielle Brambila, Dr. Hanief Williams and Dr. Steven Calhoun.

Dr. Scott Lawson (DS) and Dr. Scott Aaron (Ortho) were entertaining as they called out raffle winners.

Dr. Steve Barrett (event photographer) gathered raffle winners for a photo.



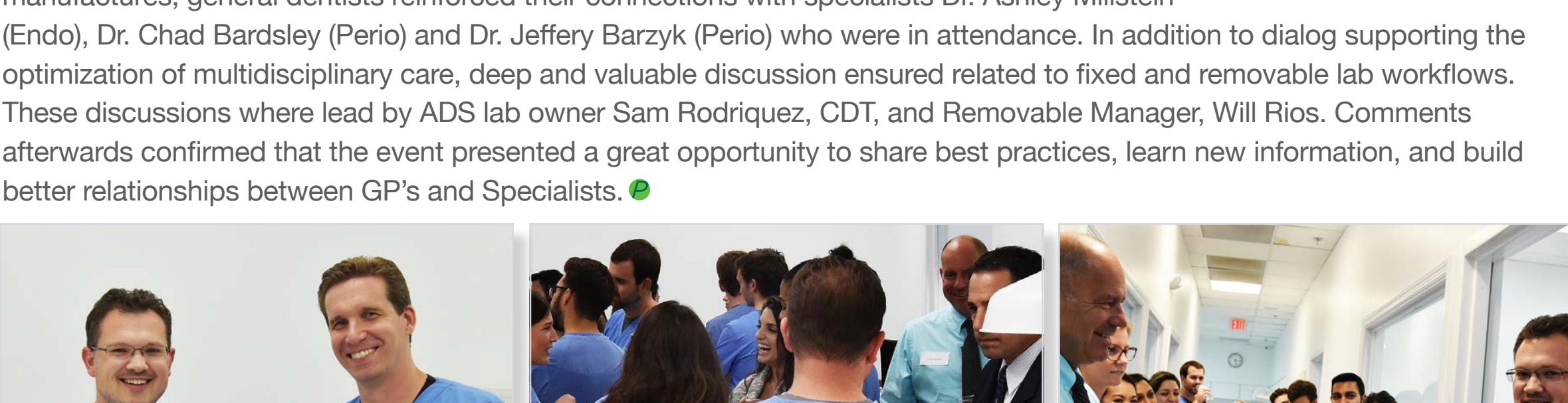
Central Florida Specialists: 1. Endodontists; 2. Oral Surgeons; 3. Orthodontists; 4. Pedodontists; 5. Periodontists

Jacksonville by Dr. Kathryn Antony

The Jacksonville event was a huge success in so many ways. We enjoyed an evening of camaraderie with over 20 general dentists and specialists in attendance. It was held at a local favorite restaurant called Moxie Kitchen in the St. Johns Town Center. The doctors were able to earn CE credit as they enjoyed great food. Many of the doctors took advantage of having vendors present, and learned important information about materials like bulk fill composite (3M) and bone grafting biologics (Geistlich). We also learned about the new TI-based abutments through Astra—ideal for cosmetic cases. And, as growth continues with overdentures, Astra's attendance highlighted their ongoing support to our doctors in this area as well. Lastly, Orascope was there to support our doctors with all our loupe and light needs and helped to round out a great group of vendors supporting the program.



Socializing with other doctors and the sponsors helps to build relationships that facilitate quality patient care within our group. We are already looking forward to other events in the near future in Jacksonville. Events planned include, hands-on experiences with overdentures as well as bone grafting materials. It's an exciting time at Greenberg Dental in Jacksonville and we're looking forward to continued growth and success. ●



Dr. Kathryn Antony (center) coordinated the event, shown here with two of our many Jacksonville leaders, Dr. Adrian Hefson (left) and Dr. Michael Freeman (right).

