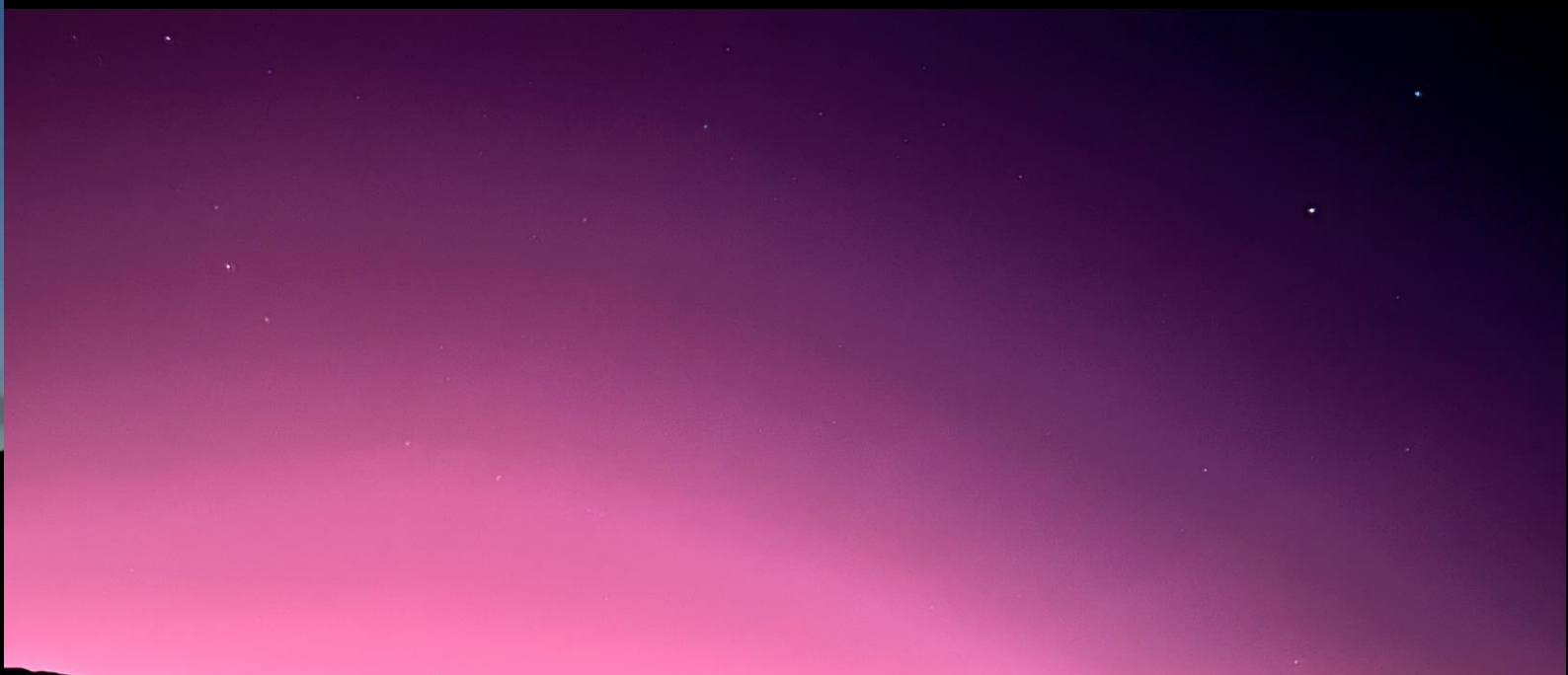




Timothy M. Bizga, DDS, FAGD







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First Name

www.2thLectures.com

ABOUT ME





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VA
VISTA | APCX

Patented



Objectives


- Share my experience and tell stories
- Be authentic
- Have fun





Perspective Principle

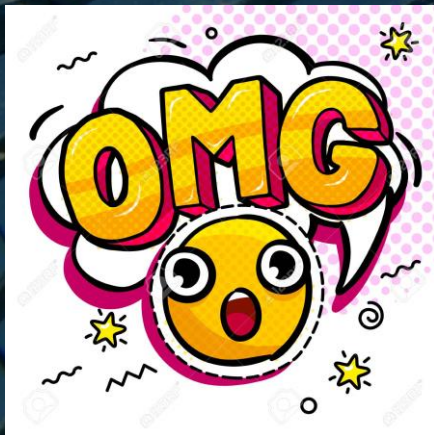
1. How we VIEW things determines how we DO things
2. What you SEE is who you will BE
3. When we CHANGE the way we look at things- the things we look at CHANGE
4. What I BELIEVE, determines how I PERCEIVE (your subjective construct)



Here is what
I know

- I am deeply passionate about consumer access to affordable care AND...the right of health-care provider to remain independent while earning a living

I also
know...



- The Industry is **BROKEN** and Dentist are footing the bill...
 - Payroll has gone up
 - Rent has increased
 - Equipment costs ↑
- Since 1997 the market has grown 70%, while dentists remain flat
- YET reimbursement through primary payment channels in dentistry (i.e. dental insurance) is stagnant or declining
 - 2011-16 charges to insurers increased in 36 states; while reimbursements during same period **DECREASED** in 46 states

