

# *Everyday Wisdom*

*For Dental Professionals*

*Allen Nazeri DDS FICOI MICOI*

*book is dedicated to all of my colleagues around the v*

#1

*if license is the beginning of your quest for further knowledge, it is also the beginning of your quest for further knowledge. It is not a license to be content with thinking that you don't need any additional knowledge.*

#2

*ntal practice is not the same as being a dentist. If you  
practicing your profession, think twice about  
owning a dental practice.*

#3

or post-graduate continuing education is directly proportional to the amount of money you have. If you are not happy with the amount of money you have, you will not be able to participate in the intense continuing education programs in the areas

#4

it as a dentist, be mindful as what type of a practice you  
set the tone for the way you will end up practicing in the  
future. Don't want to imitate, carefully.

#5

*mentor early in your career and volunteer to work in  
or for a very low pay. You will outearn your colleague*

#6

ist, you need to become as knowledgeable as any of the  
so you can act as if you are a general contractor telling  
how you  
things to be done. It should never be the other way around.



#7

*ning of your trade, your primary concern, not making money will come in no time once you truly learn and master your profession.*

#8

*anyone who is willing to give you a job and patients t  
ember that the grass only seems greener on the other  
assume this is not a win-win situation.*

#9

*early and leave as the last person regardless of the fact  
working for someone or you own the practice.*

#10

*He is your GPS for the day. Never skip this important start and finish on time. Everyone must be able to communicate the daily tasks.*

#11

*Example for your team and the culture of your practice. If  
ever service oriented, your team will follow you and copy  
what people see.*

*Those who don't follow, typically eliminate  
themselves without your interference.*

#12

re about your work by continuously surrounding you  
for their work; Join associations and trade shows, on  
and passionate professionals are attending it. Creati  
ted individuals will only help you grow further.

#13

Ask from another dentist that does not meet your standards all you don't have enough history on the case and findings. There is no need to attack another dentist's work judging them but only you are defining yourself as the one in presence of a patient.

#14

n, location is important but it does not replace training. Do not be fooled with the idea that you will become an over-profile office location or if your practice is in a high-profile area for success. If you are highly trained, you can begin to



#15

*nothing and attached to nothing. When you are present  
in practice, do not let your ego take over and refuse the idea  
and see if you can learn something from it.*



#17

*active in compensating your team members. Always*

#18

*reducina your stress is to focus on doina onlu the pro*

#19

*ily life a priority over your practice and making money  
replaceable. Once the family life is in order, the money  
it is never the other way around.*



#21

*l to pick up and leave a practice or an area. If you ha  
your abilities as a dentist. you can*

#22

*a thing as failure. Do not blame yourself on past mis-  
have produced results that may not be satisfying to y-  
and move on. Take time everyday to reflect on your w*



#23

*When you are ready to start your own practice is to be sure that the amount of money that you expect to make in your practice, after all, the practice that you are coming from, already has a base, has systems in place and all you are doing is providing dentistry.*

#24

when meeting patients. That is all the time as you meet  
where. Patients like to be treated by professionals. If a  
is better than you, there is huge problem. Hire an im  
you need to as you become the extension of your branch

#25

*If you are not satisfied with where you are in your practice, look for help with you. Hire a mentor, join a mastermind group and a coach. You will be able to quickly improve your situation.*

#26

ient who comes in late afternoon and tells you that his  
world and money is not a problem or of any concern

#27

the entire amount for procedures at the time you make  
, not on the day of the procedure; This will dramatically  
in flow while eliminating your no shows and cancellations

#28

*iring an experienced office manager, they may be expected to share our vision and philosophy. It is best to hire people who are already in life and teach them the trade.*

#29

r team based on their personality and teach them the  
od positive and open-mind personality as part of thei  
't'. It is much easier to influence and teach those with  
right DNA than trying to change them.

#30

*become a full mouth dentist and not a tooth mechanic.  
examinations and present treatments that are easy to  
comprehensive fashion. The mouth is the door to the body  
so why would you not treat comprehensively?*



#31

*You are not a comprehensive dentist unless you:*

*Diagnose*

*Treatment Plan*

*Present*

*Finance &*

*Schedule your patients comprehensively.*

#32

ients' budget upfront by asking direct questions, such as "How much do you want to spend on your teeth fixed?". Understanding a patient's budget and preferences allows the dentist to recommend the best treatment within their stated budget and timeline, ensuring the patient is satisfied with the results and plans to achieve their goals.

