

Spring 2019

www.lviglobal.com

VISIONS

■ L V I ■ *Changing Dentistry. Changing Lives.*

ReView

ReNew

ReFocus



2018 IAPA RECAP

Antonia Mihale

DENTISTRY BY
Dr. Kiran Rapal
Saratoga, CA

MACSTUDIO SMILE. THE ANTICIPATION IS WORTH IT.

Macstudio by MicroDental Laboratories is focused on a collaborative and personalized approach to smile design. Our unsurpassed commitment to advanced training allows us to offer our clients expert case planning while providing a superior lab experience.

Dr. Rapal's clinical analysis of Antonia's teeth revealed past treatment of trauma with deteriorating large fillings, root canals, and discolored upper anterior teeth. Her new smile was restored to create ideal occlusion and anatomy, with feminine-rounded corners to harmonize with her face shape and enhance her smile. Antonia now smiles with confidence and understands the importance of esthetics, technical expertise, and the collective process of rejuvenating her gorgeous smile.

From complex full-mouth rehabilitations to single tooth restorations, the Macstudio technicians work with you to create veneers, crowns, bridges, implants, and removable restorations.

MACSTUDIO.COM

MICRODENTAL
LABORATORIES



CONTENTS

4 Editor's Note

Heidi Dickerson, DDS, FIAPA, LVIM, LVIF

6 Creating The Ideal Physiologic Practice

William G. Dickerson, DDS, FAACD, LVIM, FIAPA, LVIF

**16 Where are you Sitting Right Now?
Try Moving to the Front-Row**

Marilyn Sherman, CSP, CPAE

18 The Ozone Layer Should Be in your Office

John Highsmith, DDS, DICOI, AAACD

**24 The Foundation of our
Physiological Dental Practice is TEAM**

Joseph Barton, DMD

**30 An Interview with Dr. Kathleen Carson
and Dr. Cristina Markiewicz's Team**

40 The Keys to Social Media Success

Grace Rizza, Founder & CEO of Identity Dental Marketing

**48 Antioxidants
Protecting Healthy Cells -Part Two**

Jill Taylor, RDH, BS, ND

Editor In Chief: Dr. Heidi Dickerson

Creative Director: Julie Grabusnik

Design Production Director: Joe Thomasula



Scan for Complete Bios
www.lvivisions.com/contributor-bios

The Las Vegas Institute for Advanced Dental Studies (LVI) publishes LVI Visions.

Please send any comments or suggestions to 1401 Hillshire Drive, Suite 200, Las Vegas, NV 89134. Telephone: 888-584-3237 or 702-341-7978 • www.lviglobal.com.

Copyright © 2019 - The Las Vegas Institute for Advanced Dental Studies. All rights reserved. No part of this publication may be reproduced in any form without written permission from The Las Vegas Institute for Advanced Dental Studies. LVI does not verify any claims or other information appearing in any of the advertisements contained in this publication.



Editor's Note

The IAPA 2018 was one of the BEST MEETINGS EVER! LVI was packed with Docs and their TEAMS who came to learn new things. The theme was: **ReView, ReNew, & ReFocus**. We **ReViewed** things learned in the past, and how protocols and procedures have changed and improved and how to ingrate and use these changes to help our patients. We **ReNewed** ourselves by learning new things that can benefit the way we treat our patients, run our practices, and also things that make us personally healthier and happier. We **ReFocused** our practices by discussing how we can integrate all the new things we learned and how to get back and start using all this knowledge! Enjoy the recap we have put together for you in this VISIONS... I think one thing shines through the entire issue... people are HAVING FUN while learning at the IAPA!

There is nothing like the community of LVI docs/
team!

Enjoy...

Heidi Dickerson, DDS, LVIM, FIAPA, LVIF
hdickerson@lviglobal.com





IAPA 2019 CONFERENCE OCTOBER 24-26 LAS VEGAS

IAPA
Homecoming 2019



★ ★ **COMING HOME** ★ ★
15 YEARS OF THE IAPA ★ OCTOBER 24-26, 2019

SPONSORED BY



MICRODENTAL
LABORATORIES

WILLIAMS
DENTAL LABORATORY
a world of difference...

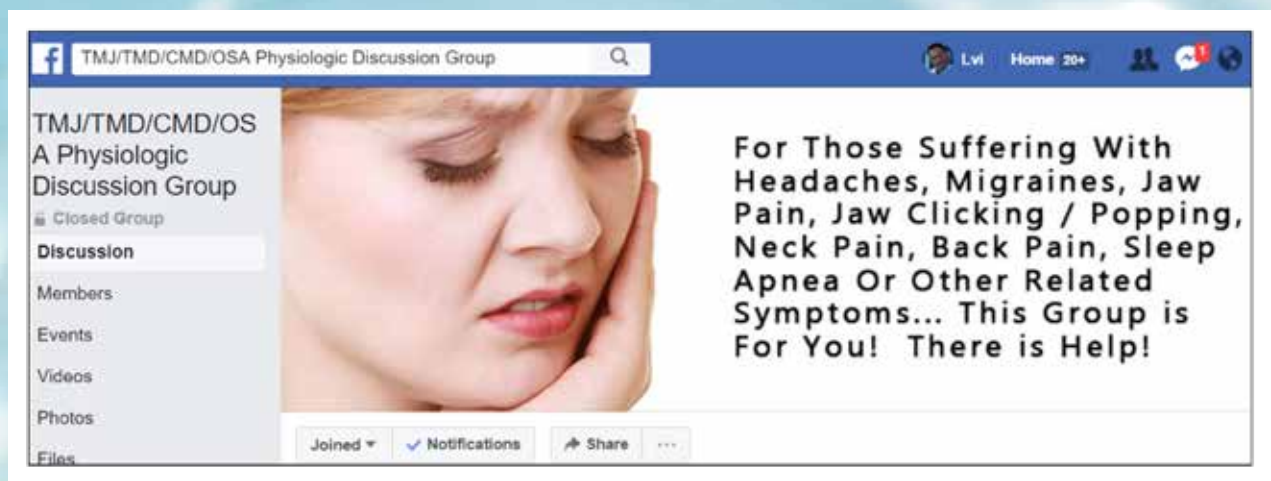


Approved PACE Program Provider FAGD/MAGD credit.
Approval does not imply acceptance by a state or
provincial board of dentistry or AGD endorsement.
10-01-17 to 9-30-21. Provider ID# 208412

CREATING THE IDEAL PHYSIOLOGIC PRACTICE

William G. Dickerson, DDS, FAACD, LVIM, FIAPA

My talk at the IAPA last year was about what I've learned by moderating the Physiologic Patient Discussion Group on Facebook. We have over 3,500 patients on it and hundreds if not thousands of them have been seen by LVI doctors to get relief from their pain. Just so you know, I spend hundreds of hours a month doing this and won't see any of the patients for treatment. I am telling you this so you know there is nothing financially for me in moderating this group. I also only refer to LVI dentists that are listed on our website. It's my passion filled purpose to help as many people get rid of their lifetime of pain as I can. If you don't understand that, then please read my book, "Successful Happiness" which you can get on Amazon.



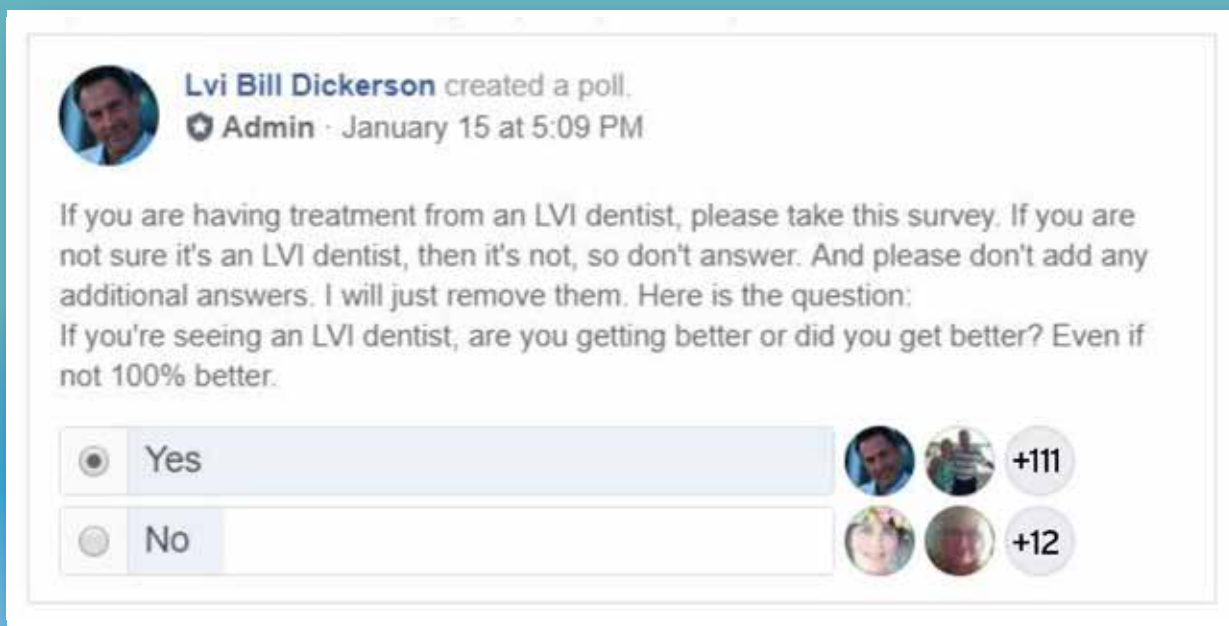
Almost everyone of these patients have been to many other dentists and health care providers with little to no relief. And of course they haven't helped them because none of them were physiologic trained. You also need to understand that many of these health care providers promised them relief from their pain and it didn't happen. I say that because they don't trust you and it's understandable that they don't. I know we all think they do and that you're different. You're not. And your patients aren't going to tell you they don't trust you or they question what you're doing... but they will me... and have.