2018 new Jacksonville area doctors in attendance, from left to right: Dr. Sara Veasey, Dr. Anthony Azadi, Dr. Rajvi Doshi, Dr. Chir Park, Dr. Sebastian Isaza, Dr. Allison Gregory

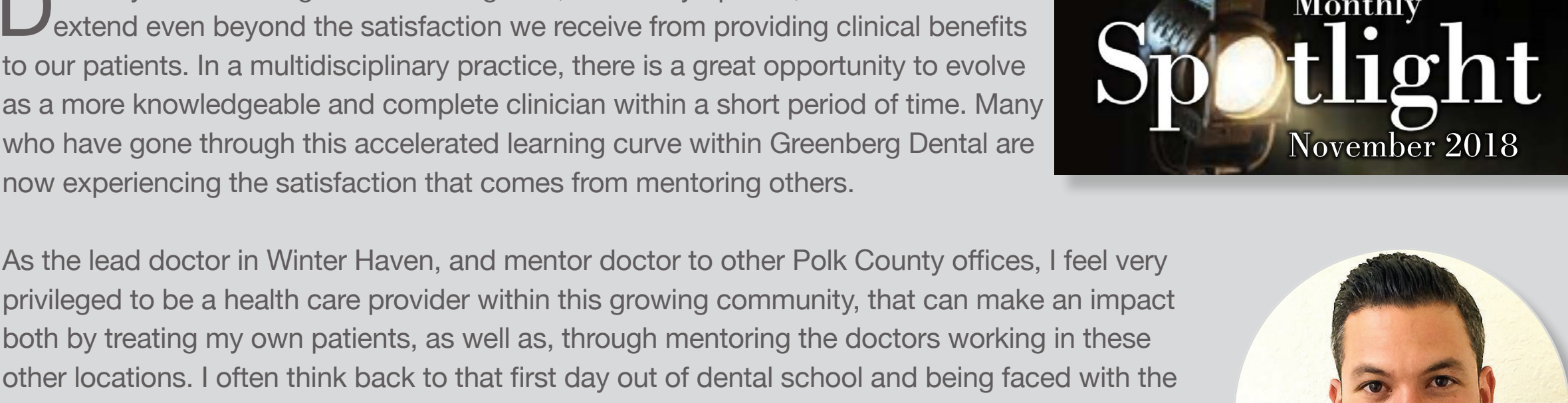
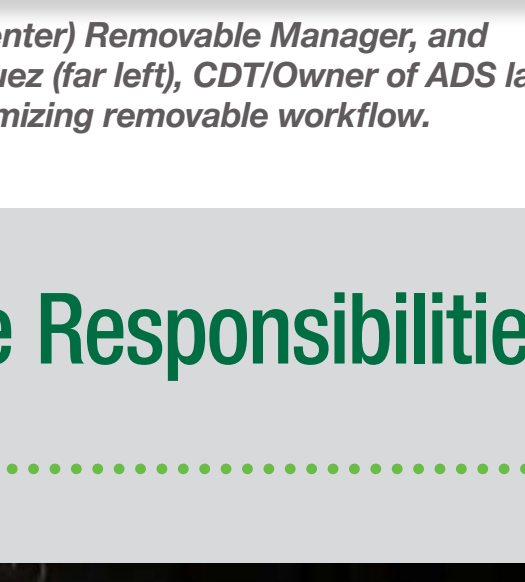
Jacksonville specialists in attendance, from left to right: Dr. Ryan Long, Dr. Amy Pohlenz, Dr. Julia Lipkin, Dr. Ehsan Zeniloff, Dr. Heather Gabler, Dr. Bryce Gabler, Dr. Trang Cao, Dr. Victor Yeung, Dr. Bashir Adenait



Representatives (shown here) Julie Gonzalez of Geistlich Biomaterials, Trish Dorazio and Phillip Brigan of 3M, Hallie Wyrick and Joe Johnson of Astra Implants, and Ben Victor and David Desroches of Orascope, all added to the evening's educational experience.