A Tale of Three Groups of Independents

Independent Pharmacy



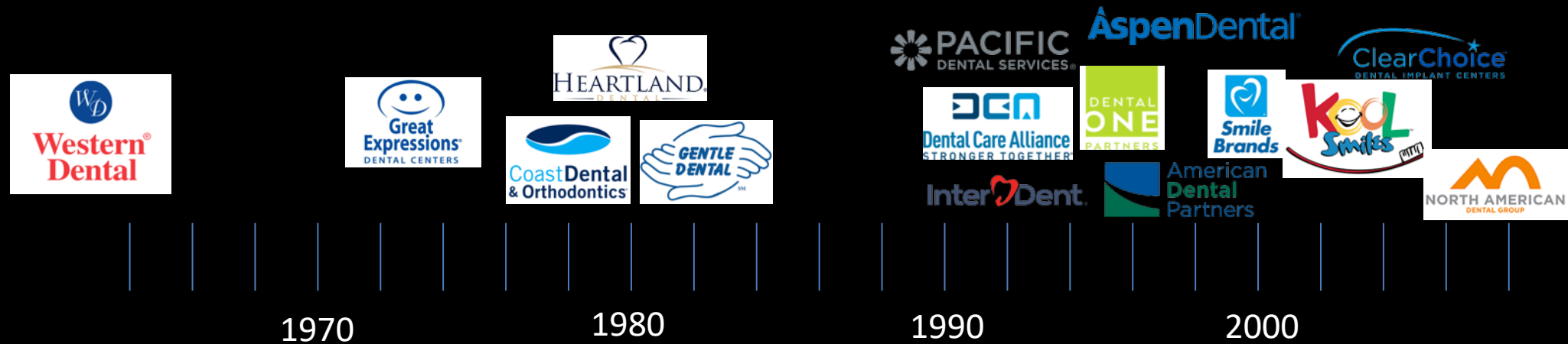
Independent Hardware



Independent Optometrists

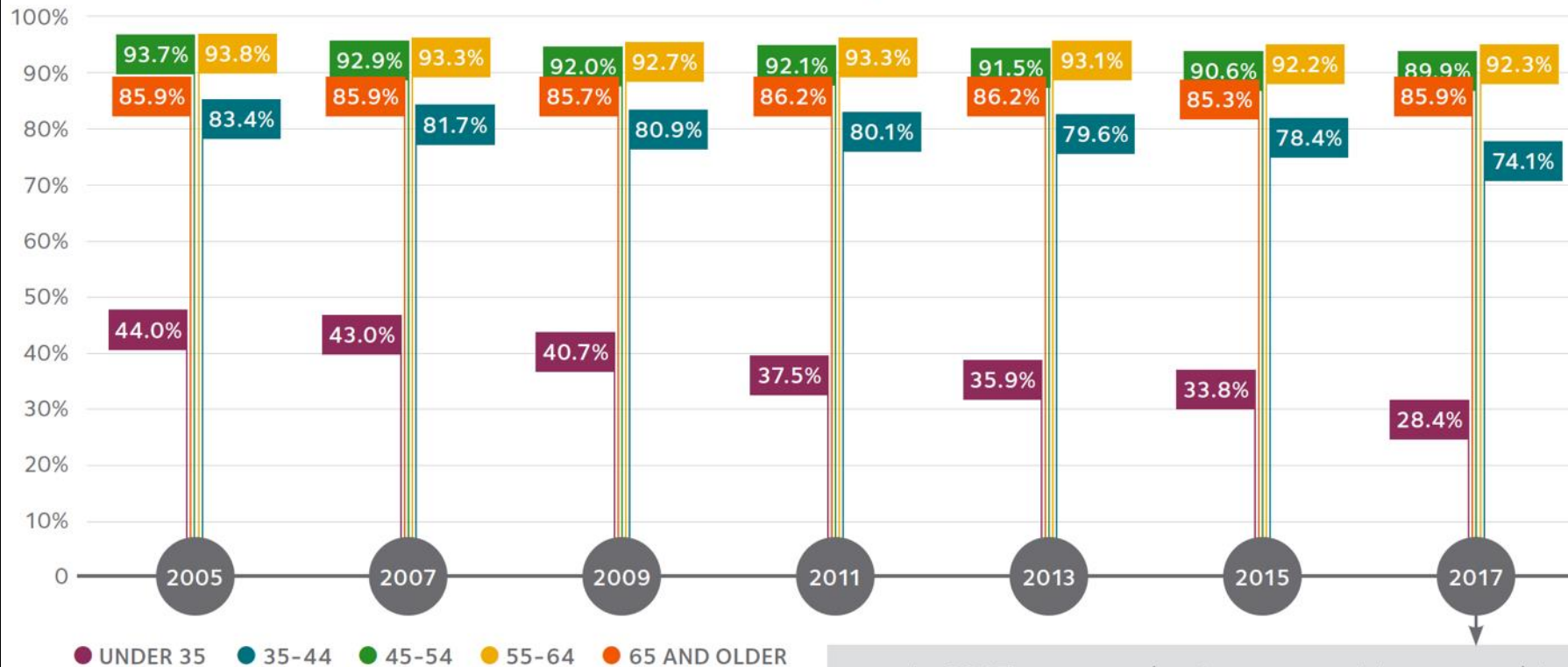


DSOs continue to expand



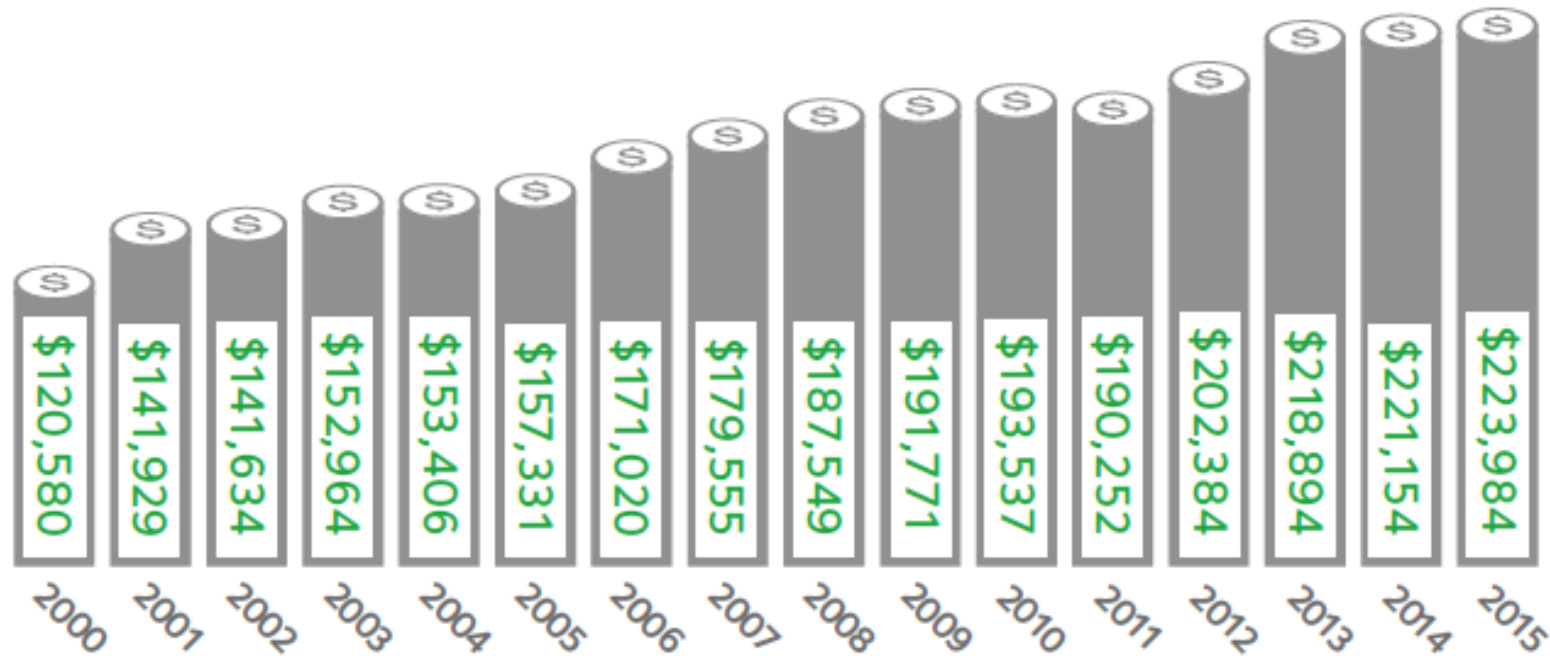
Private Practice Ownership Declining

PERCENTAGE OF DENTISTS IN PRIVATE PRACTICES WHO ARE OWNERS, BY AGE GROUP