They trust me because I have been honest with them. I try not to use big words or technical explanations. I have not automatically sided with dentists when they are wrong (yes, you can be wrong). Hundreds of them private message me... I get these daily. I have helped many of them with you even though you don't know it. I have personally referred hundreds and yet hundreds more just looked up names on the website.

They know I have no financial incentive and that this is my passion filled purpose. I've been honest with them about those that are not up to date and when a dentist does something they shouldn't. But I've also defended dentists on most occasions and reached out to those dentists whose patients are not happy to see if they wanted my help. After losing to another LVI doctor or worse, they go somewhere else other than an LVI doctor and end up bad mouthing LVI treatment.

Because there are not enough of you who are up to date with all the advances in Physiologic Based Dentistry (PBD), they will travel far to get the proper help they need. You are missing out on helping these people by not getting up to date. We need more of you out there and this is why I started the Premium Membership to do just that.

For the most part, we are helping so many of them get better. I've been so proud of so many for their dedication and over the top care they have been giving these people. I'm proud of those who changed their procedures and protocol after hearing from me, it showed their ego's didn't get in the way. I'm proud of those of you who reached out for help on cases because it showed you want to be your best. And for the most part, it paid off by getting the patients better. Here is a recent survey on this Patient Group where I asked those who are getting care from an LVI dentist if they are getting better or not. The final results show that 92% of the patients in the group that go to an LVI dentist get better.



Lvi Bill Dickerson created a poll.

Admin · January 15 at 5:09 PM

If you are having treatment from an LVI dentist, please take this survey. If you are not sure it's an LVI dentist, then it's not, so don't answer. And please don't add any additional answers. I will just remove them. Here is the question:

If you're seeing an LVI dentist, are you getting better or did you get better? Even if not 100% better.

☒ Yes +111

☐ No +12

But many were or are making mistakes that are preventing them from achieving the success I know they can have. These mistakes run from improper diagnosis, treatment planning and most importantly... communication. Understand that this is a concern for me because ineffective treatment hurts ALL LVI dentists and LVI itself. The importance of keeping the great reputation LVI has is critical and I want you all to practice the way we teach.

IMPORTANT TO THE PATIENTS



You all have excuses for not getting these patients or not getting them to accept orthotic therapy:

- It's Your Area
- It's the Patients Fault, They Are Just Stupid
- People Can't Afford It Where You Live
- People Would Rather Take Drugs To Eliminate Pain
- People Don't Want It, They Prefer The Pain
- People Are Just Cheap
- They're Crazy!



I can tell you that in most cases, you're wrong! I've got to understand these people after communicating with them for the past two years. If they're crazy, it's because no one has ever been able to help them after spending their life savings trying to get better. You'd be crazy too. For the most part, all of them want to get better.

So what's the problem? Why are some having amazing results (over 150 orthotics a year) and some not getting anyone to accept orthotics or even get them into their office?

- **Many Of You Are Not Treating These Cases Correctly.** Oh, you think you are. But that's because you don't know what you don't know. I'll discuss what many are doing wrong later in this article, but there have been so many advances in the past couple of years that it's not even close to the same anymore. It's why it's now called Physiologic Based Dentistry and not NM because it's so different... so much more advanced... so much better.
- **Not Enough Of You Are Getting These Cases.** It's a lot smaller world than you think. So even if you are on our doctor search site, if you mess up, they all talk to each other. Rumor gets around that someone did not help them. And if you're not on our site, then you're not going to get any of these thousands of patients.
- **Why - Not Presenting It Right Or At All.** I've always said, if you want to be a physiologic dentist, you have to think like one. We even had one that was looking for someone who could handle her TMD because her general dentist didn't do that kind of treatment (she didn't think). Turns out her general dentist was an LVI advanced doctor that never even asked the questions or looked at her to determine if she had TMD.
- **Not Convincing Them Of The Cause.** So many of you are not doing the right things to make them understand why the physiologic approach. More on this later in the article.
- **Your Initial Fees Are Too High.** Remember that the reward is convincing them to go to phase 2 where you can permanently help them. But if they don't accept the orthotic, that will never happen. And now with the 5 minute exam and the TAG Bite and the easy bite adjustment techniques we now teach... it's not the time consuming process as it was before. So you can lower your fees and be more successful.
- **Your Lack Of Education.** Without a doubt, this is the leading cause of losing cases. It's those that are not up to date that are having the problems with successful treatment. I know I hear all the time that this is the first case they haven't been able to help. And then another happens. You don't know how many have left your practice and you've just forgotten about them. Get updated and watch the success of your practice take off. Ask anyone who has done that if it was worth it.
- **Lack Of Confidence.** Lack of knowledge and lack of success create lack of confidence. The biggest reason that many have told me they decided not to go to someone was their lack of confidence.

1. Is There A Lack Of Communication?

- **Most importantly...** Listen, Listen, Listen! You need to understand their concerns and they need to feel that you do understand. If you don't listen, that won't happen.
- **Be Empathetic** to their plight. Imagine if it was you that had these symptoms. It's why the best physiologic doctors are those that were patients themselves.
- **What Do They Want?** Have you asked that question or are you just assuming? This is an important question to ask them and repeat their answer so they know you understand what they want. As far as what they want in treatment, I'll get into that next.

MLS® Laser Therapy designed for Dentists



Treat Pain
Inflammation
Swelling



EFFECTIVE TREATMENT OF TMD AND CRANIOFACIAL PAIN

- ▷ Treats symptoms associated with sleep apnoea, TMJ dysfunction, craniofacial pain, inflammation, oedema as well as many other dental applications
- ▷ Accelerates healing, speeds tissue repair and stimulates growth of new cells (extractions, RCT, implants, soft tissue surgery)
- ▷ Speeds movement of teeth in orthodontics
- ▷ Results magnified through synchronised continuous and pulsed wavelengths
- ▷ Exclusive color touch-screen software interface.

DENTISTS SUPPORT THE AMAZING BENEFITS OF USING THE MLS® LASER THERAPY

- ▷ If you're serious about treating orofacial pain, the MLS® laser is a must.
- ▷ We use it every day. It's our workhorse. I can't see patients without it.
- ▷ This is a device with significant amounts of scientific research to support its use.
- ▷ You've got to have an MLS® laser. I can't imagine practicing without it.
- ▷ It's a crucial part of what I use in my practice every day.
- ▷ This is the best thing you'll ever invest in. I highly recommend it.

Fast Easy Effective



Exclusive ASAlaser Distributor for U.S. & Canada
BioRESEARCH Associates, Inc.
T. +1 (414) 357-7525
info@bioresearchinc.com · bioresearchinc.com



asalaser.com



- **Be Positive, Give Hope!** But don't Promise them you'll be able to help them. Let them know that many like them have been helped and gone on to live pain free lives. And that you'll do everything you can to achieve that for them.
- **Train Your Team On What To Say!** I've been shocked at some of the things team members have said to these patients. If you don't have meetings around this topic, you are making a big mistake. I've shared these mistakes with the doctors when I hear about them from these patients... but don't wait until that happens. Train your team what to say on the phone and what to say during treatment. Many have been turned off by someone from offices when they call to ask questions and make an appointment.
- **Use Bubba Speak when talking to the patients.** They are not doctors, nor do they really care how smart you are. You cannot communicate with them if you're speaking a different language.
- **Don't Scare Them!** One of our doctor said they will never be normal again. Others tell them the rare and horrible possibilities that it might be. They don't want to hear that and will leave your office if they do.
- **Get Back To Them!** Be Responsive! Those that are successful have given their cell phones or email addresses to their patients. If they contact you, get back to them. I know this is something you don't want to do, but welcome to the new world. You need to be involved in social media as well and communicate that way if you want. PMing your patients or email give you the freedom to answer when you can.
- **Don't Be Defensive when questioned.** Many get upset when a patient questions the treatment. Again, understand that they have been promised relief by all the other health care providers they've been to, so they don't trust you and you can't or shouldn't get upset about that. If they ask you a question, it's because you haven't explained it well enough.

Communication starts with the 5 min exam on the consult or the new patient exam. That's the reason many are not doing the amount of physiologic cases as others. You say that they don't have patients that want this treatment but it's because You are not getting the patients to "own" their problem... and they are not going to "own" their problem unless you have measurable, documented evidence to show them WHY it's related to their bite. The 5 min exam presentation is short and sweet and makes the patient understand why they are having pain. Do a simple and short case presentation. Don't overwhelm them and show them how smart you are. Don't use big, technical words and scare them. You can go into detail later if they ask, but in the beginning, make it short and sweet!

HOW YOU WANT TO COME ACROSS?

Lvi Bill Dickerson I like that my doc took a lot of time to evaluate my case in the beginning, to explain everything and answer all questions I had. If something is weird like lately one molar pad not touching anymore because my jaw had moved forward and severe headache started I could come in immediately and he thoroughly renewed my molar pads. Headaches gone, everything well again. So I feel well cared for. And for minor questions I'm really happy for this group here. One thing maybe, he could have explained the Controlled Arch phase better and how my bite will be made to fit in the end.

Accomplish more with
complete implant workflow
using **one** software



The easiest path from 3D imaging
to implants - **Planmeca Romexis®**

Your workflow just got easier with Planmeca
Romexis® software. **Create your implant guide**
with a few simple clicks. Place with confidence.

Get all the info at www.planmeca.com/na/Software
or call **(630) 529-2300** to schedule a demo!



PLANMECA
Better care through innovation

2. The Cost Issue

So how do you get more people to accept orthotics? Ready to be shocked? Lower your orthotic fees! With the 5 min exam and with the tag bite and with the new way to adjust orthotics/restorations, time is no longer a hindrance. You can be profitable on the orthotics which will lead to more comprehensive treatment.