Tampa by Nick Azzara

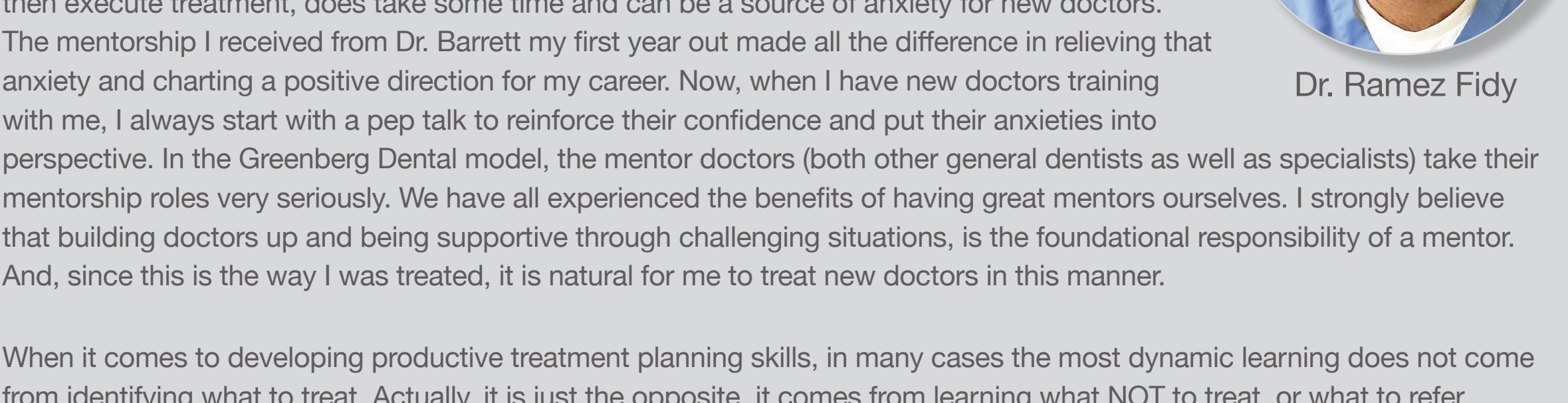
The Tampa meeting happen to be the "kickoff event" in the "Optimizing Coordinated Care" CE series (Orlando and Jacksonville meetings summarized above). On Monday evening, October 22nd, Aesthetic Design Dental Lab hosted 25 General Dentists and Specialists from Greenberg Dental Offices in Tampa, St. Pete and Sarasota. In addition to focused workshops from select manufacturers, general dentists reinforced their connections with specialists Dr. Ashley Milstein (Endo), Dr. Chad Barsley (Perio) and Dr. Jeffery Barzyk (Perio) who were in attendance. In addition to dialog supporting the optimization of multidisciplinary care, deep and valuable discussion ensued related to fixed and removable lab workflows. These discussions were lead by ADS lab owner Sam Rodriguez, CDT, and Removable Manager, Will Rios. Comments afterwards confirmed that the event presented a great opportunity to share best practices, learn new information, and build better relationships between GP's and Specialists. ●



Dr. Chad Barsley and Dr. Jeff Barskyz (Periodontists supporting GP's in Tampa Region).

Dentist were fully engaged with vendors and specialists. Dr. Ashley Milstein (Endodontist), smiling in center of picture converses with referring dentists

Dr. Chad Barsley (Periodontist) addresses the group.



Sharing thoughts and best practices between the GP's, Specialists, Lab and Vendors was a highlight of the event.

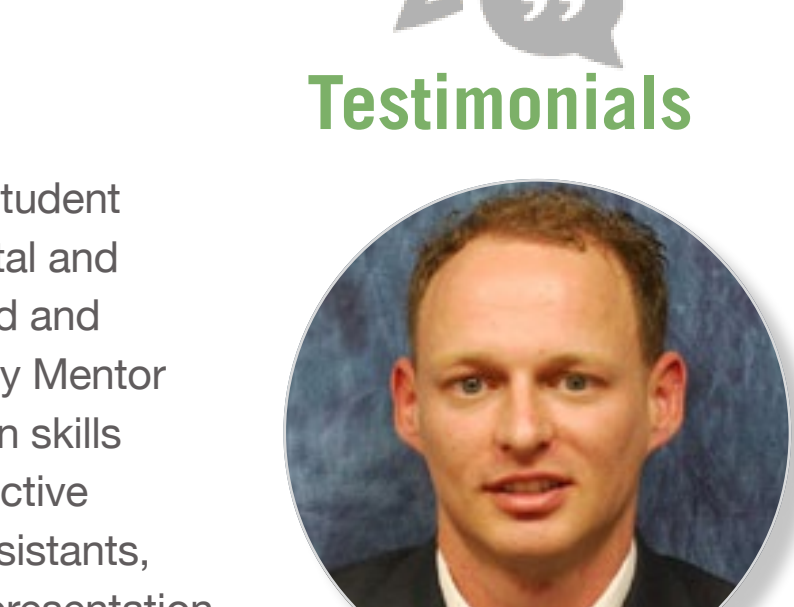
Dr. Christine Phan and Dr. Sibel Arditi shown here trialing new materials as other doctors and Kristi Salinas of 3M look on.

