

# LVI MYTHBUSTERS

## Common Misconceptions About LVI

**There has been a concerted effort by those that have never attended LVI to discourage others from attending, all for their own vested reasons. Although we have attempted to take the high road by not engaging in dialogue with these uninformed, misinformed, and even malicious people, our silence has been interpreted the wrong way. We have decided to answer the “MYTHS” that have been spread about LVI in hopes of rectifying the misinformation being spread and to expose those doing the spreading. Please feel free to call us if you have any questions.**

# LVI MYTHBUSTERS

## 1. LVI Dentists don't care about their patients.

**It's just the opposite. From the very beginning of their journey at LVI, the doctors are told that they should diagnose someone's mouth as if it were their own. They should not do anything in the patient's mouth that they wouldn't do in their own mouth. They are told that to do otherwise is malpractice! LVI doctors care very much about their patients, which is why they spend so much time, energy and money becoming the best they can be. Most LVI doctors have way more continuing education hours than the average dentists. LVI dentists want to be the best they can be FOR their patients.**

*"I am a better dentist now than I was before the course and now I know how to keep getting better." – Dr. James Olsen*

*"An enthusiastic and eye opening experience on how to better treat people."- Dr. William White*

*"I look at dentistry totally differently now... I can't wait to help my patients." – Dr. Allison Scott Cuillier*

*"I now realize how much I don't know and how much I want to know how to help my patients. This is truly the first day of my new career in dentistry!"- Dr. Julia Hawthorne*

*"LVI has not only changed the way I practice, but has also had an immense influence on my personal life. I can now help my patients in ways that affect their overall health and truly change their lives. I have attended most of the major advanced dental continuing education institutes and LVI is by far THE BEST!"- Dr. Russell Rainey*

## 2. LVI Dentists only do cosmetic dentistry / only place veneers.

**Nothing could be further from the truth. The programs at LVI teach the broad range of concepts from periodontal health to direct and indirect restorations to implants to endodontics to comprehensive diagnostics of the occlusal and restorative health of the patient as well as orthodontics and pain management. LVI docs are trained to evaluate their patients on a case by case basis, recommending the best possible treatment plan for each. LVI dentists learn to achieve excellence through comprehensive diagnosis, understanding and care.**

*"LVI has built the new model for dental continuing education offering the most comprehensive up to date curriculum in an amazing learning environment. This is the place to learn occlusion, esthetics, orthodontics, implants, endo, marketing, case presentation, physiology, dental materials and sleep apnea. LVI has all your continuing education needs with both camaraderie and friendship."- Dr. Greg Cannizzo*

*"LVI has given me knowledge and wisdom to see a more complete picture of what dentistry can do for the total body health of my patients."- Dr. Doug Chase*

*"This course will change my future and the way I practice dentistry." – Dr. Joseph Cornatzer*

*"Thank you for opening up my mind and thus, the future care of my patients." – Dr. Jayne Buttner*

### 3. An LVI style practice won't work. Dental practices can only survive accepting insurance.

**Insurance is simply a measure of convenience. It is a way for a dentist to get warm bodies in the chair and for patients to avoid the costs of care. Dental practices only need patients to survive. How the patient pays for the treatment is something that the patient and dentist decide together and there are a number of ways to do that. Insurance is a marketing approach that attracts a high volume but little differentiation of value. It may be the right medium for some practices, but certainly not necessary or even desirable. The best kind of dentistry is when the right thing is done for the right reason. Most often, insurance gets in the way of the dentist doing just that and fosters mediocrity that can deny the patient the opportunity to have the best treatment for health, function, aesthetics and well-being.**

*"In these economic times, without this information and knowledge my practice would be struggling instead of thriving."- Dr. Randy Mitchmore*

*"LVI has enabled me to provide exceptional dentistry and a quality service to my patients that would have otherwise suffered from the mediocrity of dentistry today. My overall quality of life and career satisfaction has improved tenfold since attending LVI. I thank you and my patients thank you."- Dr. Charlie Janes*

*"LVI has taught me a way of practicing that makes it enjoyable to go to work again, really it isn't work anymore. I have fun with my team and my patients, and success has followed. Yes, I collected over one million dollars last year, but the fact that that was possible working fewer days, having much more fun treating people to a much higher standard is what is the most gratifying to me. I can't think of a better way to earn a living than being an LVI dentist." – Dr. Yuro Ihns*

