

[<Back](#) [Print](#)

February 2005

## from Gregory Tarantola DDS



### Greetings!

**Tarantola Dental Learning** is dedicated to helping dentists and their team of staff, specialists and technicians learn and apply the principles of comprehensive, masticatory system dentistry in a relationship-based environment. That means promoting and maintaining optimal health, function and esthetics of all the components of the masticatory system, that is, the TMJs, the neuromuscular system, the dentition, the periodontium and occlusal bio-engineering. And accomplishing this in a way that is appropriate for that particular patient, that is, with their interest and active participation.

### Remember this formula for "Peace Of Mind" in your practice:

#### **NP (or EP)+E+D+TP+TS+CA=PS**

New Patient (or Existing Patient)+Examination+Diagnosis+ Treatment  
Planning+Treatment Sequencing+Case Acceptance=Predictable Success

Thanks to Charles W Martin, DDS, MAGD, DICOI, FIADFE  
LeadershipMastermindCoaching.com for suggesting the enhancements to the above  
formula for success.

#### **This month's inspirational quote:**

**"Begin somewhere; you cannot build a reputation on what you intend to do."**

**Liz Smith, American Gossip Columnist**

## Thought For The Month

### 10 THINGS LEADERS DO

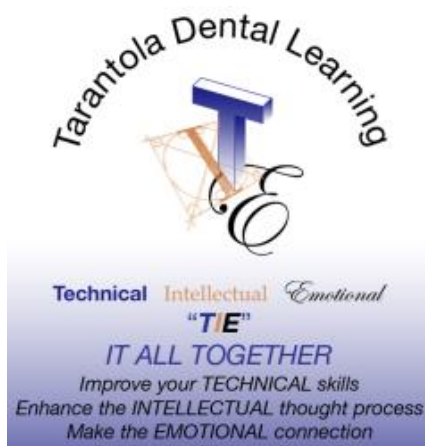
It is not what we SAY that builds our reputation in our communities, it is what we DO. What do our patients really think as they read those wonderful mission statements in our office? Sounds great, but prove it to me! Let's face it, you ARE the leader of your practice. For your patients, team, specialists, technicians etc. Let this month's thought be another, yet timely and



important, reminder of our role as leaders.

- [Go to the article.](#)

## UNIQUE LEARNING CDs



See us at the **CHICAGO MIDWINTER MEETING, Feb 25-27 Booth 243**

**Dr. Tarantola lectures Feb 24-26**

Enjoy the peace of mind and fulfillment of practicing comprehensive-care, relationship-based, masticatory system dentistry! These **SELF-STUDY LEARNING MODULES ON CD** are a great review and reference for those already practicing masticatory system dentistry and also a great starting point for those wanting to learn more about this approach. The learning modules are very visual, the text is to-the-point outline style, and the photo table of contents is linked to every page making it extremely easy to navigate

and refer back to over and over. You'll find it a GREAT value...and of course, with a money-back guarantee!

*"How often have you gone to a continuing education course and wished that you were back in your own office doing dentistry? How many times have you sat through hours upon hours of lectures only to get one pearl of information that took mere seconds to dispense? What if there was a way to get quality condensed information delivered to your door that you would be able to watch on your computer? Now, what if I told you that you could, and the answer was Tarantola Dental Learning CD-ROMs?" Dr. H.F., DDS, MBA*

- [Click here to see Tarantola Dental Learning](#)

## FEBRUARY CLINICAL TIP



### An Interesting Example Of Occlusal Mis-Engineering Causing A Variety Of Problems..

When we see restorative dentistry that has failed, we are anxious to change it and "do it better." We know what great satisfaction optimal dentistry can be for both the patient and dentist. But don't be so quick that you don't look at all the possible etiologies. And one of those etiologies can certainly be occlusal interferences. If not addressed, the new restorative dentistry might end up with

the same fate. This month's tip is an interesting case with occlusal implications. Do you see a cause-effect relationship? And can you help your patient understand?