Will Rios, (center) Removable Manager, and Sam Rodriguez (far left), CDT/Owner of ADS lab discuss optimizing removable workflow.

The Rewards From Mentorship Are Greater Than The Responsibilities

By Dr. Ramez Fidy

Dentistry is an exciting and rewarding field, and in my opinion, these rewards can extend even beyond the satisfaction we receive from providing clinical benefits to our patients. In a multidisciplinary practice, there is a great opportunity to evolve as a more knowledgeable and complete clinician within a short period of time. Many who have gone through this accelerated learning curve within Greenberg Dental are now experiencing the satisfaction that comes from mentoring others.



As the lead doctor in Winter Haven, and mentor doctor to other Polk County offices, I feel very privileged to be a health care provider within this growing community, that can make an impact both by treating my own patients, as well as, through mentoring the doctors working in these other locations. I often think back to that first day out of dental school and being faced with the reality of working in the "real world." There were a lot of congratulations, and pats on the back when I achieved my dental degree, yet, quickly there was an underlying anxiety that arose. Becoming completely comfortable to diagnose, treatment plan, coordinate with specialists, and then execute treatment, does take some time and can be a source of anxiety for new doctors. The mentorship I received from Dr. Barrett my first year out made all the difference in relieving that anxiety and charting a positive direction for my career. Now, when I have new doctors training with me, I always start with a pep talk to reinforce their confidence and put their anxieties into perspective. In the Greenberg Dental model, the mentor doctors (both other general dentists as well as specialists) take their mentorship roles very seriously. We have all experienced the benefits of having great mentors ourselves. I strongly believe that building doctors up and being supportive through challenging situations, is the foundational responsibility of a mentor. And, since this is the way I was treated, it is natural for me to treat new doctors in this manner.

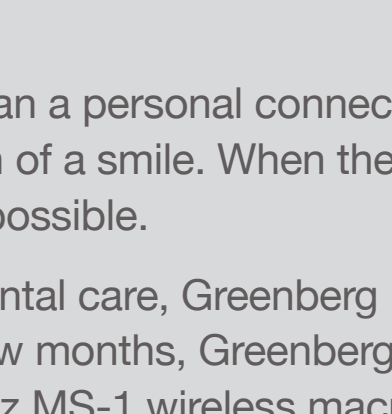


Dr. Ramez Fidy

When it comes to developing productive treatment planning skills, in many cases the most dynamic learning does not come from identifying what to treat. Actually, it is just the opposite, it comes from learning what NOT to treat, or what to refer. A good mentor with experience is crucial in this process. Together with the doctors that I am working with, my goal is to help formulate an approach that is customized, comfortable, yet effective for them. In essence, the mentorship style I have learned at Greenberg Dental is more about helping a new clinician discover their personal strengths, as opposed to teaching them to do exactly what others have done.

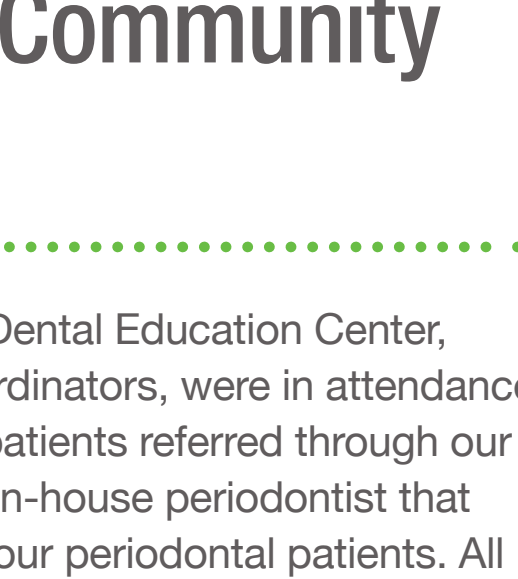
Through the process of being mentored, then working independently, and now having the opportunity to mentor others, the fulfillment I receive from dentistry has grown exponentially. Yes, there is a deep responsibility when mentoring doctors and it requires time and energy. Initially, I believed that transforming someone's smile or relieving a patient from pain was the ultimate reward in dentistry. Having now had the honor of mentoring new doctors, I have found the rewards from this experience equally as satisfying. ●