### 4. LVI Dentists Over-diagnose.

**The dentist can only diagnose what they can see. Prior to dental school, they couldn't diagnose much past dentures and decay that you can see with the naked eye. If you introduce x-rays, then all of the sudden the dentists who use them can diagnose Interproximal decay much earlier and those who don't use x-rays claim the others are 'over-diagnosing'. The dentists who use lasers or digital photography to assist in gathering data will have the same accusations made against them. In exactly the same way, the dentists who evaluate the comfort of the musculature using scientific data will be met with the same uninformed criticisms.**

*"The entire LVI program of instruction has helped me so much more fully care for my patients and help them solve a lot of previously unsolved dental problems. Dentistry is a lot more fun now."- Dr. Scott LeSueur*

*"I reached a mid life crisis in my dental life and LVI rescued me. My life and my patients are in a much better place thanks to LVI. Best thing I ever did."- Dr. David Martin*

### 5. LVI Dentists only prepare full mouth cases.

**LVI teaches treatment for complex cases ranging from coronoplasty (minor tooth re-contouring) to orthodontics. Restoratively it can range from a few teeth to a full mouth, depending on the individual situation of each case. The LVI dentist sees the complete picture of the health of the system, including the teeth, bones, muscles and joints. Although some of those patients will benefit from full mouth rehabilitation, some won't, but all should have a comprehensive evaluation.**

*"This course takes you one step closer to having the full confidence of treating complex full-mouth cases."- Dr. Farzad Firouzian*

*"Just when you thought you knew all there is to know about occlusion, this course will blow you away."- Dr. F. Jay Ohmes*

*"This will help me to see patients in a different way- total body health- and not just teeth and mouth. You don't realize how much more is out there to learn and how important your occlusion is to the overall health of your entire body, and not just your mouth."- Dr. Gienrundyne Aigeno*

*"LVI training has enabled me to treat the entire patient rather than just their teeth!"- Dr. Brian McDowell*

*"The LVI team is interested in increasing the student's knowledge in a positive and motivating way."- Dr. Anna Korlund*

## 6. LVI Dentists only care about money / charge ridiculous fees.

**LVI teaches its doctors to do the best you can and success will follow. It is NOT about the money. In the effort to maintain a business, the simple reality is that someone will need to pay for the service. The patient who is willing to pay more for a service in return for a higher quality result or product, will be more likely to get the best end result. If a patient does not value the service enough to pay a better lab technician to do a better job, they will have their case relegated to the cheaper lab. A patient whose value limits the payment to the generic and cheaper materials will end up with an inferior fit and final product. The same value system that does not afford the best in education of their dentist will end up with a lesser quality result. In the end, it is the patients who provide the funding for the material, education, lab work, and overall quality of the dentist.**

*“LVI provides up to the minute, state of the art (and science) information that allows me to provide my guests a quality of care (and life) that is not available anywhere else. A beautiful, healthy smile is the icing on the cake when we can eliminate chronic headaches, neck aches and other body aches.”- Dr. Mark J. Birnbach*

*“NM dentistry can change your life and your patients for the better forever.”- Dr. Gloria Pipkin*

*“I’m a fourth year dental student and this course has changed my perception and approach from being a tooth doctor to a full mouth doctor. I wish all of my professors could attend LVI.” – Nquyet Kha*

*“It is wonderful to be educated by people who want you to succeed at being the best dentist you can be.”- Dr. Joe DuRoss*

## 7. LVI Dentists over-prepare teeth.

**LVI teaches to be as conservative as possible. Again, treat the teeth as if they were your own. Any dentist who removes more tooth structure than the material and circumstance dictate is over-preparing. It is an advantage to preserve as much tooth structure as possible, and fortunately adhesive dentistry does exactly that. The dentist who understands where and when a veneer can be utilized and prevents the tooth from being cut down for a crown is preserving tooth structure. The exact same can be said for an inlay or onlay in the place of a crown. The actual reality is that the dentists who have learned the material in the Core programs will actually prepare less tooth structure away because they have the knowledge and understanding to select the most conservative material that will accomplish the patient’s goals.**

*“LVI continues to impress upon me that attention to detail is critical in any dental treatment we provide.”- Dr. C. Fialko-Eshenko*

*“The sense of accomplishment after prepping, maintaining bite, esthetically functional temps equals that of completing an Iron Man!”- Dr. Chris Lota*

## 8. LVI teaches not to treat poor patients.

**From the very beginning, LVI teaches dentists to build a business that will allow the dentist to be able to provide services for things other than the mere fee and to be more philanthropic and charitable. In a profitable business, the owner is actually able to decide when to provide needed services regardless of financial compensation, and some of the most rewarding cases are the ones that are done for little to no fee. The best thing for society would be for all dentists to be successful. It is the successful dentist who can afford to provide high quality work for those that can’t afford the treatment.**

