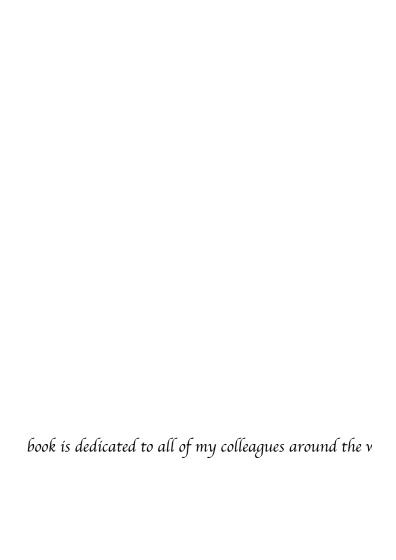
## Everyday Wisdom

For Dental Professionals

Allen Nazeri DDS FICOI MICOI



Il license is the beginning of your quest for further kn acent with thinking that you don't need any addition

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

ir post-graduate continuing education is directly prome. If you are not happy with the amount of money e intense continuing education programs in the areas

It as a dentist, be mindful as what type of a practice I the tone for the way you will end up practicing in the Int to imitate, carefully.

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

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

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

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

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

dle is your GPS for the day. Never skip this importar l start and finish on time. Everyone must be able to cupdate the daily tasks.

nple for your team and the culture of your practice. 1 er service oriented, your team will follow you and cop what people see.

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

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

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

It be fooled with the idea that you will become an over profile office location or if your practice is in a highfor success. If you are highly trained, you can begin i

n, location is important but it does not replace traini

thing and attached to nothing. When you are presenctice, do not let your ego take over and refuse the idea and see if you can learn somethina from it.

ly life a priority over your practice and making mon replaceable. Once the family life is in order, the mone it is never the other way around.

a thing as failure. Do not blame yourself on past mis have produced results that may not be satisfying to yend move on. Take time everuday to reflect on your w

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

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

not satisfied with where you are in your practice, loc with you. Hire a mentor, join a mastermind group a You will be able to quickly improve your situation.

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

he entire amount for procedures at the time you make , not on the day of the procedure; This will dramatice h flow while eliminating your no shows and cancelation ring an experienced office manager, they may be experienced office manager, they may be experienced which will be seen to have people who

in life and teach them the trade.

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.

ecome a full mouth dentist and not a tooth mechanic. xaminations and present treatments that are easy to apprehensive fashion. The mouth is the door to the bow so why would you not treat comprehensively?

You are not a comprehensive dentist unless you:

Diagnose

Treatment Plan

Present

Finance &

Schedule your patients comprehensively.

ients' budget upfront by asking direct questions, such rur teeth fixed? ". Understanding a patient's budget a ith the best treatment within their stated budget and plans to achieve their goals.

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?

ble with Microsoft PowerPoint and show your patient. You should be able to show them how other patients' how their conditions worsened when treatment recommon to followed.

inies have made dentistry in to a commodity by apply procedure. Do not fall in their trap. Dental treatme art and science and must be comprehensive.

your patients with an itemized list of procedures on the remotinterested in details of a procedure but the beneficient a complete price. This will avoid patients pick on what they think is right. Once you have closed a cookkeeping or insurance purposes, you can detail it out

I have excellent and well written consent forms and the last page. Always ask a team member to witnes tamp it. There always shrewd lawyers that can argue as too close to the procedure time and the patient was when signed the consent form.

speople at dental conventions to teach you about clim roduct or service. Do your own research and get advi nicians. Before you purchase an item, become more fa product than the sales person selling it.

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

t is upset, do not tell them to calm down or that you very make them more upset. Let them steam off and must is not about you, so don't take it personal. After a just all calm down and will become ashamed of their behavi

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

nu should talk to all new patients before an appointmu can screen the patients for compatibility; Secondly, u and a new patient. This will reduce the chances of a leir initial appointment. Finally, you can ask them to ticle on your website and educate them before meeting leads to higher level of case acceptance at their initial like they have already created a bond with you.

i book by its cover. Some of the wealthiest people in the amount of value that they place on their oral healt ly moderate amount of income spend substantial amount where the pure with excellent level of oral health.

