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Aesthetics, Occlusion & Comprehensive Dentistry

# *Simplified*

How to Score a Triple Play with your Aesthetic Dentistry

**E**nvision your ideal aesthetic case: a case in which you prepared the perfect foundation, both periodontally and coronally, to receive your aesthetic work. Your lab artistically created the perfect porcelain aesthetic and functional restoration. Your team communicated, collected and assisted in the delivery of this extraordinary work, the bite is perfect, eliminating the possibility of chips, cracks and fractures following completion of your aesthetic case and the patient is well-pleased, not to mention... ecstatic! How did you feel at the culmination of your perfect aesthetic case? How did your team feel, and finally, how did your patient feel?

# Be a leader!

## Be the change you want to see in your own practice!

Imagine how it would feel to experience perfection with each and every aesthetic case and imagine how word would travel about your exceptional skills and extraordinary care! My guess is that you would never be in need to fill your schedule ever again!

How does this happen? After more than 35 years practicing dentistry, and more specifically, after over 20 years studying and perfecting my practice of aesthetic dentistry, I consider myself somewhat of an expert in the practice of aesthetic and neuromuscular dentistry. Ultimately, my intention is to share my experiences, as well as impart knowledge and wisdom that will enable you to tweak your practice and exceed your current expectations, your team's outlook, and your patient's anticipated outcome of their treatment.

Recently, while lecturing at the IAPA meeting, I presented what have been several critical aspects of delivering exquisite cosmetic results and achieving an extraordinary cosmetic practice.

### **TEAM**

**As the Head Coach** of your team, it is important to hire the "right" team members for the appropriate positions. This is best accomplished in our dental practice utilizing the DISC personality profiling system. The DISC assessment will identify specific personality traits in your potential team members that will best suit the position they are playing. The DISC analysis tool is based on the DISC theory of psychologist, William Marston and centers on four different personality traits: Dominance (drive), Inducement (influence), Submission (steadiness), and Compliance (cautiousness). Every potential team member takes the DISC assessment to determine their fit on

our team whether it's administrative, clinical, or coordinator.

### **EDUCATION**

**Extraordinary clinical skills** are imperative when looking to create an aesthetic dental practice that stands alone in the community; high above local, regional and national associate aesthetic dental practices. Of utmost importance is to select a post-graduate, educational institution that will meet your educational and clinical expectations and teach you the clinical skills necessary to perform extraordinary aesthetic and neuromuscular dentistry. Devote your time and attention to attending courses, both didactic and clinical, and most importantly, give back. After learning and practicing your new skills, the next phase is to ensure consistent improvement and excellence with your skills and begin to give back through explaining or teaching, demonstrating clinically, guiding or coaching, and enabling your fellow classmates to "pay it forward" as you have. Be a leader! Be the change you want to see in your own practice!

### **DISCIPLINE**

**A good team player** requires self-discipline! Previously, I addressed seeking out the right team members utilizing the DISC assessment tool. In addition to selecting the right personality for the position, it is also essential to look for team members that are consistent, effective communicators, well-educated, trained, and enthusiastic! Invest in the BEST! Taking care of your team members will pay off exponentially at the end of the day. If your team members are well taken care of, your patients will be well taken care of!



*It is important to make sure you are on the same path regarding your expected standard of care and what your anticipated outcome is from them.*



**The Intake/Scheduling Coordinator**

in your dental practice is someone who is professional, even tempered and not easily excited, well organized, efficient, personable and a superb communicator. They are the initial contact with the practice. Their ability to explain the process, procedure and promote the practice and the clinicians' extraordinary skills is very important. When they do not know the answer, refer to one of your clinicians who can adequately and accurately answer the inquiry.

The Communications/Coordinator/Closer is what we also refer to as the **Case Manager**. This team member is an adjunct to the aesthetic dentist during the consultation, takes copious notes, and is often the person the patient will look to for understanding and explaining certain aspects of their treatment that they are uncomfortable speaking with the dentist about. This team member is critical because they are well-educated, subject matter experts, confident and will "close" the case for you.