*“This course made me so excited and proud of my profession.”- Dr. Nazanin Morshedi*

*“Going to LVI was like putting on glasses. Everything came into focus.”- Dr. Russell Marson*

*“Thanks to LVI, at 57 yrs old, the last thing I would do is retire. Dentistry is too much fun. Thanks to LVI, I now understand and can treat cases that literally change people’s lives. Thanks to LVI, I have a feeling of value and appreciation for dentistry that I never thought possible. Thanks to LVI, I feel there is good and integrity in dentistry and dentist that I never thought existed. Thanks to LVI, I have a life and career I thought could never be.” –Dr. Guy A. Spinner*

## 9. LVI dentists create long white teeth.

The esthetic foundation that LVI teaches is the Golden Proportion. The average ratio of width to height is based on esthetics and doesn't create long teeth. It is possible that dentists or patients have selected longer or whiter teeth for some reason known only to the treating dentist and patient – maybe even unintended, but the teachings of LVI are based on the golden proportion found in nature. We are also used to seeing worn down stubby little teeth and assuming that is normal. LVI explains the scientific principles around determining tooth size.

*"The most eye opening course you will ever take in your dental career!" - Dr. Timothy McMann*

*"Life changing, mind blowing, you've got to attend this seminar!" - Dr. Melba Humilde*

*"Even if you think you already know how to do great veneers, this course is a must for every cosmetic dentist." – Dr. Harrell*

*"I've been through other aesthetic courses and was left lacking. I've finally found the institute who knows what they know and can teach it to other dentists. The other institutes don't know what they don't know." - Dr. Michelle Greissing*

## 10. LVI is a Cult!

One of the exciting things that you commonly see is renewed enthusiasm in LVI alumni. The doctors who have taken programs at LVI are so enthusiastic about their education at LVI, it might seem cult like to those that don't understand why they feel this way. LVI alumni are able to impact their patients in such dramatic ways that they commonly receive tear filled hugs as a thank-you from their patients. Using the material taught at LVI the impact on patients' lives is so deep that not only do the doctors appear enthusiastic and loyal, but there are a growing number of patients who refuse to see a doctor who has not been trained at LVI!

*"What an experience and a treat! Thanks to all who made it possible, but especially to my instructor. The amount of enthusiasm I am bringing home with me is unbelievable." – Dr. Roman Kniter*

*"This course reminded me why I became a dentist. It re-energized me and helped me to re-focus. Excellent!" - Dr. Ann Soberay*

*"This course renewed a passion for dentistry that I thought I had lost." - Dr. Anne H. Stuccio*

*"I came to LVI with a great deal of skepticism, but I didn't want to criticize what I didn't know. I am excited to say that I am a believer! Thank you for filling my open mind with a renewed passion and commitment to quality dentistry." –Dr. Anna Forsyth*

*"I started the LVI process because I caught myself saying negative things out of ignorance. Boy was I wrong! Mine has been a 'life changed!' Thank you!" - Dr. Kevin Dickinson*

## 11. LVI hygienists do most of the work.

Nothing could be further from the truth. In fact, most LVI dentists are more hands on than most dentists. Because they don't do volume, room hopping dentistry, they spend more time with their patients than the average dentist. However, in any business that is attempting to become successful, the dedication of each of the team members will define the level of success the business enjoys. In the end, the success is simply a reflection of the commitment and dedication of the entire team, including the hygienist.

*"This is the ultimate hands-on patient course that brings esthetics, restorative, and occlusion together for detail and success of my cases." - Dr. Tom DeBruin*

*"LVI changed my entire perspective on dentistry as a profession. I can honestly say that I would likely not be practicing dentistry if I had not found LVI." - Dr. Mike Bingham*

*"I could go on and on about how LVI changed me, but the most dramatic changes have occurred in my team." - Dr. Danny Sarubin*

## 12. LVI teaches to use a machine to do dentistry.

**Again, nothing could be further from the truth. At LVI, advanced technology is introduced to enable the practitioner to make better informed and more comprehensive decisions based on the data gathered from that technology. Like the cardiologist uses EKG's to determine the health of the heart, LVI dentist use advanced data gathering devices to help them diagnose the patient's stomatognathic health. I wonder if people said the same thing when doctors started using x-rays?**

*"LVI has allowed me to take a patient with chronic headaches who has seen multiple doctors for pain, and literally change their lives, eliminating their pain."- Dr. A. Patric Cohen*