#33

*eluctant to share their budget with you, don't take it  
what sort of budget they should consider for each opt  
presenting to them and then  
try to ask them again?*

#34

*ble with Microsoft PowerPoint and show your patients  
. You should be able to show them how other patients'  
how their conditions worsened when treatment recommendations  
not followed.*

#35

*panies have made dentistry in to a commodity by applying procedure. Do not fall in their trap. Dental treatment is an art and science and must be comprehensive.*

#36

*your patients with an itemized list of procedures on 1  
re not interested in details of a procedure but the bene  
patient a complete price. This will avoid patients pick  
on what they think is right. Once you have closed a c  
bookkeeping or insurance purposes, you can detail it ou*

#37

*we have excellent and well written consent forms and this is the last page. Always ask a team member to witness and stamp it. There are always shrewd lawyers that can argue that you are too close to the procedure time and the patient was not competent when signed the consent form.*

#38

*people at dental conventions to teach you about clinical product or service. Do your own research and get advice from dentists. Before you purchase an item, become more familiar with the product than the sales person selling it.*



#39

ve a gorgeous office lobby; the first impression is extre  
and plays a huge part in your case acceptance.  
p reading materials that promote health, love and bec  
and is free of commercial ads.

#40

décor such as unorganized reading materials, used gloves on the floor, dental gowns thrown over the chair during procedures, trays in the sterilization room, a cluttered desk are or are turned off. It only suggests that you do sloppy work to your case acceptance. Become extremely observant

#41

*It is upset, do not tell them to calm down or that you've  
only make them more upset. Let them steam off and move on.  
It is not about you, so don't take it personal. After a while  
they'll calm down and will become ashamed of their behavior.*

#42

me on the 3<sup>rd</sup> ring with an upbeat positive and happy  
t of time in training the person on the telephone more  
nember as you need to protect your image and your l

#43

*ou should talk to all new patients before an appointment. You can screen the patients for compatibility; Secondly, you can meet with a new patient. This will reduce the chances of a bad first impression at their initial appointment. Finally, you can ask them to read the article on your website and educate them before meeting. This leads to higher level of case acceptance at their initial appointment. It is like they have already created a bond with you.*

#44

*is book by its cover. Some of the wealthiest people in the  
the amount of value that they place on their oral health  
by moderate amount of income spend substantial amount  
keep up with excellent level of oral health.*

#45

*arrangements and payments must be made prior to any  
Always inform before your preform with no exception*

#46

*amount of time between pre-payment for a procedure  
istry should not exceed 10-days. Anything over 10 da  
faced with a refund request by a patient.*



#47

improve your dentistry by trying to be a nice and a caring  
dentist and bite you. If you need to be caring, do what is right  
that you know will fail. If you truly want to help them  
write a check toward their treatment fee and refer them else

#48

*communicate and connect effectively with your patients,  
being a highly trained dentist is not enough if you cannot  
communicate properly. Take courses at Toastmaster, Dale Carnegie, and  
“25 ways to win with people  
“ by John Maxwell.*

#49

*camera throughout your office and be sure it can record months. Make it known that everything is recorded to employees.*

#50

I am to take intra-oral photographs on all new patient  
AACD guidelines. You will find, your  
dentistry will improve significantly.

#51

*sure on any new or a recall patient should be intra-or  
documents a patient's existing oral conditions and el*

#52

requirement that all patients without exception wear protective eyewear and gloves at all times. Do not have patients wear the protective eyewear and also if you get any sort of chemical

#53

*you and your team are all CPR certified and everyo  
tocols. Practice emergency drills and know what to di  
emergency.*

*Your Oxygen tank must be always ready to go.*

#54

*e week off every 6-8 weeks of continuous work. You will  
nd with more energy. Do not spend your time in town  
every one of these breaks for attending  
a dental course or in a dental related meeting.*



#55

*yourself in a situation where you can be right or kind  
one technique will quickly resolve all conflicts and will  
Restore peace back to your life.*

#56

smoking or narcotics to relax. Instead learn to say no  
of the people on your team that add stress to your li  
procedures that you don't enjoy  
finally learn to spend sometime in silence and in nat

#57

*jealous of other dentists in your community, as you have  
found. If there is something that they are doing and*

#58

*one that has come to your life. Appreciate the people and  
person who you are now and also those who have done  
all have taught you a lesson.*

#59

*your fees. Never be shy about your fees. Never apologize  
than other dentists. If you feel like you need to explain  
like this,  
apologize for my fees than the quality of work that I*

#60

*When you become highly specialized in dentistry remember that there will be a time when it is time to sell. A highly specialized dentist, however, he/she is normally compensated high enough for his/her skills that is beyond average.*

#61

ing on selling your dental practice and make money d  
oncept as simple and as close to as you can to “drill a  
simple and yet duplicable systems that can be easily

#62

*ure to have good malpractice and business insurance  
icipate a lawsuit by documenting well and protecting*



#63

inevitable and does not reflect that you did something  
larger practice you build and more successful you be  
lawsuit. In most malpractice cases, The lawsuit is not  
that you necessarily did something wrong, it is about a  
legal strategy to steal money from you.

