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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:

E+D+TP+TS=PS

Examination+Diagnosis+ Treatment Planning+Treatment Sequencing=Predictable Success

"What you do speaks so loudly that I cannot hear what you say." - Ralph Waldo Emerson , 1803-1882, American Poet, Essayist

Thought For The Month

How We Communicate:

It's quite a task we have trying to communicate to our patients. We want them to understand what we are about, the way we have decided to practice dentistry. For many patients, it is quite a departure from what they are used to, that is, the usual and customary approach. And at times, we may feel that we are not "getting through" to them so they can begin to value what we can do together.



We need to get our message across in a number of different ways. Verbal communication is going to be effective only a small percentage of the time. Studies have shown that this is how our effectiveness breaks down:

7% VERBAL (the actual WORDS)

38% VOCAL (the way you SOUND when you speak)

55% VISUAL (the way you LOOK when you speak)

So we need to communicate in a number of ways: verbal; written; pictures; stories and analogies etc. And we can't expect one attempt to always get it done.

And as Emerson says in the quote above, actions speak louder than words. We need to be sure our actions are consistent and congruent with what we say and with our printed materials.

I've written a report called "The Truth" which describes, in patient language, what a comprehensive care, relationship based practice is all about and what the benefits are to them. It is a PDF document so you will need Adobe Reader to open it. If you don't have it, you can download it free by clicking the link below.

As a special offer for the next 30 days, any purchase will include this report in MICROSOFT WORD format so you can customize it for your practice.

- [Read "The Truth"](#)
- [Click here to get Adobe Reader](#)

UNIQUE LEARNING CDs



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!

"I have found your CDs to be a great learning medium. Having all that information on just two CDs makes it very easy to look up the techniques and refresh the thought processes that goes into designing a new occlusal scheme. I have found your CDs to be of great value in educating my staff as to the quality of dentistry I want for my practice and how much hard work goes into preparing for each case. Your Cds have helped me teach my staff the importance of the complete exam, the diagnostic workup and trial equilibration. I have used your patient education module to make a very handsome folder that sits in my reception area. Again-I have used it to educate my patients as to how much attention goes into the thought process of restoring their dentition. Thanks for your hard work. Your CDs are worth every penny." Dr.A.F.

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

AUGUST CLINICAL TIP



Implants have certainly made it possible for us to dramatically improve the quality of our patient's lives. Giving someone who

has been unfortunate enough to lose all or part of their secondary dentition another stable dentition is quite remarkable indeed. I believe this can be seen the best with our full denture patients who have suffered for years with loose, painful dentures affecting their comfort, health, function, appearance and self confidence...

- [Click here to see the AUGUST CLINICAL TIP](#)

NEW! CASE PLANNING SERVICE



DO YOU HAVE A PERPLEXING CASE? Dr. Tarantola can help. He will do a diagnostic blueprint (wax-up) complete with reduction guides, custom trays, and provisional stents. With examination and diagnostic information you provide, Dr. Tarantola will also suggest a treatment plan and treatment sequence. The sequence will be submitted to you on his fee calculator spreadsheet so all you need to input is your estimated time per appointment, fee per hour, variable costs (lab fees, etc) and a customized fee appropriate for that

particular case will be calculated.

- [Click here to see CASE PLANNING SERVICES](#)

QUESTIONS SUBMITTED FROM JULY'S CLINICAL TIP ON THE DIAGNOSTIC BLUEPRINT

Why not use wax for the diagnostic blueprint?

You certainly could. The main point is to "get it done" and there are many ways to accomplish this. My experience has been that most dentists don't like "waxing" simply because it is usually not done on a daily basis. However working with composite is routine with most all dentists. So you are using a familiar technique, just for another purpose.

It sure takes a lot of time to do this. Why not have my lab do the wax-up?

I actually can't think of a better way to spend your time. You intimately know every aspect of the case, you can speak with more believability and conviction when you consult with your patient, you can plan cases better with your specialist, and you work more effectively at the chair when you treat the case. The benefits far outweigh the costs. As with anything, as you practice you will become more efficient with your time.

I have done this kind of planning in the past only to have the patient not accept the treatment plan. This is very frustrating. How can I avoid this?

I know first hand what you are talking about! That's why the way the initial exam is done is so critically important. The exam should generate interest and spark co-discovery and not just be data collection. This helps you decide not IF you will be proceeding forward with the work-up but the TIMING of it. You and your team need to be tuned in to you patient and build value at every step of the way. Help your patient see the benefit to THEM and how it addresses their concerns and expectations.

I have a busy schedule. I don't want to do this after hours and on weekends. I have a life besides dentistry! How can I work it in?

If you think about it, this time is just as valuable as chair time, really MORE valuable. It is time you are spending on your patient's behalf. I believe this time should be approached just like chair time in terms of scheduling (not 'finding') time and in terms of fees. Once again, people pay for the things they value. You and your team need to help them see, value and appreciate this planning time.

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"TIE" IT ALL TOGETHER

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