**The Dental Hygienist** is responsible for assuring the aesthetic dentist is building your exceptional dentistry on a solid supporting foundation and can ensure the longevity of your aesthetic work. They will perform a five-point periodontal evaluation, examining

for healthy hard and soft tissues, perform a risk assessment and finally, treat any inflammation of the soft tissues to ensure not only longevity, but well-defined margins in the absence of bleeding and inflammation and accurate cementation and delivery, also in the absence of bleeding and inflammation. They are your non-surgical periodontal co-therapist.

**The Clinical Assistant** is again, well-trained, competent, confident, efficient, and a proficient coordinator. Again, they are someone, just like every other member of your team, that your patients will come to and ask important questions regarding their treatment. In every instance, your team will speak confidently and with high regard for your aesthetic dentistry.

**Cross training is imperative amongst your team.** With the exception of performing beyond their scope of practice, they will function better as a team if they are cross trained, competently knowing how to step into a hectic scenario when needed.

**Please, consider the group of dental specialists you refer to, as part of your team.** It is essential to make sure you have the same understanding with regards to your expected standard of care and what your anticipated outcome is from them.

**Finally, the dental lab that you choose is vital to your success.** Ensure you agree on the same optimal standard of care, and that they are accessible and available to come to your office to meet with your patients to ensure consistency with your expectations as well as the patients' expectations. Your lab will need smile and retracted pre-operative photos, retracted photos of preps, pre-operative models or impressions with the HIP, symmetry bite, bite registration, final impressions, photo with prep shade, width and length of central incisors and a description from you and the patient's perspective of the exact details of their smile, including shade, texture, translucency, etc. Take plenty of photos because you will use these in your articles, on your website for marketing, on the walls in your practice, in your power point presentation that runs continuously in your consultation room, and in before and after books in your practice. Your patient wants to see your completed work and your successes!

The DISC assessment tool is also invaluable adjunct from the initial intake consultation to the many years of maintenance with your patients. It is imperative in the first few minutes to assess your patient's personality type, and adapt and apply it to your presentation as soon as possible after the consultation begins. The better you listen to their concerns and their plan, the better the relationship you will build, the better your case will be. This relates to your success and the success of your aesthetic dental practice!

With every aesthetic case, we incorporate the neuromuscular aspect of dentistry into each preliminary case review. We consider whether there are any signs of Temporomandibular Joint Dysfunction (TMD). This is critical to the success of each case and will almost eliminate post-operative issues with chipping, cracking, fracturing or loose veneers or crowns. Our patients complete a rigorous five page questionnaire regarding signs and symptoms of TMD. These symptoms indicate the likelihood that our patient needs to undergo neuromuscular screening, transcutaneous electrical neural stimulation (TENS), K7 therapy/determining proprioceptive bite position and orthotic fabrication and

manipulation. Only upon completion of the Neuromuscular aspect of our treatment, will we proceed with our aesthetic work.

In conclusion, the success of our Aesthetic/ Neuromuscular Dental practice is directly related to consideration of not only the aesthetic component of our case, but the functional aspect. And, our dental team, our ability to listen, our marketing strategy, and our extended dental team of professionals have helped us remain at the top of our field of Aesthetic and Neuromuscular Dentistry.



#### **TEAM COURSES AT LVI**

##### **Advanced Neuromuscular Team**

[www.lviglobal.com/advanced-neuromuscular-team-1](http://www.lviglobal.com/advanced-neuromuscular-team-1)  
March 14-15, 2016

##### **Advanced Neuromuscular Team**

[www.lviglobal.com/advanced-neuromuscular-team-2](http://www.lviglobal.com/advanced-neuromuscular-team-2)  
May 22-24, 2016

##### **Patient Centered Systems**

[www.lviglobal.com/patient-centered-systems](http://www.lviglobal.com/patient-centered-systems)  
March 2-4, 2016  
October 17-19, 2016