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

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

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

imunicate and connect effectively with your patients, ig a highly trained dentist is not enough if you cannot verly. Take courses at Toastmaster, Dale Carnegie, at "25 ways to win with people"

" by John Maxwell.

camera throughout your office and be sure it can rec nonths. Make it known that everything is recorded to employees.

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

irement that all patients without exception wear protivarys ready to happen. Do not have patients wear the otective enough and also if you get any sort of chemic

you and your team are all CPR certified and everyo stocols. Practice emergency drills and know what to do emergency.

Your Oxygen tank must be always ready to go.

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

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.

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

ealous of other dentists in your community, as you he hrough. If there is something that they are doing and

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

your fees. Never be shy about your fees. Never apolog han other dentists. If you feel like you need to explair like this,

apologize for my fees than the quality of work that  $\boldsymbol{1}_{.}$ 

become highly specialized in dentistry remember that e there when it is time to sell. A highly specialized der ever, he/she is normally compensated high enough for skills that is beyond average.

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

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

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 no hat you necessarily did something wrong, it is about legal strategy to steal money from you.

ve the strongest case in a lawsuit but a shrewd and an ey can use many legal strategies to turn the case arouit, 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 financi

Dentistry is not about placing full mouth of crowns o t taking care of your patients' needs in a comprehens y two occlusal fillings if it is all that the patient need: comprehensive dentistry

e Dentistry will allow you to work from only one dent tress, increasing your job satisfaction and reduce over not need too many support staff.

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

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

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

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

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

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

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

'our team members come and interrupt you througho Get out of the "Got -a- minute?" game. n times throughout the day that you can answer ques

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

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

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.

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

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

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

notes carefully and completely. I have learned this leaving notes after a long procedure. Hire a court reportes and document all you do with photographs and v

to.

tters from the dental board in a timely manner. Do r ith their power. Do what is right and stand strong on Dental Boards have shown prejudice toward dentists ate. There are mafias of the dental profession and ar han the public.

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

mtal implants; It is not only productive for you and 1 great service to your patients. Begin with simple case build your skills and confidence.

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 it is wise to legally change it to something simpler.

ple based on their sex, religion, color, sexual orientati way they dress, customs and habits. not tolerate any team members who are discriminate carefully and ask lots of questions. Give them a test a knowledge. When things don't work out fire them fast and pay them a severance package.

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

r front office tasks such as insurance billings, collectiones like First Pacific Corporation in Salem. Oregon. The readaches and you will not find yourself in a disast when an employee leaves or auit.

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.

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

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 through

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

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

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

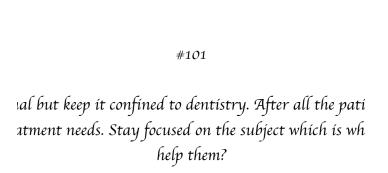
eeting when coming in contact with a patient. Always Such as,

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

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.

ucate your patients. Patients are there to find out wh will receive from the work you are proposing to them.

"Details", tell and "Benefits", Sell.



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

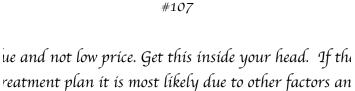
isk and safety glasses when talking to a patient about This is not only disrespectful but it is also a barrier to proper presentation.

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

ur answers with a "Yes" and not a, "No". Research has increase the level of anxiety and stress for individue necessary trust and confidence required by patient:

"This is what I can do for you...." Rather than sin

of any successful case presentation is "Trust" and the with your patients is asking proper questions, listening paraphrasing what you have heard.



reatment plan it is most likely due to other factors an not necessarily, price.