- 1. Be Empathetic About Their Financial Situation**
- 2. Put Yourself In Their Shoes**
- 3. Don't Try And Justify Your Fee... It Is What It Is**
- 4. Don't Be Defensive About Them**
- 5. Don't Rationalize Or Compare**
- 6. Have 3rd Party Financing Available**
- 7. If You Feel The Desire, Do A Charity Case**

One thing I notice is that the price for the night time TMD orthotic is way too much in most of your offices. Many of you are doing suck downs because they are cheaper. But the only reason they are cheaper is because you've made them so. For a TMD night appliance there is no titration (it's only 2 pieces), there is no occlusal adjustments, only the fit, and there is not follow up care needed. The difference in your time to make the suck downs, which are not comfortable, and the lab fee difference if they make one, is not that much. Patients overwhelmingly prefer the 2 piece lab fabricated ones over the suckdowns. There are many disadvantages to the suck down which we explain in our courses at LVI. But during orthotic use, they need to be used.

3. Are You Doing The Right Things?

Successful TMD Practice Depends On Successful Orthotic Therapy:

- **Is The Bite Correct?**
- **Is It Comfortable?**
- **Can They Eat With It?**
- **They MUST Eat With It!**
- **Is It Over Opened?**
- **Is It Lingualless? This is so important and don't let anyone tell you it isn't!**
- **Are They Actually Wearing It?**
- **Have you made them a night appliance?**

Although often the removable orthotic is best to use, think LVI fixed orthotic more:

- **Faster Resolution**
- **More Comfortable**
- **Better Function**
- **Easy FAGGA Transition**
- **Higher Case Acceptance**



Oh, you're still using fancy cameras?

With DOPS, you can use your phone to:

- Easily snap and share photos of patient's teeth
- Send images to labs via secure, HIPAA-compliant servers
- Cut down on expensive camera equipment and labor
- NEW FEATURE: Now text patients their photos at home

So, what does this mean exactly? Well, it means...



Happier
patients



Happier
business



Happier
you

It's a Win. Win. Win.

DOPS
Diagnostic Online Photo Sharing
Visit DopsApp.com



Download Now!

Other Important Ways To Do The Right Things:

1. Get Updated - Annually. Ways to get updated are CORE IV and PAT I... CORE IV for phase one and PAT for advanced principles.
2. Join the IAPA and go to the meetings annually. Every year are topics that are important and won't be given again.
3. Follow The IAPA Forum and IAPA Facebook Page to Help Keep You Updated.
4. Don't Comprise Care For Economic Reasons. Trying to save the patient money and getting bad results is not helpful to anyone.
5. There Is No Right Way To Do The Wrong Thing. See above.
6. If Eligible, Follow The Patient Discussion Group. You'll learn a lot about your patients. And help me monitor it.
7. Understand Midface Development, it's Important. Probably half your TMD patients need this. If you don't understand why, take the F2O course.
8. If Not Sure About Something - Ask Me For Help. I want you all to be successful.

4. What You Need To Do - IMO

First is asking me for help, don't let your ego get in the way of your own success. I respect those more who ask for help (and appreciate it) than those whose ego won't let them ask for help or admit they can be better. DO THE 5 MIN EXAM on every new patient. And DON'T BE PENNY WISE AND POUND FOOLISH! GET THE BioPAK asap... it's so much better... any owner will tell you that. GET THE T-SCAN so you can properly adjust the orthotics and your cases and then learn how to properly use it. The TOTAL LEASE is \$500/MONTH that will generate a lot more than that in income.

Also understand that it's not always about the bite. You need to be taking CBCT's on ALL your adult patients and learn how to read it. IMO the best class at LVI is the CBCT interpretation course. This will be a course that you want to audit over and over again because of the intensity and information in it. I promise everyone will think the course was worth it or their money back.

So in a nut shell... here is what you should be doing:

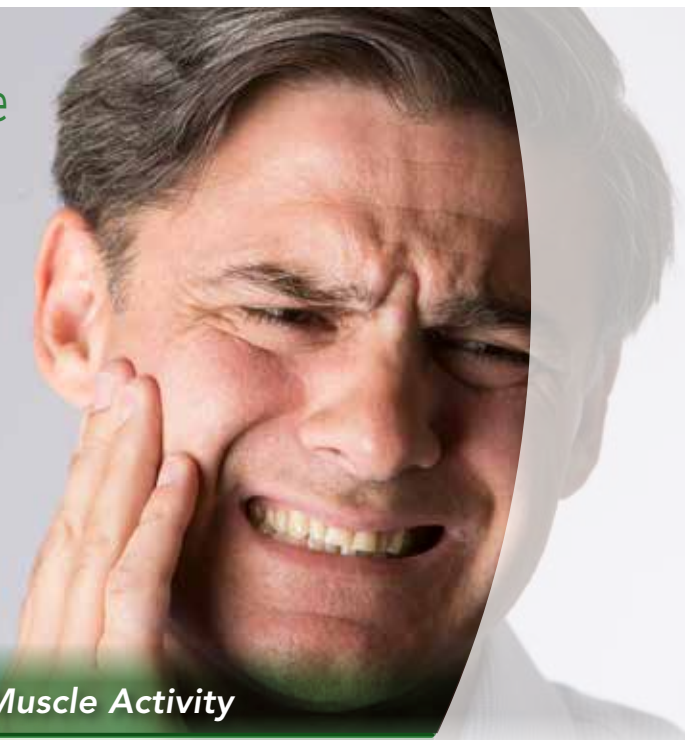
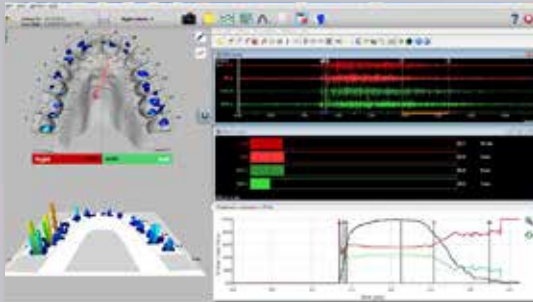
- **Listen... Be Sympathetic... Understanding... Explain... Don't Be Condescending**
- **Improve Your Communication... Don't Ignore Them**
- **Realize Social Media Is Here... Deal With It... It's Reality**
- **You May Need To Kiss A Frog To Find A Prince**
 - *Accept one for less if it's going to be a practice builder*
- **Do 5 Min Exam On Every NP Exam - Take Advanced Scan Interpretation Bi-Annually**
- **Make Removable Orthotics Lingualless**
- **Take CBCT's On Every TMD Patient At Least... Better, Every Adult**
- **Learn How To Read Them... Take The CBCT Course - Audit It Often**
- **Do What You Were Taught At LVI... Don't Mix Philosophies**
- **Update If You Don't Know What We're Doing Now (CORE IV and PAT's)**
- **Treat Neck and Posture Like You Were Taught In PAT II**
 - *Don't ignore that courses information*
- **Learn The Importance Of Midface Development Even If You Don't Want To Do Ortho**
- **Drop The Ego... Ask Me For Help**
- **K7 Users - Get The BioPAK ... Ask Any BioPAK Owner**

Summary

Understand that you can't be a Physiologic Based Dentist unless you think like a Physiologic Based Dentist. Would you want to go to a MD that doesn't evaluate your total health? It's your OBLIGATION to diagnose the complete condition of your patients' oral health and that includes any pathology that is due to the bite or bite related issues like OSA and FHP. It's your obligation to stay updated. What I'm saying is... be the best that you can be! **BE A PHYSICIAN OF THE MOUTH!**

Nearly EVERY dental procedure
performed impacts occlusion!

*POOR OCCLUSION AFFECTS
PATIENT QUALITY OF LIFE*



Measure Force + Timing + Balance + Muscle Activity

▶ **LEARN HOW WITH T-SCAN BIOEMG SOFTWARE ADD-ON**
VISIT US AT WWW.TEKSCAN.COM/BIOEMG

+1.617.464.4280 | 1.800.248.3669 | info@tekscan.com | www.tekscan.com



**We're guessing you didn't go to dental
school to get a marketing degree.**
**That's why we created the NuCalm
CNP program for you.**



Becoming a Certified NuCalm Provider enables you to partner with a dedicated business team whose primary goal is to separate you from your competition.

Together, we will build patient trust and loyalty, generate new referrals and make more efficient use of your time. All while you increase the value of your practice.

Join this elite community of eminent professionals dedicated to investing in the wellbeing of their patients.

Improving the experience of your patients demands new tools. So does improving the value of your practice. The CNP Program features comprehensive, targeted marketing campaigns that get results and demonstrate to your patients how exceptional your care is.

Call **877-668-2256** or visit **www.certifiednucalmprovider.com**



SEE YOUR PRACTICE
IN A WHOLE NEW LIGHT.

Where are you Sitting Right Now?



Try Moving to the Front-Row

Marilyn Sherman, CSP, CPAE

Life is one big venue, and you are either sitting in the balcony, general admission or the front-row. What does that mean? Balcony seats are not great seats. These are seats where if you were literally buying tickets for a very popular event and the only seats left were way in the back. These are not the choice seats. In fact, you could leave your seat and come back and no one would even notice.

Then there is general admission.

These seats aren't bad, but they aren't great. This is where most people sit. They are living, working, existing in a sort of comfort zone where things are just okay. You don't realize it but if you stay in general admission for too long, you end up in a rut. To quote Dr. Nido Qubein; "Your comfort zone leads to a rut which leads to mediocrity." You've never heard any successful dentist sustain their success by remaining anywhere near mediocrity!