The Journey Of A Thousand Steps Starts With The First



Testimonials

"As soon as the excitement of graduation day was over, transitioning from dental student to practicing dentist became an intimidating reality. Through the Greenberg Dental and Orthodontics' New Graduate Mentoring Program, I began shadowing an experienced and successful doctor while awaiting credentialing. During the time I was working with my Mentor Doctor (Dr. Quyen Pham, UF School of Dentistry 2016), I had the opportunity to learn skills that built upon my dental school experience and were necessary to become a productive doctor. These skills included working out of multiple operations, effectively using assistants, understanding insurances, referral protocols, treatment planning, as well as patient presentation and financing. Working with seasoned doctors has helped me hone and build upon the fundamental skills learned in dental school such as dental materials and instruments, endodontic treatment systems, documentation and charting, etc. After the credentialing process was complete, my training prepared me to push through my comfort zone and complete difficult crown preps and molar endo with the luxury of having an experienced doctor available if needed. In summary, the mentoring program has allowed me to develop and build confidence, which I know will help in becoming a successful dentist." ●



Dr. Robert Collier
University of Florida College of Dentistry, 2018

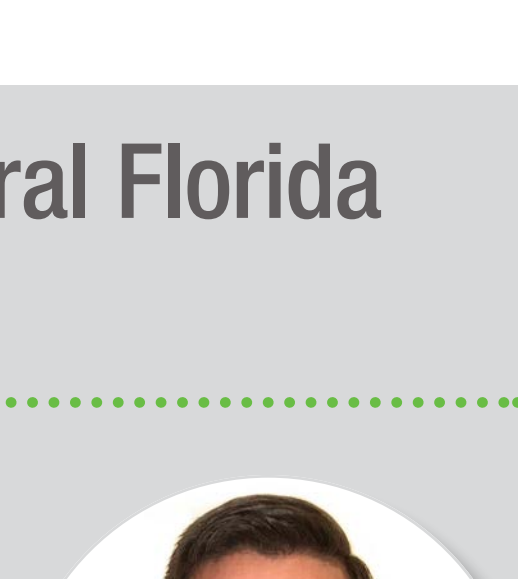
"The transition from dental school to real world dentistry can be challenging and overwhelming. There are so many new things to learn such as insurance, working with staff, working multiple chairs, and many clinical skills. I wanted to find an opportunity that would make this transition as smooth as possible. Working at Greenberg Dental has helped me significantly in all these areas. The day after graduation I started working with Dr. Christine Phan (South Tampa Office Britton Plaza). Dr. Phan and her whole team were very welcoming and made me feel at home right from the start. Over the next few months I was able to work chair side with Dr. Phan learning new techniques, insurance, treatment planning, and patient interaction. This was a huge benefit to work with an experienced doctor right out of school. There are also so many other opportunities to learn while working at Greenberg Dental. Specialists frequently visit the office, giving you the chance to learn about their practice and the types of cases they can help you with. I've enjoyed working with Dr. Barrett on complex cosmetic cases as well. My exposure to these types of cases was minimal while in Dental School. At Greenberg Dental, I have been able to become a much better dentist in a very short amount of time thanks to excellent mentors." ●



Dr. Robert Musselman
Leocom School of Dental Medicine, 2018

Esthetic Dentistry Starts In The "Mind's Eye" Of The Dentist... And By The Way, With A Camera!

By Dr. Steve Barrett



"Begin with the end in mind". This is habit #2 from the book "The 7 Habits of Highly Productive People," by Stephen Covey. My experience tells me that all cosmetic minded dentists start with the end in mind. To help develop your "mind's eye" you must take photographs BEFORE you start dental treatment. For all anterior cases this should be your protocol. After all the relevant clinical information is gathered, photographs should be taken. The photographs are used for case planning, case presentations, lab communication and documentation. If you want to develop your clinical and presentation skills, study the pictures, all the while asking yourself what could have been done better. Be critical of your work and strive for clinical excellence.

In addition to a photograph communicating important information to the lab, it gives the lab technician a personal connection with each case. A thousand words could never describe the nuances you see in a single photograph of a smile. When the case pan has a photo attached, this lets the lab know that the doctor is committed to doing the best job possible.