In 2017, younger dentists are attaining ownership at a decreased rate compared to 2005.

Trends in Education Debt



AVERAGE EDUCATIONAL INDEBTEDNESS of graduating dental students has increased an average of 4.2% annually between 2000 and 2015 after adjusting for inflation.

Source: American Dental Education Association, Survey of Dental School Seniors, 2015 Graduating Class.

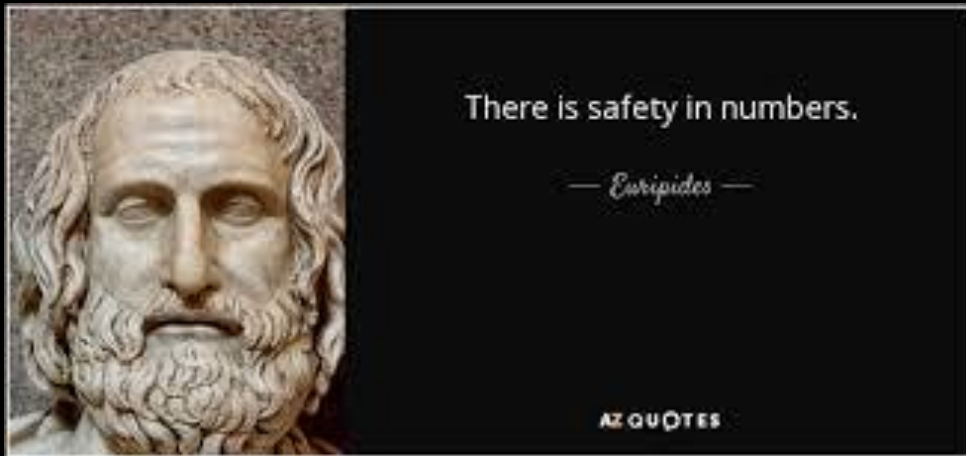
\$297,331

average debt per
graduating senior in 2023

*American Dental Education
Association (ADEA)*

Dentistry's 8 Game Changers

1. The Great Resignation
2. Changes in Patient Buying
3. More Dental Schools
 - 13 opened since 2008
4. Higher Student Loan Debt
5. Decrease in Insurance Reimbursements
6. Expansion of DSOs or Corporate Dentistry
7. Fewer Private Practice Associateships Available
8. Delayed Retirement