That leaves us with the Front-Row. That's where life is lived! When you are in the front-row, you are engaged, excited, motivated and inspired. Front-row seats are as individualized as the person sitting in them. For example, one of my favorite front-row seats of 2018 was in front of the 500 attendees of the IAPA conference held in Las Vegas this past October. What a blast that was for me, to be in front of a willing-to-learn and laugh audience of really smart people. Plus, the bonus of Bailey's in the morning coffee waiting for me at my book signing table didn't hurt. However, if I were to ask the general population how they would feel about delivering a keynote address for 60 minutes in front of dentists? They would run for the hills.

There's no judgement, it's just a choice people get to make every day. You may have a passion for fillings, and root canals, and well... I'd rather give a speech!

HOW DO YOU GET TO THE FRONT-ROW?

It takes three things to move you to the front-row of your life:

CHOICES

First, realize that where you are right now is because of the choices you've made up until today. You and you alone are accountable for the seat that you are in today. The job that you have, the status of your relationship, the physical shape of your body; are all yours by choice. Once you take 100% accountability for where you are, you can move to the next step.

COURAGE

Courageously look at where you are vs. where you want to be. Many people live in denial about where they are. Take an honest courageous look in the mirror and ask yourself if you are truly happy. Are you living up to your potential? If you are in a relationship, is it a healthy one? How is your physical shape? Step on the scale. How are your finances? Do an inventory of your debt. It takes courage to break the denial. Once you have clarity of where you are, visualize where you want to be. What does that look like? Be very specific on how you would define your front-row seat. Now you can see the gap between where you are and where you aspire to be. Once you see that gap, you can go to step three.

COMMITMENT

Make a commitment. Commit to moving yourself closer to the front-row. What step can you take today? What progress can you make in 30 days? Imagine it's one year from now, where are you sitting? Commit to taking steps today toward your vision and before long, you will be saying "It doesn't get any better than this!" That's when you know you're in the front-row.


When you engage in this process of Choices, Courage and Commitment, you will start to exceed your expectations. You will exceed your performance from the past. When you start working, and living from the front-row, you are in a better position to inspire others to move to their front-row. That's what I call Front-Row Leadership. People notice you walking and talking different. Your whole energy shifts when you are living closer to your full potential, your front-row. It doesn't even matter what your official title is, anyone can lead better, even if only by example.

THE ULTIMATE: BEING AN USHER

When I ask people what their favorite front-row seat has been, more and more people mention something about having helped someone or facilitated the success of someone else. I have a special title for them: Usher. If you ever come to Las Vegas where I live, and go see one of the shows on the famous strip, there will be an usher to greet you when you arrive at the venue. Regardless of the show, I guarantee they will have two things: knowledge of the venue (they know where ALL the seats are) and a flashlight. They will look at your ticket and probably say; "Follow me." They will then lead you to the most direct path to your seat. When you help someone else get to where they want to go, that can be the ultimate front-row seat.

Whether it's being a mentor to someone, a servant leader in your community, or just reaching out to a client and comforting their fear of an upcoming procedure that can be the most rewarding seat of all. So just for today, live your life in the front-row and be an usher for someone else. Where are you sitting right now? With the right attitude and perspective, ANY seat can be a front-row seat!

Marilyn Sherman is an author and leadership expert who is a hall of fame speaker living in Las Vegas. For more information, visit www.MarilynSherman.com.



***"Your comfort zone
leads to a rut
which leads to
mediocrity."***



THE OZONE LAYER SHOULD BE IN YOUR OFFICE

John Highsmith, DDS, DICOI, AAACD

**WHEN YOU'RE IN A REALLY GOOD THUNDERSTORM,
DO YOU NOTICE A PECULIAR SMELL? KIND OF ELECTRIC?
NO YOU DO NOT SMELL LIGHTNING (WELL NOT DIRECTLY),
YOU SMELL OZONE, MADE BY THE INTENSE ENERGY
OF LIGHTNING STRIKES.**

WHAT DOES THAT HAVE TO DO WITH DENTISTRY? OZONE!!

Ozone is a very potent antibacterial agent, 3500 times more potent than bleach, and faster. It shreds the cell walls of bacteria in a millisecond. Ozone is O₃, a much more unstable molecule than the O₂ that we all breathe. It wants to get rid of that extra oxygen molecule, which makes it a very potent oxidizing agent. Ozone is commonly used in industry, as a water purifier in many municipal water supplies, to disinfect the fruits and vegetables we eat, and also to disinfect the bottles and cans that hold our food. Ozone is also made by our own white blood cells, so it's in your body right now!

So if it is very potent and kills bacteria instantly, why doesn't it kill me? Our cells have a very strong antioxidant system, which allows us to take care of the reactive oxygen species constantly created by our mitochondria. There is one glaring exception to this rule, and that is lung tissue. Its antioxidant capabilities aren't as strong as other tissue, so ozone is very harmful to lungs. That is why ozone, though very helpful, needs to be treated with great care. Training is mandatory to use it by a clinician, just like training is necessary to use a K-7 or BioPAK without getting in trouble. In an office, ozone is made by running medical grade oxygen through a generator at a very low flow rate. Unfriendly bacteria in the wrong place cause much of the dental diseases that we deal with every day. This article will describe how ozone can help in treating these issues.

CARIES

Tooth decay is caused by bacteria on and within the tooth. Ozone treatment has been shown in studies to reverse root and pit/fissure caries. In deep carious lesions, ozone allows you to leave the deeper infected dentin, change its pH from acid to alkaline, and encourage remineralization from within the tooth. This results in fewer root canals. A practitioner I know recently showed his results of 204 consecutive carious pulp exposures, and only eight ended up needing root canal treatment. Large pedo carious lesions can be left open after ozone treatment, resulting in remineralization in most cases.



PERIODONTAL DISEASE

Ozone has been shown to significantly reduce the bacterial load and biofilm in periodontal pockets. Gas, ozonated water, and ozonated oils are part of a very effective periodontal disease treatment regimen.

ENDO

One of the primary goals of effective endodontic treatment is to eradicate the bacteria from the root canal system. A minute of ozone gas in a wet canal before obturation results in a system that's as bacteria free as we can get it. It makes a great combination with the Lightwalker laser, using PIPS or Sweeps, to remove all the tissue from the complex root canal system before using the ozone.

DENTAL UNIT WATERLINES

Have you tested your waterlines lately? Most doctors haven't either. The ADA guidelines are to be under 500 CFU, or colony forming units, per ml. Putting ozonated water into your bottles at the beginning of the day and after lunch will significantly reduce the bacteria being introduced into our patient's mouths. There have been deaths from Legionnaires' disease from dental unit waterlines, so this is a significant issue. The ozonated water also makes a terrific surgical rinse after extraction and during periodontal treatment. I'm trying out a new device that is almost "plug and play" with no external gas involved to make concentrated ozone water. The system I've used for many years involves bubbling ozone gas through chilled and distilled water. The gas then goes into a destructor of charcoal that converts the ozone back to safe oxygen before going into a room.

OTHER USES

Ear insufflation, running high concentration gas into the ear canal at a very low flow rate, helps with muscle pain, TMJ pain, and restricted opening. One practitioner says he routinely gets 10 mm more opening with ear insufflation for 15 minutes, which helps in getting impressions.

Ozone is anti-inflammatory; so that it can be injected into or near the TMJ's to reduce joint pain. Low concentration gas can be injected into trigger points in muscles to reduce myofascial pain.

RESEARCH ON OZONE

There is very little United States research on ozone as it is not FDA approved, and there is no incentive for a pharmacology company to invest in something that you cannot patent.

The Healozone unit has been available for years in the UK, many European countries, Australia and New Zealand.

One of the foremost researchers on ozone is Dr. Ed Lynch, originally from Ireland and author of a Quintessence book on ozone, and now on part time faculty at the UNLV dental school. There are 132 references to clinical studies on the effectiveness of ozone in that book, and it's over 10 years old!

Bottom line, ozone can make your dentistry better and more predictable, with healthier patients! Isn't that what we're here for?

Please let Dr. Heidi Dickerson know if you are interested in an Ozone training course at LVI @ hdickerson@lviglobal.com.



When people need treatment now, they also need options now.

The CareCredit credit card is a payment option that lets your patients choose the care that's best for them and helps them get started now—without delay.*

* Subject to credit approval.



 **CareCredit®**
Making care possible...today.

800-300-3046
carecredit.com

When Quality Matters. Best-Selling Kits.



LD0707
LD/ZR Cut, Finish, & Polish



TD2948A
CompoBrite™ Polishers



LD1487A
LD/ZR Chamfer Prep

There's good. There's better.
Then there's Komet.

25% off for LVI Members USE CODE: VIP25LVI
kometburs.com/LVI | 888 566 3887

© Komet USA LLC 10/19/2017 | 1300011105



Futar® – the bite registration material you can trust.

Special LVI Discount available:
▶ **5% off** ◀
retail and promotional prices



Ask for our
NEW! Futar®
Clear Fast bite
registration material:

the water-clear transparency enables direct
visual control of the correct bite

A complete line of high-quality Futar® bite registration materials saves practitioner time and money; without sacrificing quality. Futar® bite registrations will achieve proper centric relation/centric occlusion registration and minimize any adjustments. Call 877-532-2123 direct to place an order.
www.kettenbachusa.com

022759_0719



2018 IAPA Recap





ReView ReNew ReFocus



JOSEPH BARTON, DMD

*The
Foundation
of our
Physiological
Dental Practice
is TEAM*

Last years' IAPA meeting we took the Team to the next level with the Extreme Team Track. Our goal was to expand on the basic understanding of a Physiological Dental Practice and learn to implement specific systems. The foundation of our practice is made up of several building blocks which builds a great TEAM. The team in turn must have all its blocks in place to be highly functioning.



BUILDING BLOCKS OF HIGHLY FUNCTIONING TEAMS

If the entire team is involved in **ACTION PLANNING** it will create accountability for assigned actions. This will also help with measuring progress towards goals and leads to celebrating successes.