*"Every dental school dean should be required to attend LVI."- Dr. Jeff Hanna*

*"I have always taken my job as a dentist seriously & tried to keep up to date professionally. Philosophically, I have always tried to do the right things for the right reasons & after doing Core 1 realised that I could be looking after my patients a lot better. For me guilt is a major motivator. LVI has raised the bar on, "keeping up to date" & knowing what I know now, I would feel uncomfortable in not continuing with the learning offered at LVI."- Dr. Neil Cheesman*

*"I found it more exciting as I travel beyond this course, very interesting, and overall confident to import all skills and knowledge I need to have in my practice."- Dr. Alfredo Gapuz*

*"Attending LVI has not only tremendously improved my dental clinical and practice management skills, but is as made me a more well-rounded person, a better wife, a better mother, and a better employer. I would strongly recommend LVI to anyone wanting to improve all aspects of their professional and personal lives."- Dr. Kathleen Carson*

## 13. LVI dentists do Full Mouth cases after a weekend course.

**Simply not true. After the initial three day program, the dentist is adequately trained to begin making the diagnosis of a sub-optimal bite and to offer treatment that focuses on removable appliances to support a more optimal bite. After that course, there are an additional 6 programs that comprise another 28 days (approx 235 hours) of instruction and are spread over a customized period to allow the dentist to assimilate the concepts in their practices and begin to master the techniques. In each of the first 6 programs the dentists are cautioned about the perils of attempting the full mouth reconstructions and advised not to attempt to do them until completing the Core 7 program.**

*"I absolutely love dentistry and a large reason why is LVI. The core programs are outstanding and have helped me become the type of dentist I want to be."- Dr. Rob Maupin*

*"I have been a continual student at LVI for 8 years and I cannot in all honesty recommend a better institute for higher learning. The outstanding faculty and fellow students share a camaraderie second to none."- Dr. Stephen Burch*

*"A true student should constantly strive to learn more and progress with skills, which is precisely what LVI offers. I am so glad that I made the decision to start, and continue, my educational journey at LVI because of the personal and professional satisfaction that I continue to enjoy."- Dr. Larry Winans*

*"As many of my classmates are looking to winding down there practices they look at me with questioning expressions when I enthusiastically tell them that I am now having more fun than I ever had & am looking forward to many more years of practice! As I start my 30th year in Dentistry I look forward to completing the Core Curriculum & continuing to be a life-long learner!" – Dr. Christine Fialka-Eshenko*

## 14. LVI has all these lawsuits against them.

**In an attempt to scare dentists from coming to LVI, the competition has spread this myth with the vigor as if it's true. But... It's just simply not true. LVI has never been sued by a patient. One LVI doctor who had open margins, ill fitting crowns and improper bite on a case that she did on her ex fiancé in her own office and was being sued by him for malpractice, attempted to drag LVI into the lawsuit, in an desperate attempt to avert responsibility. However, LVI was rightfully dismissed from the case. More than 10,000 patients have been treated at LVI by the students attending the courses. That's an incredible record of not only satisfied patients, but enthusiastic ones as well.**

## 15. LVI teaches dogma/cookbook.

There are a variety of new technologies that are introduced to the typical dentist going through the curriculum at LVI. Along the way, they learn how to utilize TENS and lasers and digital photography and computerized diagnostic equipment like the K7. They are all simply tools to augment the other concepts like the expanded Health History and Sign's & Symptoms review and Muscle Palpation Exam. On combining them all, the dentist can make informed decision about treatments that might be appropriate for a situation, and by combining them all the dentist can see that no two situations are alike.

*"Opened my eyes to a whole new world of dentistry. Courses based on science, not hype, will deliver predictable and beautiful results."- Dr. Todd Ferguson*

*"This course has made me realize that I can improve the health and thus the lives of my patients and I'm so excited to get started."- Dr. Gina Deveaux*

*"(LVI offers) The evidence that supports the change." – Dr. Carissa Greinel*

*"Definitely a superior form of continuing dental education."- Dr. Kelly Farber*

*"LVI has been a life changing experience. I have transformed my clinical and diagnostic skills and have had my eyes opened. Thanks for the journey!"- Dr. Rod Gleaur*

*"It's nice to have tangible scientific basis for comprehensive dental care."- Dr. Chris Takacs*

*"Thru LVI, not only have I met some of the most amazing people possible, but LVI has given me the skills and confidence to achieve things I did not think were possible. I thought I was a good dentist before; I am a better dentist now; and as a new perpetual student, I will be a better dentist in the future."- Dr. Jeff Forslund*

## 16. LVI is a fad – it will be gone in 10 years.

LVI has been around for 15 years and has never been stronger and more popular. While competition struggles or goes out of business, LVI keeps growing. That LVI is a fad may be the wish of the competition, but it's not reality. We believe so strongly in the benefits to society of the LVI philosophy and techniques taught, as do the thousands of dentists who have been trained at LVI, that we know it's here forever.