Understanding the importance that photography plays in providing our patients the best possible dental care, Greenberg Dental has partnered with Lester Dine on a top notch, highly productive camera set up. In the last few months, Greenberg Dental has made the investment to help 25 of our doctors purchase a Nikon D7200 system with Metz MS-1 wireless macro flash. The Nikon D7200 is a user-friendly camera with all the automatic settings needed to produce high quality dental images. If you want to give your patients the most predictable beautiful cosmetic results, you need begin with the end in mind. ●

Greenberg Dental Is Committed To Addressing Community Needs For Periodontal Care

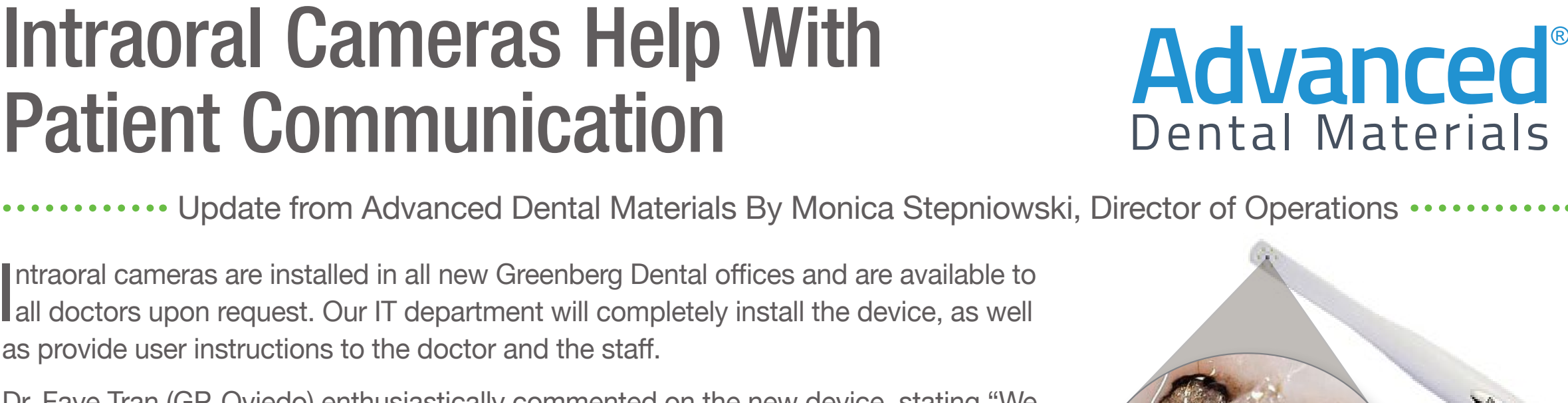
By Dr. Victor Yeung

The Greenberg Dental periodontists had their Orientation Meeting at the Lake Mary, Greenberg Dental Education Center, Saturday, October 13th. Ten Greenberg Dental periodontists, together with their front desk coordinators, were in attendance. The purpose of the meeting was to share best practices on how to efficiently support periodontal patients referred through our general dentists. We are pleased to announce that almost every office in Greenberg Dental has an in-house periodontist that travels to that office. It was also announced that laser periodontal treatment will now be offered to our periodontal patients. All the periodontists at Greenberg Dental are highly committed to helping their referring general dentists and hygienists efficiently treat patients with periodontal disease, in need of crown lengthening, and/or require implants or overdentures. ●



Perio front desk coordinators seen here with Dr. Andrew Greenberg and Dr. Victor Yeung.

Florida periodontists seen here with Dr. Andrew Greenberg (right of center) and Dr. Steve Barrett (left of center).



Dr. Victor Yeung shown here presenting with his front desk coordinator Jordan Parks. Jordan was named lead coordinator for all Florida perio coordinators.