Once the team has been tasked with **EFFECTIVE EMPOWERMENT** they become a highly functioning team. They have the ability to resolve conflict between each other and patients. The team also becomes innovated and creative with the systems within the office. This leads to team members' skills being effectively utilized and developed and in turn they become leaders.

One of the things that we stress in both the team tracks is **COMMUNICATION**. Communication is the mortar that holds all the building blocks of a highly functioning team together. One of the best ways to improve communication between each other and patients is through role playing different scenarios. This can be with how we explain technology to our guest or when discussing patients' expectations of treatment outcomes.

Our teams are made up of members with distinct communication styles but don't look at this as a bad thing. What is a team?

EFFECTIVE LEADERSHIP must make sure the team understands their business and their market. It is up to the leader to develop effective strategies and provide good direction. The leader has the responsibility to provide structure for people to succeed. In order to do this, they need great communication skills and be a role model of the organization's values.

THE VISION/MISSION should be clearly defined and communicated throughout the organization and referenced often to drive clear decision making.

INFRASTRUCTURE in the dental practice refers to having systems in place. These systems need to be defined with each team members roles clearly stated. Results should be measured in terms of case acceptance and practice efficiency using KPI's (Key Performance Indicators). This comes with proper training and courses like the team track so team know what level of proficiency is expected of them.

It is important that there is **100% PARTICIPATION** of the team with establishing goals. These goals need to support the practices' vision and mission. Once this is achieved the team can better participate in action planning and problem solving. This is especially important with complex physiologic patient cases.



Webster 9th Edition Definition: "A team is a number of persons associated together in work or activity; as a group on one side." In other words, when one person cannot accomplish a job alone and several individuals must cooperate to fulfill a mission, you need a team. The better the cooperation, communication, and coordination among team members the more efficient the team.

CONTRIBUTOR
COLLABORATOR
COMMUNICATOR
CHALLENGER

It takes all of these styles to make a team and actively keep the practice moving forward.

HERE ARE SOME EXAMPLES OF THE DIFFERENT COMMUNICATION STYLES: THEY EACH HAVE THEIR STRENGTHS.

CONTRIBUTORS are going to have high standards, be organized, authoritative and responsible.

COLLABORATORS are goal-directed, forward looking, imaginative and flexible.

COMMUNICATORS tend to be considerate, relaxed, enthusiastic, supportive and tactful.

CHALLENGERS will be honest, outspoken, thorough, questioning and adventurous.

It takes all of these styles to make a team and actively keep the practice moving forward. Diversity is the thing that makes your team shine. Invest in your team and keep them up to date and current. We hope the team tracks will be that avenue for you to do just this and take your team to the next level.

Tri Auto ZX2

Breakthrough Technology for Canal Treatment

Introducing Tri Auto ZX2, a cordless endodontic handpiece with a built-in apex locator. This unit simplifies procedures while protecting the patient with innovative safety features.

- Cordless motor with built-in apex locator
- Achieve apical patency and create glide paths significantly faster with Optimum Glide Path (OGP) function
- Responsive – allows subtle and delicate manipulation of the file
- Optimum Torque Release (OTR) technology reduces the possibility of file separation and breakage
- Offers safe and efficient method for canal shaping

*Rebates listed in USD. Offers expire 3/31/19. To receive your promotional items, submit a copy of your dealer invoice dated 1/1/19 to 3/31/19 to J. MORITA USA by 4/15/19. Fax: (949) 465-1009 or Email: promotions@jmoritausa.com, Attn: L-1455 10/18, LVI. J. MORITA USA reserves the right to change or cancel this promotion at any time.



The New Movement in Endodontics



New!

**\$100 rebate on
Tri Auto ZX2 OR
\$200 rebate on
Tri Auto ZX2 with an
extra contra head***

**Limited time, 30-day
money back guarantee!
Call for details.**

www.morita.com/usa
1-888-JMORITA (566-7482)

NEW!

THE WORLD'S FIRST FLOSSING TOOTHBRUSH



sonic-fusion®

With Waterpik® Sonic-Fusion®, your patients can now brush and floss at the same time. Clinically proven twice as effective as traditional brushing and flossing.*

WATERPIK.COM

PROFESSIONAL
TRIAL OFFER

\$59.99

Retail Price \$199.99

CALL 1-800-525-2020



*Qaqish JG, Goyal CR, Schuller R, Lyle DM. Compend Contin Educ Dent. 2018;39(suppl 2):14-22.


waterpik®

EXTREMELY AMAZING *Team*



*Team Work
Truly Makes
the Dream
Work!*





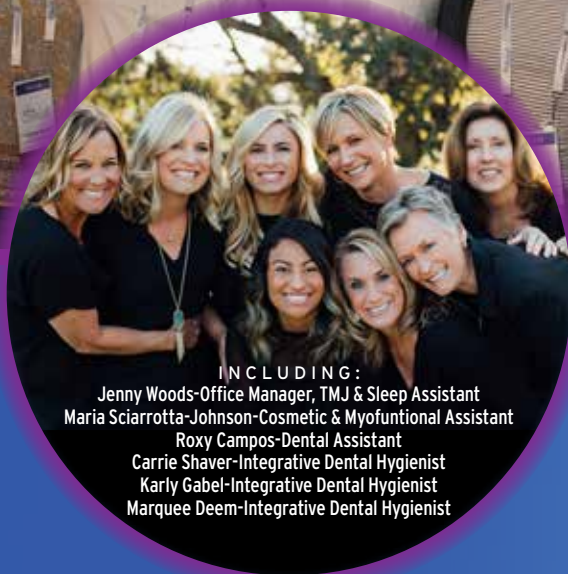
✦

The IAPA had
lectures and hands-on
training for the team tracks
and the Extreme Team
hands-on workshops.

✦

DR. KATHLEEN CARSON & DR. CRISTINA MARKIEWICZ'S TEAM

2018 Best in Practice Team Award



INCLUDING:

Jenny Woods-Office Manager, TMJ & Sleep Assistant
Maria Sciarrotta-Johnson-Cosmetic & Myofunctional Assistant
Roxy Campos-Dental Assistant
Carrie Shaver-Integrative Dental Hygienist
Karly Gabel-Integrative Dental Hygienist
Marquee Deem-Integrative Dental Hygienist

"One of the best compliments we have ever received was from one of our patients that could hear the love and laughter of our office as they entered the building. Our team makes the Integrative Dental Arts a fun and relaxing place to come and receive quality dental care. Our team is a collective of highly trained and caring women. They challenge one another to learn, improve and bring their best to our patients. They are truly the reason our practice exists. The past few years have yielded a mega-storm of difficulties for their doctors and if it hadn't been for the team holding the ship steady, there's no way we would have survived. They used their skills & knowledge from years of training and held together with consistency, adaptability and reliability for the office and each other. They also continued our office culture of joy, positivity, and levity. They pulled us through while their doctor struggled through divorce, cancer, a major lawsuit and bankruptcy and now they are continuing learning, working, and leading together through our re-building.

Our team has truly been put to the test as to what it means to REALLY need to come through together and they truly have become amazing together."

Dr. Kathleen Carson





AN INTERVIEW

WITH DR. KATHLEEN CARSON & DR. CRISTINA MARKIEWICZ'S TEAM

Leadership comes from the top down. How do your doctors inspire and create a positive working environment?

Karly: Both doctors come to work with a positive attitude, leaving home issues at home and ready to lead.

Maria: Dr. Carson is always very positive, even when it's difficult and mirroring her work ethic makes it easy.

Carrie: They provide us with an environment where we can take chances and make mistakes. This alone allows us to think outside the box and our comfort zone to find the best treatment options for our patients. I look at our office like one big mind map!

Roxy: Dr. Carson kicks butt at what she does. She is constantly taking classes and teaches us new things and our office is so advanced with technology. I admire her patience & generosity with her team as well as her patients. Dr. Markiewicz is always so positive and great at what she does as well. She too goes to her continuing education and provides the best care to her patients.

Jenny: Dr. Carson has provided an amazingly beautiful office to work in. Considering we spend more awake time here than at home it's nice to be in such a spectacular office. She gives us the autonomy to be the best we can be. She affords us that through continuing education, then allowing us to use that knowledge and those skills on our patients. She is very generous with us of her knowledge time and finances. We are all a TEAM here, there is no hierarchy and with that comes cooperation and encouragement. Dr. Markiewicz is our newest and youngest member. It's fun seeing dentistry through the eyes of a new dentist. She has such excitement for our profession. She is one of the TEAM, there is no attitude of superiority. She values all of our years of experience in dentistry and dealing with patients and has been eager to learn all we know.

Marquee: From a hygienist's perspective, they are happy to inform or answer questions and interface with patients most of the time.

What makes you stand out as a team?

Karly: I think how we communicate & educate our patients.

Carrie: Our ability to disagree with one another for the sake of the patient and the office.

Roxy: We all love what we do. We come to work to provide the best care for our patients.

Jenny: Our love of dentistry, want to help others, passion for knowledge, ability to read patients and our cooperation with each other. We all understand that we have strengths and weaknesses and we help each other through those.

Marquee: For the most part patients notice and comment on how well we seem to work together.

Do you all get along? What makes your team click?

Karly: No not always but we work well together.

Maria: We are a team... we don't try to be... we are. We support one another at work and in our personal lives. We truly love one another and drop anything at any time for one another. We all love what we do.

Carrie: We are family, we are tight, we make up, we love and we have each other's back.

Roxy: It's not always a bright day but staying drama free and being caring helps us click.

Jenny: Yes we do. We click because we truly like each other and because we want Dr. Carson to succeed. If she does well we do well. We all have a common thread of wanting the office to be great.

Marquee: We are here to serve our patients in a safe and comfortable setting. We need to get along and for the most part we do.

How do you handle conflict and different personalities in the office?

Karly: We understand each other's strengths & weaknesses and try to work within those boundaries.

Maria: We handle conflict the best we can, using the DISC & knowing it makes us all better communicators, most of the time, not perfect but we try!