- [Click here to see the](#)

**FEBRUARY CLINICAL TIP**

**BRAND NEW ADDITION TO THE LEARNING  
MODULE LIBRARY:  
"THE CASE STUDY TREATMENT PLANNING  
GUIDE"**



A collection of over 30 fully documented cases. History; exam; photos; casts; radiographs; diagnosis; the diagnostic blueprint to include an outline of all 10 decisions to make when blueprinting; treatment plan; treatment sequence; provisionals; the definitive case. A wide variety of cases are included.

When you have a perplexing case, you most likely will find a similar case in this collection to help you in your decision making. It shows with real life, practical cases, the application of the principles of the comprehensive approach.

There is also a new tutorial included that covers the keys to restorative success: Planning-Execution- Communication. You will find clinical tips throughout that will enhance your cause-effect understanding and how to deal with it at the planning stages.

As a bonus, the pertinent occlusal scientific literature of 2004 is summarized. 31 references and abstracts included for your review. Yearly updates including new cases and current literature will be offered .

As Steven Covey says in his book *The Eight Habit*, the road from effectiveness to significance is paved with this challenge, "Learn, Do, Teach". In other words, you not only have to LEARN it, you must DO it, that is put that knowledge into action. Then, to REALLY learn, you need to tell or teach someone else. By doing this step, you learn the material even better as you consolidate and clarify your thoughts in a way that you can convey it understandably to someone else.

This Case Study CD has a special challenge to help you implement "Learn, Do, Teach" and move from effectiveness to significance. Those who accept and complete the challenge will have their own case study published in a new, upcoming section of Tarantola Dental Learning - "Case Studies From Our Readers".

**...and a special INTRODUCTORY PRICE for February only...**

- [Click here to see THE CASE STUDY TREATMENT PLANNING GUIDE](#)

**QUESTIONS SUBMITTED FROM JANUARY'S CLINICAL  
TIP ON FEES, TREATMENT PLANNING AND  
SEQUENCING**

**Do you routinely use the Excel Fee Calculator?**

I always try to come up with a fee based on time plus variable costs. I feel this is a fair way to calculate a fee and it is "real", not just a number picked out of the air. It is important to consider all the time involved; indirect time, consultation time, sterilization and disinfection time. This is all time we invest on our patient's behalf for their care using our skill and judgement. This can then be used to come up with a "per unit" fee. But be careful, a crown is not a crown is not a crown. If one takes an hour to complete and another two hours because it is more complicated, why should it be the same fee?

**Do you do the patient's consultation at the initial visit or do you have them back for another appointment?**

Most of the time I am not able to come up with a solution, the appointment sequence to get from point A to point B, and a fee etc. right on the spot. I need time to sort it all out, reflect, do the diagnostic blueprint etc. When you begin to look at cases comprehensively, that is from a global masticatory system point of view, you find you need this time. If you are mainly in to just fixing teeth, you can do it right on the spot: fee per tooth X number of teeth. I just don't look at it that way.

**Do you find patient's "lose interest" when they have to come back a week or two later?**

Not at all. My goal with the exam is not just to collect data, but more importantly to generate interest. I am interested in their concerns and try to find out everything I can about it. I get them interested in their condition by getting them involved. Photography is a tremendous motivator. I help them see that when they leave, my work on their behalf is just getting started. They are pleasantly surprised at the involvement it takes and pleased that the time to ponder and reflect on their behalf. I believe they would be disappointed if I DIDN'T do this for them.

**When do you do this work?**

It is scheduled throughout the work day. The staff is involved in getting casts ready, photos etc. I look at working in the lab, private office (or wherever) as just another patient appointment. Instead of the *patient* actually being there, their casts, radiographs and photos are there.

## **PLEASE TAKE THIS 5 MINUTE SURVEY**

***It has been one year since launching Tarantola Dental Learning. If you would please take less than 5 minutes of your time to complete this survey, it would be very appreciated. Our goal is to make the information more useful and beneficial for the dental profession.***

- **[CLICK HERE FOR THE SURVEY](#)**

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**"TIE" IT ALL TOGETHER**

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