#64

ve the strongest case in a lawsuit but a shrewd and an  
ey can use many legal strategies to turn the case around.  
uit, it is best to try to settle it first. If you still feel like  
a settlement, you can always reopen your case with  
attorney once you have been emotionally and financially

#65

*Dentistry is not about placing full mouth of crowns or  
just taking care of your patients' needs in a comprehensive  
way with two occlusal fillings if it is all that the patient needs.  
comprehensive dentistry*

#66

*e Dentistry will allow you to work from only one dental  
office, increasing your job satisfaction and reduce overhead  
not need too many support staff.*

#67

comes with a toothache, at the very minimum take on  
the PA of the opposing tooth and one bitewing. The ref  
source of many misdiagnosis.

#68

*y and more history, is the key to diagnosing. Feel free to speak to the previous dentist. Spend more time gathering information than jumping into creating a treatment plan.*

#69

*re sedated, in your office, always have one staff member  
work in an open or a see through areas and constantly  
and record their vitals.*

#70

*ll of your medications as well as your prescriptions in  
with a combination lock. Do not fool with  
medicines that can fool with your head.*



#71

ents know on your consent forms that all major work  
fications and need for adjustments. Of Course you need  
modifications as any good dentist would do. Example

#72

*n answer the telephone for better consistency. If you  
practice, then have two people answering the telephone.  
or larger group practices, a call center is a mandatory*

#73

*of genuine relationships with your patients. It will red  
all of your patients whom you have performed major  
er. This little gesture will create a strong bond that c  
by another dentist or a lawyer.*

#74

your team members come and interrupt you throughout  
Get out of the “Got -a- minute?” game.  
n times throughout the day that you can answer ques

#75

*ing materials and TV channels in your office carefully and not a cruise to Bahamas. Tune the TV station something funny or relaxing.*

#76

ist for all of the procedures and instrument set-ups in a lot of wasted time that is used for leaving the operating items you need. Get professional help if you need to to improve efficiency and reduce cost.

#77

*ith dental codes for higher pay. Make this 100% clear  
m members that this will not be tolerated and is grou  
termination. It is not worth the risk and it is illegal.*

#78

*1 diagnostic wax ups for all of your cases. Your tempo  
becomes very easy and  
will have much more predictable final restorations w  
lettina uour patients experience a “WOW” factor.*



#79

*in selecting your dental lab. Negotiate the best fee but  
Talented dental technicians deserve every penny that  
they make and can make you look good for years  
while reducing your headaches.*

#80

*of your difficult cases, the very old and the very young  
respond better to anesthesia and your temper respond  
ing does not go as planned you have the rest of the day*

#81

*notes carefully and completely. I have learned this by  
writing notes after a long procedure. Hire a court reporter  
and document all you do with photographs and video.*

#82

atters from the dental board in a timely manner. Do not  
with their power. Do what is right and stand strong on  
Dental Boards have shown prejudice toward dentists  
late. There are mafias of the dental profession and are  
than the public.

#83

*the local medical doctors and refer to them. If you are*

#84

*associate, pay them a percentage after all of the major gross fees. They will be more mindful of lab fees, rec implants, bone graft and specialty materials.*

#85

ental implants; It is not only productive for you and your  
great service to your patients. Begin with simple cases  
build your skills and confidence.

#86

t of a patient with your office is not the telephone but  
Be sure your marketing is professional and portrays  
e with patients. If you have a difficult name to spell  
it is wise to legally change it to something simpler.



#87

*ple based on their sex, religion, color, sexual orientati  
way they dress, customs and habits.  
not tolerate any team members who are discriminatc*

#88

*carefully and ask lots of questions. Give them a test of  
knowledge. When things don't work out  
fire them fast and pay them a severance package.*

#89

*e staff is ganging up on you, or your company cultur  
like to see, be bold to fire everyone and hire all over.*

*It will be the best decision you ever make.*

#90

*person that you hire is exactly what you like to see in  
the tone for the rest of the team. Your practice culture is  
you so make your first hire right.*

#91

front office tasks such as insurance billings, collections like First Pacific Corporation in Salem, Oregon. Tired of headaches and you will not find yourself in a disaster when an employee leaves or quits.