Carrie: DISC has helped us with personalities... we communicate in the face of conflict

Roxy: We talk about the problem and move on.

Jenny: We are usually too busy for conflict and usually if there is conflict it is because someone has something difficult going on in their life outside and they need our support not anger. If you have time to sit and pick each other apart then you are not doing your job because there is way too much stuff to be done to maintain great success.

Marquee: Generally I am not into the politics of the office and don't include myself should there be a problem but I am always available to listen and offer my insight.



AN INTERVIEW

WITH DR. KATHLEEN CARSON & DR. CRISTINA MARKIEWICZ'S TEAM

How do you handle it when a team member calls in sick?

Karly: It's stressful but we all try to come together.

Maria: We are like ducks, scrambling underwater with the patients unaware of it. We are all cross trained and just make it work.

Carrie: We all jump in and fill the hole.

Roxy: We all help/assist where it is needed.

Jenny: Everyone needs to be cross trained as much as possible and work your butt off and get through the day. If there is someone in the office not willing to help out the team they don't deserve a spot on the team.

Marquee: Step in wherever I can.

How important is education?

Karly: Extremely!

Maria: Education is key and we are blessed that Dr. Carson loves it and wants us to know what she does. We all love to learn.

Carrie: It is power that fuels us, this locomotive called Integrative Dental Arts.

Roxy: Education is very important to provide the best care to our patients.

Jenny: There is nothing more important... if you stop learning you stop growing as a person, team and business. For some practices that's okay, for us it's not an option.

Marquee: Very. And it is offered with great appreciation.

Are you friends in and out of the office? Do you plan fun social activities?

Karly: We are friends and we do fun things/activities throughout the year.

Maria: Most of us are great friends and yes we go snowboarding, happy hour and bbq pool parties.

Carrie: These women are my family. We play always!

Roxy: We try to as much as we can, we all have families and kids, but when we do it is always fun!

Jenny: We are all friends and care very deeply about each other and I know if I ever needed anything I could call any one of these women and they would be there in a minute for me.

Marquee: Yes and on occasions we do get together

What advice would you give another dental office team that is struggling to all be on the same page?

Karly: To be on the same page the doctor has to be committed to guiding and leading in good times and bad.

Carrie: Don't be afraid to disagree, respect one another and don't be afraid to call out the rotten apple... have pride in your work environment and your team. Protect it!

Roxy: Try to stay positive and help each other.

Jenny: It's pretty simple, you're either in or you're out. There is no sitting on the fence when you are practicing the type of dentistry we are. Each of us plays an important role in the functioning of the practice. If someone's not pulling their weight then they need to go.

Marquee: Remain positive and open minded.

What is best about your office, doctors and your team?

Karly: Our office is unique in that we are constantly learning and bettering ourselves while updating the patients on any new advances. We are a very thorough and comprehensive office that revokes and educates on more than the oral cavity and to top it off we do excellent restorative work.

Carrie: Kat, Cristina, Maria, Jenny, Carrie, Roxy, Karly, MQ... this is what is best!

Roxy: We are a big family. I love working with everyone here and how helpful we are with each other. We laugh every day and to me that is key. We are different from all the other offices.

Jenny: We are passionate about our TEAM, practice and our patients. We are here to serve and educate and heal and that's a great feeling. And as far as our doctor she is truly an amazing person. I have never met anyone as smart as Dr. Carson and her intellect makes us want to be the best we can be.

Marquee: Everything! I love that we offer probably the most advanced and comprehensive approach to dentistry/patient care. Of course there is always room for improvement.

ReView 2018 & plan for 2019

The
BUILDING BLOCKS
for the **PERFECT**
CORE



Dual-Cure Core Build-Up,
Endodontic Post Cement & Dentin
Replacement Material

with
HIGH PERFORMANCE
CHEMISTRY.

STACKABLE

OR

SELF-LEVELING

HIGH STRENGTH
and low water sorption
assures a strong
foundation for crowns
and direct restoratives -
cuts just like dentin.

LOW SHRINKAGE STRESS
properties allow it to be
used effectively as a dentin
replacement material.

EXCELLENT FLOWABILITY
void-free flow makes it ideal
for post cementation.

RADIOPAQUE
formula makes it easy to
identify on x-rays.

D.T. LIGHT-POST® ILLUSION® X-RO®
the better, stronger, smarter post.

VERSATILITY
with perfect dual-cure
chemistry: converts equally
well in light-cure and
self-cure modes.

CORE-FLO™ DC

CORE-FLO™ DC Lite

15% OFF ORDERS
for
LVI Members*

TO ORDER CALL:
1-800-247-3368

Rx Only



BISCO

www.bisco.com

* Offer expires 12/31/18. Promo Code: 11LVI.
Discounts and promotional pricing applicable to U.S. dental offices only.
Not valid with any other promotional discount.

MC-10144CF

2018

Aesthetic Eye

WINNERS

SPONSORED BY



Anterior Single Tooth Match

BEFORE

AFTER



Dr. Nicol Cook

Glamour Portrait Shots

BEFORE

AFTER



Dr. Gordon Rye

Anterior Aesthetics

BEFORE

AFTER



Dr. Paul Peterson

Full Mouth Aesthetics/Full Arch and People's Choice Award

BEFORE

AFTER



Dr. Tina Chandra

IAPA AFTER DARK PAJAMA PARTY



CRIMSON
NIGHTCLUB

DANCING



TOBY
KEITH





PILLOW FIGHTS



GOOD TIMES



NO SLEEP



When you work with Practice Transition Partners

The difference is obvious

EXPERT GUIDANCE . IMPECCABLE SERVICE . UNPARALLELED INTEGRITY .



Robert Stanbery
Practice Transition Partners
rob@practicetransitions.com



S. David Buck, DDS
Balance Epigenetic Orthodontics

"I have worked with Rob Stanbery and Practice Transition Partners since 1999, and in that time he has orchestrated two critical practice sales/mergers on my behalf. He is a consummate professional gentleman with absolute integrity, timeliness, and always presents clear strategies that work. He has a very unique manner about him that makes you immediately feel at ease, and listened to. He will spend whatever time is needed to build a relationship with a client, or a potential buyer, and is accessible any time during a transition process. A buyer of a dental practice will always have significant anxiety and concerns about making a good decision. Rob understands this, and in my case he would spend hours upon hours in meetings to address each and every concern a buyer may bring to the table. He is hands on and intimately involved throughout the process. Rob understands a paramount principle in business which is always seek a win-win deal. This is one of the secrets to the stunning success and longevity of Practice Transition Partners.

In my 31 years of private practice, I have completed 5 different practice transitions including mergers/sales, and so I speak from experience. Rob has completed 2 of these 5 deals, and my experience in the other 3 was not exceptional in any way, but filled with some degree of pressure, confusion, and/or lack of support. By comparison, Rob Stanbery, and Practice Transition Partners have exceeded my expectations in every way.

Rob is so well respected by the professional financial community that he has access to the finest accountants, lawyers and bankers who truly act as his partners for his clients in formulating all legal, financial and tax related issues that are critical to a well-planned dental practice transition. Rob also has a reputation of representing very successful dental practices and he understands the high tech, state of the art dental practice. He can equally and successfully represent a multi-million-dollar practice, as well as a solo small practice. He is about the personal touch, while being totally results driven. This comes in a package with honesty, warmth and a cheerful outlook. Rob is truly like that great neighbor, or old friend who would always be available to pull up a barstool, buy you a drink and offer a receptive ear to whatever was important to you. Rob is a rare find in today's business world."

~ **S. David Buck DDS, FIAPA, LVIF, LVIM**



888.789.1085
www.practicetransitions.com

EXCLUSIVELY ASSISTING DENTISTS WITH THEIR TRANSITION NEEDS SINCE 1997

2018 ALUMNUS OF THE YEAR



DR. DOUGLAS HANSON

What is a lamplighter? A lamplighter is someone whose passion burns so bright, that it ignites a flame in others. They are not satisfied just loving what they do, they feel inspired to pass that passion on. This year's Alumnus is a true lamplighter, sharing his passion and LVI's Vision in every asset of life.





The Keys to Social Media Success

Grace Rizza, Founder & CEO of Identity Dental Marketing

Did you know that almost 80 percent of Americans are active on at least one social media profile? Social media marketing is one of the most important ways to grow your business. By maintaining an active, engaging presence, you can boost your brand recognition, improve your Search Engine Optimization (SEO), and connect with your ideal new patients.

What is Social Media Marketing?

Wikipedia describes social media marketing as the “use of social media platforms and websites to promote a service or product.” Whether you utilize Facebook, Instagram, Pinterest, YouTube, LinkedIn, Snapchat – or all of them at once – you need a plan.

The most important distinction in social media marketing is between time and money. You must absolutely invest in one, if not both. Paid social media marketing allows you to focus in on your target audience. Examples of this include pay-per-click ads, boosting Facebook posts, or running

Facebook funnel ads. A paid presence makes your social media do the work for you and can bring you wide-ranging exposure for minimal time investment.

On the other hand, organic social media marketing allows you to build an online community and directly interact with it. By engaging your audience organically through posts, discussions, hashtags, and tagging people, you can bring personality to your practice and emotionally connect with patients. When used in conjunction, organic and paid social media marketing can work to great effect.



The Value of Facebook

You may have heard that “only millennials use Facebook.” This is wrong. In fact, over half of Facebook’s billion-plus users are aged 35 and over. Facebook is the most powerful, most necessary resource as a dentist. The average user spends 50 minutes per day on Facebook, meaning that you have a daily window into your potential patients’ lives. Therefore, maintaining an active presence on Facebook is an effective way to boost your marketing ROI and patient conversion rate.

