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September 2004

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

"You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you." -Dale Carnegie, 1888-1955, American Author, Trainer

Thought For The Month

What Are Your Patients Thinking?

We think we have treated our patients well. We think we have connected with them. We think we have communicated understandably and that they are happy with our services....but what do THEY think?

Do they sense that what we are doing is more about US (the dentist) than it is about THEM? Read again what Dale Carnegie says in the above quote.

Once we do connect with them, do they see the value and benefit in what we are doing? Is the value being communicated by us and our team? Are our actions and the overall flow and atmosphere of our practice consistent with the value and benefit we are trying to communicate?



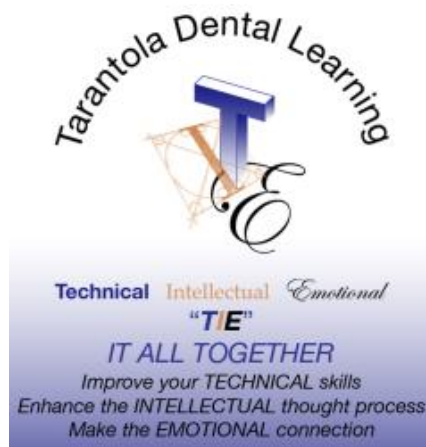
And more importantly, even if they DO see the value and benefit, what is their level of SATISFACTION? We often talk of building value, of speaking to the benefits but we do NOT usually speak of it in terms of patient SATISFACTION. Speaking of value and benefit is a positive action we can take, but true patient satisfaction can elude us...how do we truly know if they are satisfied? Have we really understood their concerns? Have we taken steps to ADDRESS their concerns?

We can look for the obvious signs. Do they thank us and otherwise show their appreciation? Do they PAY with gratitude and appreciation? We can often see it in their face and body language. Unless they are truly satisfied, they may not follow through with their entire treatment plan, they may not refer others.

Click the link below to read an interesting article by R.G. Srinivasan on "Creating Customer Value" and some myths about how it relates to customer SATISFACTION.

- [Read the article.](#)

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](#)

SEPTEMBER CLINICAL TIP



When a patient comes into your office with a broken tooth they understand that they probably need a crown and they have a general understanding of the benefits and therefore have a high value for the procedure.

When a patient has head, neck or facial pain due to muscles and occlusion they have no idea that you can help or what the procedure will entail. Lack of understanding and experience with this treatment creates low value, high skepticism, poor case acceptance.

An anterior deprogrammer quickly and easily centers the jaw joints and relieves the related muscle pain by preventing the interfering posterior teeth from deflecting the mandible into maximum intercuspation. Pain relief, typically in less than two minutes confirms that the bite is the source of the pain and provides an experience that allows your patients to confidently proceed with treatment. Once the jaw joint is centered and the muscles are relaxed, a bite record can be quickly and accurately captured. This month's clinical tip shows the process using the Best-Bite Discluder.

Dr. Jerry Simon is offering 15% off Best-Bite products for the month of September. Use the code "JEX" to receive your discount when ordering by phone or on the internet. 888-865-7335 or www.Best-Bite.com

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

CREATE YOUR OWN CD OFFICE BROCHURE



We need to communicate with our patients today in a number of different ways. While nothing replaces a one on one, face to face conversation, technology can certainly enhance our message. Baby boomers and Generation X'ers alike are making technology a bigger part of their daily lives and things such as websites and e-mail are getting to the point where it is expected. Step into that world with an office brochure on CD.

There are 2 formats included - one for use in the office, to send to new patients before their appointment, to give to patients for referrals and for your specialists. The other is a format that is appropriate for community presentations such as to Rotary or Kiwanis. They are full PowerPoint files that you can easily customize with your practice information.

They each have 3 sections: One explains what a comprehensive practice is and does; the second focuses on oral health and has 16 video clips on home care; the third has examples of different types of dentistry. You can use the included photos or easily insert your own.

Click the link to find out more and see a short preview.

- [Click here to see THE CUSTOMIZABLE OFFICE CD BROCHURE](#)

QUESTIONS SUBMITTED FROM AUGUST'S CLINICAL TIP ON THE IMPLANT BAR/OVERDENTURE

Do you use an open or closed tray technique for impressions?

I typically use a closed tray technique with a custom tray. When fabricating

the tray, you must anticipate where the impression copings will be and provide enough room in the tray. I feel the impression coping design of most systems are very accurate and predictable today.

How do you communicate the bar design and position to the technician so it does not interfere with correct tooth placement?

In addition to the implant impression, I also send a jaw relation record and an esthetic/functional recording that shows the correct tooth placement. If they have a current denture or provisional denture that is esthetically and functionally correct, this can be duplicated and used as the recording. In addition to the bar, the lab also fabricates a wax set-up to fit over the bar.

When I do a wax try in over the bar, it is unstable since the final attachments are not incorporated yet. What can I do to stabilize it?

The easiest and quickest way is to "reline" the wax set up over the bar with some low viscosity impression material. This will give you the stability and retention to accurately assess the esthetics, phonetics and occlusal relationships of the set-up.

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"TIE" IT ALL TOGETHER

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