*"This was my first time at LVI and I loved every minute of it. I can't wait to come back!"- Dr. Katie Velazquez*

*"The finest quality of continuing education available."- Dr. Concepcion Sanchez-Garcia*

*"Before my LVI journey, I dreaded Monday mornings and while at work, I often thought of myself as a robot with a drill in hand doing the same thing day in and day out. LVI opened my eyes to how truly wonderful dentistry can be and what we are capable of doing for our patients. "- Dr. F Michael Firouzian*

*"This course has the most knowledgeable speakers of any CE course I have ever taken." – Dr. Cheryl Howell*

*"LVI has revitalized my passion for dentistry and learning. Applying what LVI teaches has literally saved me from many back and neck surgeries, and allowed me to continue dentistry."- Dr. Rania Haddad*

*"Come see it, learn it, and believe it!" – Dr. Garfield Lirchner*

*"You (LVI) are the one bright shiny light for new age dentistry." –Dr. Francis DePaola*

*"LVI made being a dentist cool again."- Dr. Curtis Westersund*

*"Right out of dental school I knew I hated my career choice and was figuring out how I could retire and how soon I could do it. Within a short time I started my LVI journey and love my career so much that I hope to NEVER retire!"- Dr. Lance Timmerman*



## Testimonials

“Three short years from starting LVI, I am in the practice of my dream, no I could not even dream this... really, for ten or twelve years I hated the practice I was in, from day one I knew I wanted something new and nice, but if you really asked me I could not tell you what.. I did not have a vision. LVI gave me my vision, vision to see what I wanted, vision to dream what I wanted, and ultimately to get what I wanted.”- Dr. Hamid Nassery

“Before attending LVI, I had no clue about how to help pain patients. At LVI I was able to learn how the muscles of mastication and the occlusion balanced and in harmony, as determined by tensing, provide relief from headaches and other associated symptoms. Our success rate is close to 100%. I have been placing porcelain veneers in the mouths of my patients for more than 20 years, but none were as beautiful and functional as those we are able to provide since being trained at LVI over the last 7 years.”- Dr. Brian Schow

“As a dentist that started his LVI journey late in his career, LVI has renewed my enthusiasm for dentistry and how it can positively benefit both my patients and myself. Thanks to LVI, as long as my health and enthusiasm remains strong, I have no desire to retire anytime in the near future.”- Dr. David T. Kiger

“I wanted to thank everyone at LVI for exceeding my expectations, and I must say my confidence has increased immensely.”- Dr. Jon Vongschanphen

“What an amazing course! The gems that I picked up are worth the tuition many times over.”- Dr. Noor-Allah Manji

“The whole course was extremely organized and put together very well. I can’t wait to get back to work on my NM patients.”-Dr. Jon Vongschanphen

“One of the best courses I have taken.” – Dr. James Sarant

“I learned more than I ever thought I would.”- Dr. Dave Schmidt

“I wish to thank everyone involved for organizing a brilliant program and for those who are contemplating, just enroll. It is such a confidence booster!”- Dr. Leanne Malisano

“An outstanding three days that really did feel like reaching a professional pinnacle that so few will ever attain.”- Dr. Drew Markham

“A great place to learn dentistry in a whole new light.” – Dr. Rachel Woll

“This lecture series was profoundly informative and the material was presented in a way that I feel comfortable applying it immediately to my patients. Thank you!” – Dr. Randeep Chana

“I am not a religious person, but this was an epiphany!”- Dr. Jonathan Bruin

“Best three days of continuing education I have taken.” Dr. Ballan Tuck

“Unbelievable eye opening experience, the best CE class ever!” –Dr. Brian McDowell

“Incredible course! Will allow me to change a lot of lives! Can’t wait for the next session!”- Dr. Liz Hanna

“Better than you thought, more inspiring than you could imagine.”- Dr. Philip Calabria

“A veritable feast. Something you can sink your teeth into with no pain.”- Dr. Gregory Shaun

“My confidence level on large cases has jumped to levels I never thought possible.”- Dr. Scott LeSheur

“Just a fantastic experience.”- Dr. Lance Loveless

“Making beautiful full arch temporaries was an incredible eye opener.” –Dr. Frank Giesbrecht

“I have taken several indirect anterior aesthetic courses, and this was by far the most comprehensive of all.”- Dr. F. Jay Ohmes