In addition, the online word-of-mouth it creates can be its own benefit. Take it from Mark Zuckerberg, CEO of Facebook. “Nothing influences people more than a recommendation from a trusted friend.” Glowing reviews and referrals on Facebook will make your practice even more appealing to any prospective patient.

The Strategy Behind Making a Facebook Post

Facebook operates on an expansive, global level. You may find it difficult to stand out with your own social media content. Mix it up. Personal posts draw attention much easier than generic ones. Photos with patients, team members, or events work best. Utilize humor or pop culture – just remember to stay true to your brand.

Patient education can make for successful posts. Highlight a team member, a service, or a technology you employ. Encourage engagement by quizzing them. By teaching your patients about your practice and the benefits you offer, they can understand the benefit to choosing you.

Understanding trends and hashtags is also part of your strategy. Do you remember the Ice Bucket challenge for ALS? Trends happen quickly. In addition, hashtags can help Facebook index your post for more visibility and also add flavor. The entire online community has developed its own subculture – by joining in on the fun, you can prove your digital literacy.

How to Engage on All Fronts of Facebook

Maintaining your Facebook presence requires more than simple posts. In fact, there are several tools that can help you maximize your engagement. Campaigns, contests, and community events are time-tested ways to bring a massive increase in engagement. In addition, try using Facebook Live and Facebook for Creators to create a personal connection to your audience.

Boosting posts is an ROI-friendly tactic to promote your practice. With a \$20 boost, you can often reach several hundred to a few thousand people. Implementing Facebook ads can bring patients to a strategic landing page that retargets their specific needs and interests. This is called a funnel campaign, and it is extremely effective.

Instagram in Your Business

With 500 million daily users, Instagram is an easy way to engage with your younger audience. Post team photos, patient testimonials, after-treatment photos, and videos of events. Use appropriate hashtags for your posts, but ensure their relevance to your business. Brand your images to increase their memorability.

Instagram offers a paid reach through story and video ads. Similarly to Facebook, you can select a target audience and a budget. As with any marketing strategy, make sure that you analyze your success on a consistent basis to achieve optimal ROI.

You Need YouTube

Over 5 billion videos are viewed on YouTube every single day. Is your practice among them? YouTube videos are extremely engaging and can increase your authenticity with patients. Quick, easy, and affordable, advertising on YouTube can help you reach your target audience while tracking your success through their analytics.

Because it is owned by Google, YouTube is also an effective way to boost your SEO. As a side note, SEO is still a very effective way to attract new patients when done correctly. Keep your videos interesting, short, and true to your brand to have the most effect.

You need a plan.



Don't forget about Twitter and Pinterest!

With 326 and 150 million monthly users respectively, Twitter and Pinterest can both be useful ways to supplement your social media marketing. Keep your tweets short while incorporating visual aids and relevant hashtags. For Pinterest, pin consistently – before and after photos are a great start. For both of these services, use their on-board analytics to measure your campaign progress regularly.

What to Take Away

Because social media plays a role in all marketing strategies, the most important element is to analyze your results. Marketing without evaluating the results is like starting a campfire with a bundle of money. Track how many impressions you achieve and adjust your strategies monthly.

Remember, the best time to begin your social media marketing campaign was yesterday. If you've been ignoring your social media presence, then take initiative. Use these tips to build a powerful marketing campaign that will work for you, not against you. You won't regret it.

**YOUR PATIENTS
HAVE CHANGED
THE WAY THEY
COMMUNICATE.
YOU SHOULD TOO.**



Get together. I getweave.com

 **weave**





I ABSOLUTELY LOVE MY NEW WEBSITE.
THE SITE THAT
ADVICE MEDIA DEVELOPED FOR ME

**REALLY
EXPRESSES**

WHO I AM AS A DENTIST AND
HOW I WANT MY PRACTICE TO BE PERCEIVED.

Angela Abernathy, DDS



BECOME

**OUR NEXT SUCCESS
STORY.**



advicemedia.com/testimonials
435.200.1018



WHAT OUR PEEPS POSTED!

#theiapa



ReNew your Dental Practice



jamierotunno_rdh
#theiapa day two



arlingtondentalaesthetics
Dr. Lee, Dr. Kwon, and their team headed to Las Vegas for the best dental conference there is, The International Association of Physiologic Aesthetics (IAPA), for three fun filled days of continuing education, so that they can continue to provide the highest level of care to our wonderful patients!
#theiapa #arlingtondentistryesthetics #arlington #smilematter #arlingtondentistry #smiledesign #cosmeticdentistry#northernvirginia



microdentallv
Dr. Bill @microdentallv enjoying a break. #iapa #theiapa #gorgeoussmile



evolutiondentallyyc

The team at the IAPA Conference learning about the BioPAK. We can't wait to use it in our office to better treat our patients.

#lasvegas #vegas #iapa #iapaconference #lvi
#biopack #physiologicdentist #myotherapy
#splinttherapy #dentist #yyc #team
#dreamteam #evolutiondental #musclescans
#newtechnology #dental #yycdentist #dentistry



drtchandra

Learning from the Best!

#lvi #lvglobal #theiapa #chandrasmiledesigns



evolutiondentallyyc

Our team at the IAPA Conference this week in Las Vegas. We have had such a great time and learned so much! We can't wait to share everything we learnt with our patients! @theiapa @lvi #lvglobal

#lasvegas #vegas #iapa #iapaconference
#lvi #lvi #lvglobal #evolutiondental #myotherapy
#aurum #microdental #williamsdental #bioresearch
#tscan #dental #dentist #orthodontics
#sleepdentistry #essentialortho #waterpik
#osa #myofunctionaltherapy #sleepapnea
#physiologicdentist #motivational #laser #ozone
#dreamteam



drtchandra

Just won the Best Full Mouth Dentistry Award at IAPA - being recognized by my peers is an Amazing feeling! #aestheticcye #theiapa #lvi #lvglobal #chandrasmiledesigns



molsonparkdental

We are in Las Vegas at #theiapa to learn about the latest information in regards to TMJ, sleep apnea and much more to provide the most up to date level of care we can for our guests.



gilbertdentistlvi

When you stop learning you stop growing! Expanding our dental knowledge is our #1 priority to provide the #best care for our patients #theiapa #physiologicdentistry #neuromusculardentistry #arizonadentist #gilbertdentist #lasvegas #theiapa2018 #teeth #dentistry #bestteamever #williamsdental #lab @mrs_colazo @egurevitz @remipooches @alicia_garza_ @peainapod321

*Enjoy your new journey
as much as the destination.*



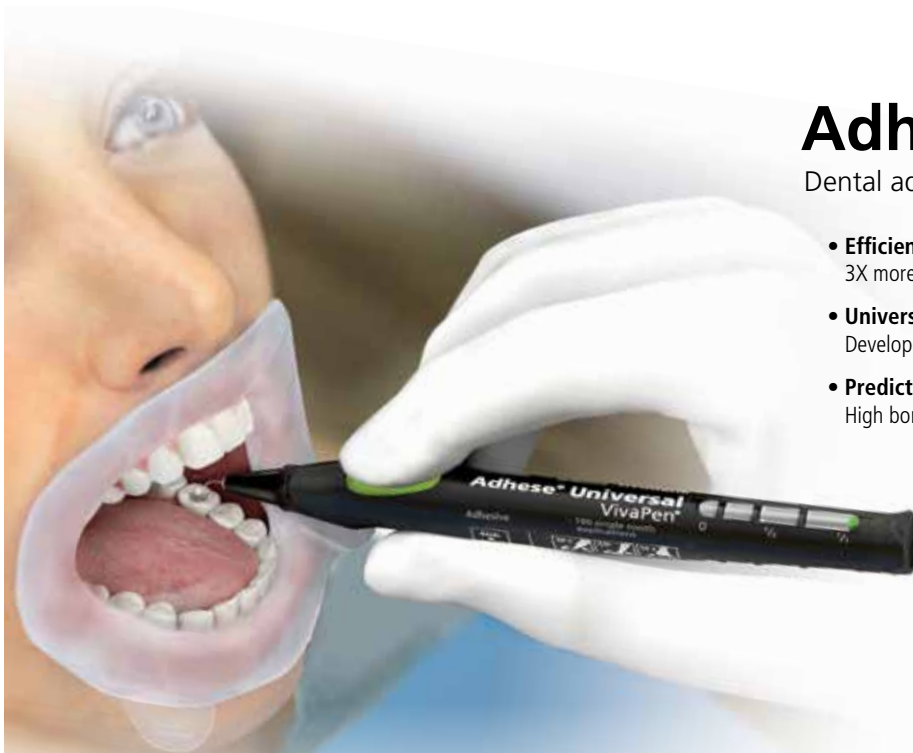
We Will Miss Sherry Blair,
Director of Team Programs at LVI!

Love and Gratitude!

Adhese® Universal

Dental adhesive

- **Efficient VivaPen® delivery**
3X more applications per ml compared to bottles
- **Universal application**
Developed for all bonding and etching techniques
- **Predictable results**
High bond strength and virtually no sensitivity



Learn how
Adhese Universal
results in virtually no
post-op sensitivity at
AdheseUniversal.us

ivoclarvivadent.com
EXPLORE SHOP LEARN

For more information, call us at 1-800-533-6825 in the U.S., 1-800-263-8182 in Canada.
© 2017 Ivoclar Vivadent, Inc. Ivoclar Vivadent, VivaPen and Adhese are registered trademarks of Ivoclar Vivadent, Inc.

**ivoclar
vivadent**
passion vision innovation

*In Loving Memory of our
Beloved LVI Mascot*

**RUFUS DICKERSON
2003-2018**



For strong crowns and bridges: Visalys® Temp



Special LVI Discount available:
► **5% off** ◄
retail and promotional prices



Ask for a
free package
of **Sugi® Butterfly**
with your next order.

Sugi® Butterfly: Keeps field dry with tip
that rapidly absorbs 17 to 20 times its weight.