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

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

t the door. Don't let your title, your practice and poss nething special and that you are extraordinary. Yes, wested your time in your career but you are no more raiting tables. With this humble mentality you will lo will come up in your life and your practice more hun

ig a multi unit bridge, tie a long dental floss to the poses can slip away and end up in the airway or the stor

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".

with low insurance fees or co-pays. By accepting tho ourself, 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

Ig any type of insurance or a government contract wing 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.

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

ir interactions with the member of opposite or same so and is done can be misconstrued.

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

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

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

a new patient, spend 2-3 minutes in getting to know 1 rst. Ask about them and let them speak. Then end "the ia." What would you like me to accomplish for you to

ent that they are wrong and they should think differentient. If a patient is adding stress to your life and your their name on your schedule, terminate your relating in a professional way.

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

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

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

#124

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

ofound anesthesia that is painless. A Painless anesthe onfidence than anything else you will do. Do not try to speed inject your patients.

ratients' friends or relatives stay in the operatory dur is against OSHA or JCI. Patients tend to be less con now, no matter what age they are. Also the work we dermal and may cause unnecessary panic and anxiety return they will make your patient more anxious.

patients' medical history every time you see them. Sig tions you don't know about and how they affect the j teeth and oral cavity. ı written medical release from your patient's primary major procedure. This will protect you in case of a lav

iink that heavy gingival recession and abfractions are ishing, it is time for you to attend some good CE cour

ie oral manifestation of systemic diseases and question ig your examination. You will not only be viewed as a trust and confidence with your patients but you will 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

14

nt that receives anesthetic, the same evening. This on build more referral and much stronger relationship by your patient.

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



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

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

a full mouth extraction on a patient, always start w 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 guia is shades in communication with the dental lab techn

#143

? double or triple your normal fee when a patient does nt recommendation. For example, if an edentulous pa lental implants and an over-denture but the patient i

#144

ive dentist, you are guaranteed to be sued. You can ne emotionally draining for you and your family. Ho risk by training yourself well. document well includin

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

otionist to not handover the paper work across the counter und behind the counter areet patients. sit with them

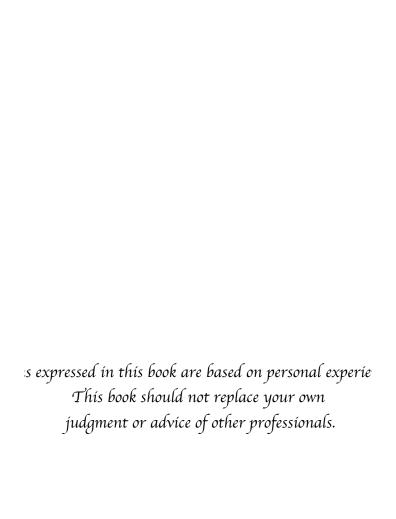
equests a copy of their treatment record, ask them where deep they want. A complete dental record includes, char iotos, study models, master models, smile reminder or and email messages. Be sure to charge accordingly. If ive prosthodontics rehabilitation should expect pay se ation of their entire record. Do not accept what the deell you is the norm. The laws are typically antiquated

Implant Dentistry in USA and has worked on son rrs in the world such as Mr. Bill Gates, Dennis Wo Ralph Brunette, Andre Agassi, Dr. Wayne Dyer of er models and Hollywood celebrities. Dr. Allen has and implant dentistry, is a fellow and a master ongress of Implantology. He has been trained and rs. Gordon Christiansen, Frank Spear, Carl Misc Blatchford. Dr. Allen has owned and operated 15 e director of education for a 300 location group of been involved in consulting hundreds of clients frank through public listings and had also been a cat

i is the CEO/Founder of Business Mastermind Gr 1gkok, Dubai & Las Vegas. Dr. Allen is a certified speaker and an expert in the field of leadership w For nearly 25 years, Dr. Allen practiced Cosmeti

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