#92

*enced mentor dentist to come to your office and shave  
urve. Nothing substitutes experience. Be willing to pa  
return on your investment will be huge.*

#93

*from other industries; you will learn a lot of stuff there. Read books on various subjects and increase your wisdom every day.*

#94

ot power. It is the application of knowledge that make  
y dentists that they go to continuing education progr  
m't apply the knowledge that they have acquired. If y  
n, ask a mentor to hold your hand and help you throu



#95

o a patient, keep your conversation at the same eye level. Use facial expressions such as nodding and smiling to show them that you are empathizing and caring for them.

#96

*With a patient to an area in your practice, stay connected with a gentle hand on their upper back and do not walk ahead. Keep a step behind.*

#97

*patients how they like to be addressed. Never assume  
be called on what is written on the registration form.*

#98

greeting when coming in contact with a patient. Always  
Such as,

greeting", " Good Afternoon" and so on. Do not use greet  
"How is it?", "Howdy", "What's up?", "How Goes It?".

#99

ment your patient on something within 30 seconds of  
Thank them for coming in and make sure  
they are smiling when they leave your practice.

#100

*educate your patients. Patients are there to find out what they will receive from the work you are proposing to them.*

*“Details”, tell and “Benefits”, Sell.*

#101

ial but keep it confined to dentistry. After all the patient  
treatment needs. Stay focused on the subject which is wh  
help them?

#102

ask questions so you can get the proper answers to your  
concerning. Listen more and talk less. Good dentists know how to  
ask questions and  
they learn about their patients.



#103

*risk and safety glasses when talking to a patient about  
This is not only disrespectful but it is  
also a barrier to proper presentation.*

#104

*myms in professional settings. That includes writing  
This may come across as not caring and unprofessional  
older patients who are bound to  
certain level of etiquettes.*

#105

ur answers with a “Yes” and not a, “No”. Research h  
ises increase the level of anxiety and stress for individ  
ie necessary trust and confidence required by patient:  
, “ This is what I can do for you....” Rather than sin

#106

*One of any successful case presentation is “Trust” and the key to working with your patients is asking proper questions, listening, and paraphrasing what you have heard.*

#107

ue and not low price. Get this inside your head. If the treatment plan it is most likely due to other factors and not necessarily, price.

#108

*ents to specialists, ask for referrals in return. Dismiss  
n't have any patients to refer as their patients already  
specialist has been around a long time, they get patient 1  
from other patients.*

#109

*cialist, learn about marketing and how to promote your  
public. Don't expect the general dentist to  
patients to you. When the economy is on a downturn  
dentists do less referrals.*

#110

t the door. Don't let your title, your practice and poss  
nothing special and that you are extraordinary. Yes,  
vested your time in your career but you are no more  
waiting tables. With this humble mentality you will lo  
will come up in your life and your practice more hun



#111

*ing a multi unit bridge, tie a long dental floss to the p  
es can slip away and end up in the airway or the sto*

#112

*Never assume that you are paid for a service,  
unless the check is cashed. On all your credit card slip  
add "All Services Are Final".*

#113

with low insurance fees or co-pays. By accepting tho.  
yourself, your talent and your profession. Most dentist  
anies do it because they think the insurance company  
The problem is not the insurance companies but it is  
with whatever fee the insurance companies dictates t

#114

ing any type of insurance or a government contract will  
ing audited and accused of fraudulent billing. As hon  
billings, mistakes by your staffs are inevitable and y  
hink twice about signing on with any dental plans or  
ents you have, less control you have to make sure the  
correctly.

#115

*ur casual conversation around the office, you never k  
tient listening or the last patient has yet been dismiss*

#116

*ur interactions with the member of opposite or same sex  
and is done can be misconstrued.*

#117

*glíng with team members outside of the office hours. 's  
s with your staff, schedule an outing as a group and  
family members.*

#118

*members that are constantly asking for a raise. A raise  
and your numbers must be able to justify it.*



#119

*and scrubs that are bright, clean and well pressed an amount of starch on them. It looks more professional.*

#120

*a new patient, spend 2-3 minutes in getting to know them first. Ask about them and let them speak. Then end with "What would you like me to accomplish for you to*

#121

*ent that they are wrong and they should think differently.  
patient. If a patient is adding stress to your life and you  
ing their name on your schedule, terminate your relationship  
in a professional way.*

#122

patient's bite always do it in an upright and in a sit  
| them in centric and then have them chew a gum whi  
eral movements. Have them walk around and stretch  
re time.