Easy application, smooth surface and high luster without polishing: time-saving. Exceptional stability, considerably fewer repairs: less time-consuming, satisfied patients. High quality aesthetics, translucency and opalescence similar to that of a natural tooth ensure optimal integration in the existing dentition due to the chameleon effect. Call 877-532-2123 direct to place an order. www.kettenbachusa.com

021688_4917



Jill Taylor, RDH, BS, ND


ANTIOXIDANTS

Protecting Healthy Cells-Part Two

Dr. Ross Lambert, DDS, stated in *Dentistry Today*, "A better understanding of how antioxidants function in the pathogenesis of periodontitis, and the effects of diet and nutritional supplementation on antioxidant status, may lead to new strategies on the treatment of the disease." Antioxidants reduce oxidative stress and inflammation via a variety of pathways. In the Spring 2018 Issue of *LVI Visions* I discussed the benefits of Vitamin C, Vitamin B Complex and Coenzyme Q10. In this article we will delve into other antioxidants to help support your patient's overall health and well-being.

Glutathione is another great water-soluble antioxidant. Glutathione is comprised of three amino acids: cysteine, glutamate, and glycine. Glutathione turns off the inflammatory response, is the cell's primary detoxifier, rejuvenates immune function, and is an anti-aging antioxidant. In one study it showed that replenishing glutathione extended the life of older animals. Glutathione can recycle the oxidized form of Vitamin C and restore its antioxidant power. Lipoic acid can boost levels of glutathione so you don't have to supplement physical glutathione.





The optimal source of glutathione is fruits, vegetables, and freshly cooked meat. The best way to boost glutathione is to take 100 mg of lipoic acid daily.

Vitamin E is another fat-soluble vitamin. Vitamin E is composed of four different tocopherols and four different tocotrienols. "Vitamin E is recycled by Vitamin C, lipoic acid, and CoQ10. Even if you take Vitamin C and lipoic acid, you still need to take Vitamin E." Vitamin

E is found in raw vegetable oils, nuts, nut butters, rice bran oil, barley, and smaller amounts in green leafy vegetables. Commercial food processing depletes foods of all forms of Vitamin E. Supplemental Vitamin E should have both kinds of tocopherols and tocotrienols. Vitamin E protects lipoproteins from free radical damage and therefore plays a role in fighting heart disease. It has also been suggested that Vitamin E can help protect the brain from Alzheimer's and the free radical attack that is from the higher levels of lipid peroxidation. We know there is a connection between periodontal disease and arthritis due to the presence of inflammation. Vitamin E helps reduce the symptoms of arthritis and inhibits the biological pathway that triggers inflammation. In one study at Loma Linda, a proprietary blend of Folate, Vitamin B12, Vitamin C, Vitamin E, Echinacea, CoQ10, and Piper Nigrum Extract (black pepper) was studied to see if it had any impact on gingival health. The study had 63 patients with gingivitis and type 2 periodontal disease. The control group was given a placebo supplement and the experimental group was given the proprietary blend supplement. Munoz found "at the 60-day evaluation point, all subjects receiving the experimental treatment had significant reduction in the gingival index, pocket depth, and bleeding index."

Lipoic acid is the universal antioxidant. Taking lipoic acid increases levels of Vitamin E, Glutathione, and CoQ10. It can also recycle all the above antioxidants: Vitamin C, Glutathione, CoQ10, and Vitamin E! Lipoic acid helps to break down sugar for the production of ATP, which is the fuel for cellular energy. Interestingly, because of its unique structure, lipoic acid can enter both the fatty or watery portions of the cell, which enhances its ability to trap free radicals wherever they may be. Lipoic acid had been studied to improve a plethora of diseases, but one of the most impressive is its ability to help the utilization of glucose in muscle cells, which in turn may help prevent type 2 diabetes. Glucose that reacts with proteins in a process called cross-linking can create a protein called advanced glycation end product (AGE) that are known to contribute to increased oxidant stress and inflammation. Lipoic acid reduces AGE in humans, stimulates the regeneration of nerve fibers in diabetics, and may prevent the onset of disease by blocking the activation of bad genes.

Upcoming Hygiene: Advanced Technologies Course Dates

April 3-5, 2019 • August 28-30, 2019

B. Lau, B., Johnston, B., Fritz, P. & Ward, W. Dietary Strategies to Optimize Wound Healing after Periodontal and Dental Implant Surgery: An Evidence-Based Review. Open Dent J. 2013; 7: 36-46.

Packer, Lester. The Antioxidant Miracle: Your Complete Plan for Total Health and Healing. Turner Publishing Company.

Munoz C, Kiger R, Stephens J, Kim J, Wilson A. Effects of a nutritional supplement on periodontal status. Compendium, May 2001; 425-438.



ReFocus on your patients

HYGIENE

Advanced Technologies



INSTRUCTOR:
Jill Taylor, RDH, ND, BS

PREREQUISITE: None

TUITION
Doctor/Hygienist \$1695
Team \$795

CE CREDITS: 22

AGD CODES: 490, 550

LENGTH OF COURSE: 3 DAYS

COURSE TYPE:
LECTURE/PARTICIPATION

For More Information,
Complete Bios and a Full List
of LVI Sponsors Please Visit

www.lviglobal.com
concierge@lviglobal.com
888.584.3237

COURSE DESCRIPTION

This course is designed to optimize your LVI journey by identifying missing links in your practice and enhancing the return on your LVI educational investment by boosting your practice's hygiene efficiency.

The "mouth body" connection can take your practice to the next level, by presenting opportunities to streamline your hygiene department while integrating the ultimate in comprehensive patient care.

ASK YOURSELF:

- What does the Ultimate hygiene department look like?
- Is your hygienist frustrated with "not enough" time to do everything you ask her to do?
- Would you like to have patients that no longer bleed even just a 'little bit'?
- How strong is your hygienist in restorative pre-diagnostic and case presentation skills?
- How can you merge healthier teeth with the healthiest tissue?

COURSE OBJECTIVES

- Discuss the latest technologies and proven scientific findings to treat periodontal disease.
- Discuss the connection between periodontal health and its systemic implications.
- Effectively risk-assess a patient's condition to determine optimal treatment planning.
- Deliver a treatment plan and comprehensive case presentation based on the six screenings.
- Demonstrate and bring consistency to risk assessment, oral cancer screening, restorative screening, occlusal screening, sleep apnea screening and periodontal screening.
- Create better understanding of the patient's wants and needs using persuasive verbal skills.
- Discuss TMD Dentistry and the importance of healthy occlusion.
- Discuss the use of laser theory and application as well as clinical adaptation of microultrasonics.
- Identify the newest restorative materials and how to care for them.
- Create continuity within your hygiene department of the patient care system.



Approved PACE Program Provider FAGD/MAGD credit.
Approval does not imply acceptance by a state or
provincial board of dentistry or AGD endorsement.
06-01-15 to 5-31-19. Provider ID# 208412

Las Vegas Institute for Advanced Dental Studies, LVI Global
is an ADA Recognized Provider

ADA CERP is a service of the American Dental Association to assist dental
professionals in identifying quality providers of continuing dental education.
ADA CERP does not approve or endorse individual courses or instructors,
nor does it imply acceptance of credit hours by boards of dentistry.

Concerns or complaints about a CE provider may be directed to the provider or to
the Commission for Continuing Education Provider Recognition at ADA.org/CERP.

ADA CERP® | Continuing Education
Recognition Program

Registration fees are to cover the team at LVI's cost for employees time from sales to reserve your spot in the course, order
supplies for the hands on portion, start the paperwork in the programs department as well as the accounting departing and are
non-refundable and must be exercised within two years. LVI Global, LLC ("LVI") reserves the right to cancel courses 30 days
prior to the scheduled date of a course or activity, although that would be rare. Should LVI cancel a course or activity, LVI will
apply the full value of any deposits and fees related to said course or activity to future LVI course or activities. LVI will not be
responsible for any other fees, costs or consequential damages associated with canceling this LVI course or activity.





"We began using Williams Dental Lab because their technicians and our doctors were taking the same advanced education classes. We realized that we had never worked with a dental lab that made the effort to learn the latest philosophies and techniques currently being taught to the dentists. The level of knowledge that Bob and Frank have far supersedes most dental professionals. We feel honored to have the opportunity to work with them and know each technician is directly involved in our patient's care. We are, and will continue to be better dentists with Williams Dental Lab as part of our team."



Dr. Trey Carlton III & Dr. Courtney Richter
Lake District Family Dentistry

Williams Dental Lab is a small team of dedicated LVI trained master technicians, providing personalized service and achieving exceptional results... Everyday.



a world of difference...

7510 Arroyo Circle
Gilroy, California 95020
800.713.5390

bob@williamsdentallab.com
williamsdentallab.com

NaturalFit™

Removable Hypoallergenic Anatomical Orthotic

The perfect solution for the long-term treatment of your patients' TMJ disorder symptoms and/or to restore an optimal bite, the Aurum Group's exclusive new NaturalFit™ Anatomical Orthotic can be worn effectively for up to twelve months. Even better, it is fabricated from hypoallergenic acetyl resin for outstanding biocompatibility. That also makes it a great treatment alternative for patients with monomer allergies.

- Take your patients for a "BITE TEST DRIVE". Utilizes anatomical occlusal design to maintain patient's optimal mandibular position.
- Light weight. Computer designed and milled for incredible accuracy.
- High tensile and flexural strength, fatigue resistance, hardness and very low moisture absorption.
- High colour stability. Polishes to smooth finish.

See the NaturalFit Technique for yourself!

Watch the video at www.youtube.com/watch?v=Kn3KX1-pXjs



Contact your closest Aurum Group laboratory today TOLL FREE for complete details and laboratory requirements for the **NaturalFit™ Anatomical Orthotic**



THE **AURUM** GROUP®

● Visit us at www.aurumgroup.com

● Go digital with us