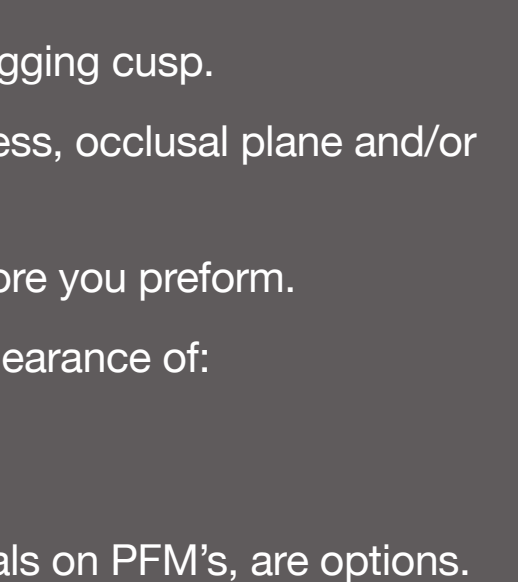
Dr. Maria Bernal shown speaking with Astra representative Susan Halvatz, event sponsor.

Dr. Victor Yeung shown here with Julie Gonzalez from Geistlich Biomaterials, event sponsor.

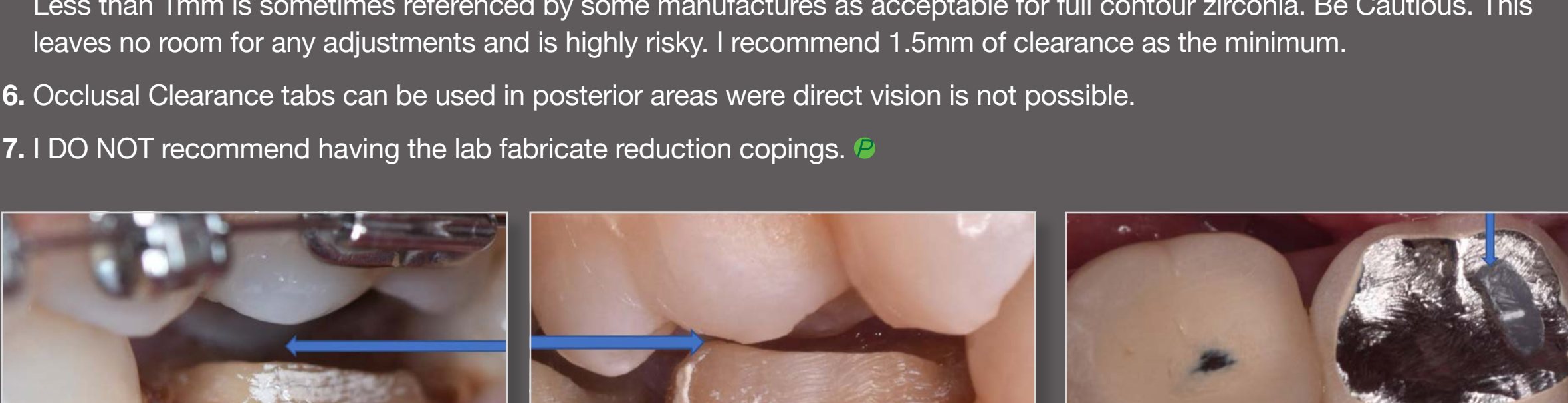
Dr. Daniel Garcia, Periodontist, Leads The Central Florida Hygiene CE Meeting

By Brenda Chudeusz, Human Resources Director

On October 25th, we hosted our Central Florida Hygienists for a live CE Dinner Meeting. The presenter was our own Dr. Daniel Garcia (Periodontist, Orlando). His presentation was very timely, as the month of October was dedicated to highlighting coordinated care within the Greenberg Dental offices. Dr. Garcia covered how hygienist, periodontist and the general dentists can work together to provide optimal care to our patients. A broad range of topics were covered including, before and after cases of successful periodontal therapies, proper protocols for implant patients, sequencing of a variety of periodontal procedures and CDT codes. The presentation was both fun and informative. The hygienist enjoyed the quizzes Dr. Garcia prepared for the event as well as the prizes for the correct answers. The hygienists earned continuing education credits for attending this presentation. The Greenberg Dental Hygienist Tuition Reimbursement Program for the local anesthesia course was also discussed. The highlight of the evening was when Dr. Greenberg, Dr. Barrett, and Dr. Katsur presented framed service award certificates to each of the hygienist, in appreciation of their years of service and quality care they provide to our patients. We are proud of our hygienists and honored to recognize the commitment they make, day-in and day-out, to enhancing the lives of our patients. ●



Dr. Daniel Garcia



Dr. Daniel Garcia, Periodontist Orlando was keynote speaker.

Brenda Chudeusz, Human Resources Director, was instrumental in coordinating the event and announced all of the service awards presented that evening.