#123

*ge patients' anxiety by various sedatives such as Hal  
of each drug can relax an anxious patient while givin  
ot be heroic in giving multiple agents for sedative pur  
tient to have a very deep sedation, hire an anesthesio  
Do not add unnecessary stress to your life.*

#124

*1 how to do full mouth cases within a 4-5-hour period  
be performed safely, predictably and patients will love  
u handsomely for your efforts. If you don't know how*

#125

*your fingers rather than a mirror for cheek and tongue  
Patients will not be sore after their procedures.*

#126

*found anesthesia that is painless. A Painless anesthetic  
confidence than anything else you will do. Do not try to  
speed inject your patients.*



#127

patients' friends or relatives stay in the operating room during surgery is against OSHA or JCI. Patients tend to be less cooperative now, no matter what age they are. Also the work we do is stressful and may cause unnecessary panic and anxiety. When they return they will make your patient more anxious.

#128

*patients' medical history every time you see them. Significations you don't know about and how they affect the teeth and oral cavity.*

#129

*Written medical release from your patient's primary  
major procedure. This will protect you in case of a law*

#130

*think that heavy gingival recession and abfractions are  
happening, it is time for you to attend some good CE cour*

#131

ie oral manifestation of systemic diseases and questioning your examination. You will not only be viewed as a person of trust and confidence with your patients but you will also gain respect from the local medical community.



*Life is Change*

*Growth is Optional*

*Choose Wisely*



*the Way you look at things and the thing you look at*

W

#132

*nt that receives anesthetic, the same evening. This one  
build more referral and much stronger relationship &  
your patient.*





#134

*iating in a practice, be thankful to your boss. Do not  
ik that he is making money off of you. He has investe*





*The only limits you have, are the limits you believe.*



#137

e” and “Over deliver” to your patients. Let them know and risks involved with every case and make them responsible for the outcome.



#139

*When performing a full mouth extraction on a patient, always start with the lower jaw. This will prevent tooth fragments and  
falling and getting  
trapped in the lower jaw socket.*







#142

*nile makeover for a patient, take a photo of the protot  
ent's mouth and use that as your color-mapping guida  
is shades in communication with the dental lab techn*

#143

*double or triple your normal fee when a patient does not recommend. For example, if an edentulous patient wants dental implants and an over-denture but the patient i*

#144

*ive dentist, you are guaranteed to be sued. You can n  
be emotionally draining for you and your family. Ho  
risk bu trainina yourself well. document well includin*



#146

*ding a brand new office, build the reception counter to  
members meet patients they have no choice but to sta*

#147

ptionist to not handover the paper work across the counter. sit with them and behind the counter. greet patients. sit with them.



#148

requests a copy of their treatment record, ask them what they want. A complete dental record includes, chart, radiographs, study models, master models, smile reminder or photo and email messages. Be sure to charge accordingly. If you are a full time prosthodontics rehabilitation should expect pay for the creation of their entire record. Do not accept what the dentist you is the norm. The laws are typically antiquated



#150

*practice high-end dentistry. start the process with you*



#152

*r colleagues in the community. Most welcome you an*

∴

Dr. Allen is the CEO/Founder of Business Mastermind Group in Bangkok, Dubai & Las Vegas. Dr. Allen is a certified speaker and an expert in the field of leadership with 20 years of experience. For nearly 25 years, Dr. Allen practiced Cosmetic Implant Dentistry in USA and has worked on several projects for clients in the world such as Mr. Bill Gates, Dennis Weisman, Ralph Brunette, Andre Agassi, Dr. Wayne Dyer and many other models and Hollywood celebrities. Dr. Allen has been a speaker at numerous conferences and implant dentistry, is a fellow and a master of the International Congress of Implantology. He has been trained and mentored by world leaders. Dr. Gordon Christiansen, Frank Spear, Carl Misch, and Dr. Blatchford. Dr. Allen has owned and operated 15 dental practices and is the director of education for a 300 location group. He has been involved in consulting hundreds of clients from all over the world through public listings and had also been a cat

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*is expressed in this book are based on personal experie*

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judgment or advice of other professionals.*



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*ul stones have been tossed in the wind, washed by the  
nce through life's strongest storms.*