Rosario Romero honored for 20 years of service.

Terese Kann honored for 21 years of service.

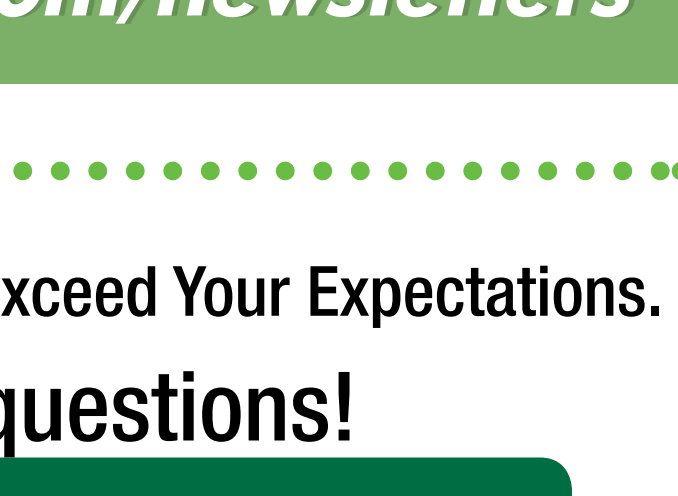
Virginia Aldahondo honored for 22 years of service.

Debbara Jones-Bocummini honored for 23 years of service.

Pam Service honored for 23 years of service.

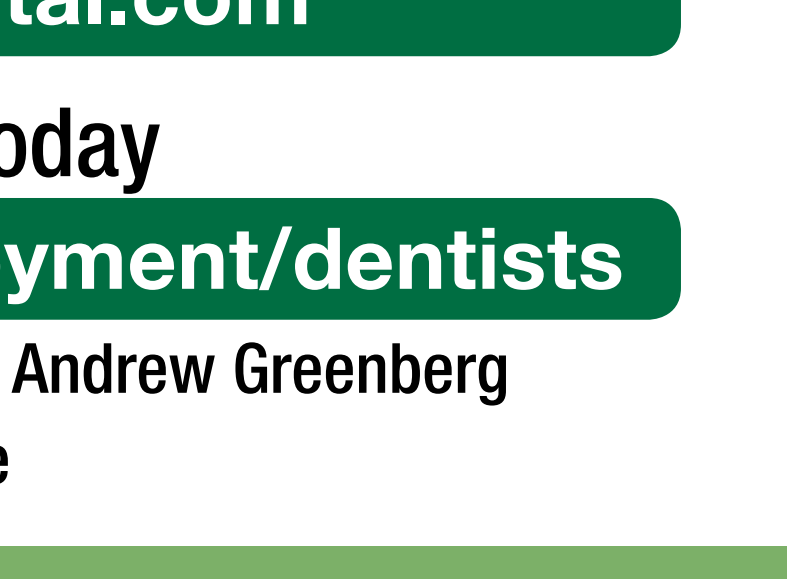
The individual with the most hygiene seniority happens to be Dr. Katsur himself. During his dental training, Dr. Katsur, (seen here with his hygiene degree), earned his hygiene degree, and actually worked throughout his time in dental school as a hygienist. From this experience, he developed a deep appreciation for hygienists and their role in oral care.

Intraoral Cameras Help With Patient Communication



Intraoral cameras are installed in all new Greenberg Dental offices and are available to all doctors upon request. Our IT department will completely install the device, as well as provide user instructions to the doctor and the staff.

Dr. Faye Tran (GP, Oviedo) enthusiastically commented on the new device, stating "We LOVE IT! Definitely helps a lot, when we go over treatments, for treatment acceptance, and also insurance proposals!" Dr. Ben Carter (GP, University Office in Jacksonville) adds, "the camera is quick and easy to use. One of my recent patients was set on saving an old PFM crown that had come off. Using the images taken with the intraoral camera, it was clear to the patient that a new crown was the best course of action." ●



Lingual Cusp on #3 is still in occlusion with the crown preparation on #30

Minimal Clearance on the DB cusp of #19

Lack of clearance can cause you to have to over adjust your restorations exposing metal



Not enough clearance DB of #18 and on the lingual cusp of #15

What can the lab technician do?

Poor occlusal plane. Upper bridge should be replaced at the time the Lower bridge is replaced (open margin on D of #30).

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