Adding Select Dental Services

- Brilliant Ways to Grow
 1. Dental Implants
 2. Adult Ortho
 3. Sleep Apnea/Lasers
 4. Botox/Fillers
 5. Cosmetic/Preventative Dentistry/ENDO
 6. Robust Hygiene Program

A Fork in the Road...

- Treat Children
 - Totally fee for service
 - Guiding growth and development
 - 4-6months of habit correction
 - Custom appliance to facilitate eruption
 - Goal is to prevent long-term adverse effects
- Treat Adults
 - Possibility of Medical Billing
 - Sleep studies are required
 - Manage symptoms
 - Multiple appliance options
 - Studies show some remission and lack of long-term efficacy

- Extended Bottle Feeding and Pacifier Use
- Causes Poor Tongue Position and Abnormal Swallowing
- Sugar/ Processed Foods can have an effect
- Poor Oral Habits (thumb / finger / lip sucking, tongue thrust, etc.)

Mouth Breathing / Snoring

- Restless Sleep / Arousals
- ADD / ADHD
- Bed Wetting
- Chronic Allergies
- Nightmares
- Daytime Drowsiness
- Aggression / Defiance / Anger
- Difficulty in School
- Frequent Infections

Sleep Disordered Breathing

Compromised Airway

- Reduces airway / Restricts Airflow
- Reduces Oxygen / Increases CO2
- Affects Brain Function / Immune & Endocrine Systems
- Swollen Adenoids / Tonsils
- Low Tongue Position / Tongue Thrust
- Underdeveloped Dental Arches
- Overjet / Open Bite
- Cross Bite



Outward Symptoms

Neurophysiological:

- ADD/ADHD
- Depression
- Morning headaches



Developmental/ Hormonal:

- Delayed or stunted growth
- Predisposition to obesity, diabetes
- Mouth breathing
- Suboptimal dental esthetics

Immunological:

- Chronic allergies
- Eczema
- Asthma
- Swollen adenoids/ tonsils



Behavioral:

- Aggressive behavior Irritability/ anger
- Peer problems/ few friends
- Difficulty in school



Sleep disturbances:

- Restless sleep
- Sleep talking/ walking
- Daytime drowsiness
- Snoring
- Tooth grinding
- Nightmares
- Bedwetting

SLEEP DEPRIVATION – PERCENTAGE OF INCIDENCE

- Mouth breathing during sleep -1/2 inch opening reduces airway by 6 mm – average airway in 7 year old is 7mm
- Most urgent for diagnosis are in bold type below
- 20 most important symptoms ≤4 – 13+ years

Mouth Breathing Nights	43.0%	Snores 1 Night/Week	24.7%
Snore at All	37.2%	Sweating During Sleep	19.0%
Difficulty Listening	34.7%	Snores 2-4 Nights/Week	18.9%
Often Interrupts	34.7%	Bed Wetting	18.1%
Tooth Grinding	32.0%	Hyperactive	17.5%
Talks in Sleep	31.7%	Attention Deficit	15.7%
Wakes Up at Night	29.0%	Falls Asleep Watching TV	13.4%
Allergies	28.7%	Speech Problems	12.9%
Restless Sleep	26.9%	Difficult, Labored Breathing	12.4%
Fidgets with Hands	26.6%	Snores 5-7 Nights/Week	8.2%
Mouth Breathes Days	25.4%	Throat Infections	6.8%
ADHD	25.2		
Incidence ≥ 1 Symptom	90%	N=501	
Incidence ≥ 4 Symptoms	60%	(from Stevens et al, 2016)	



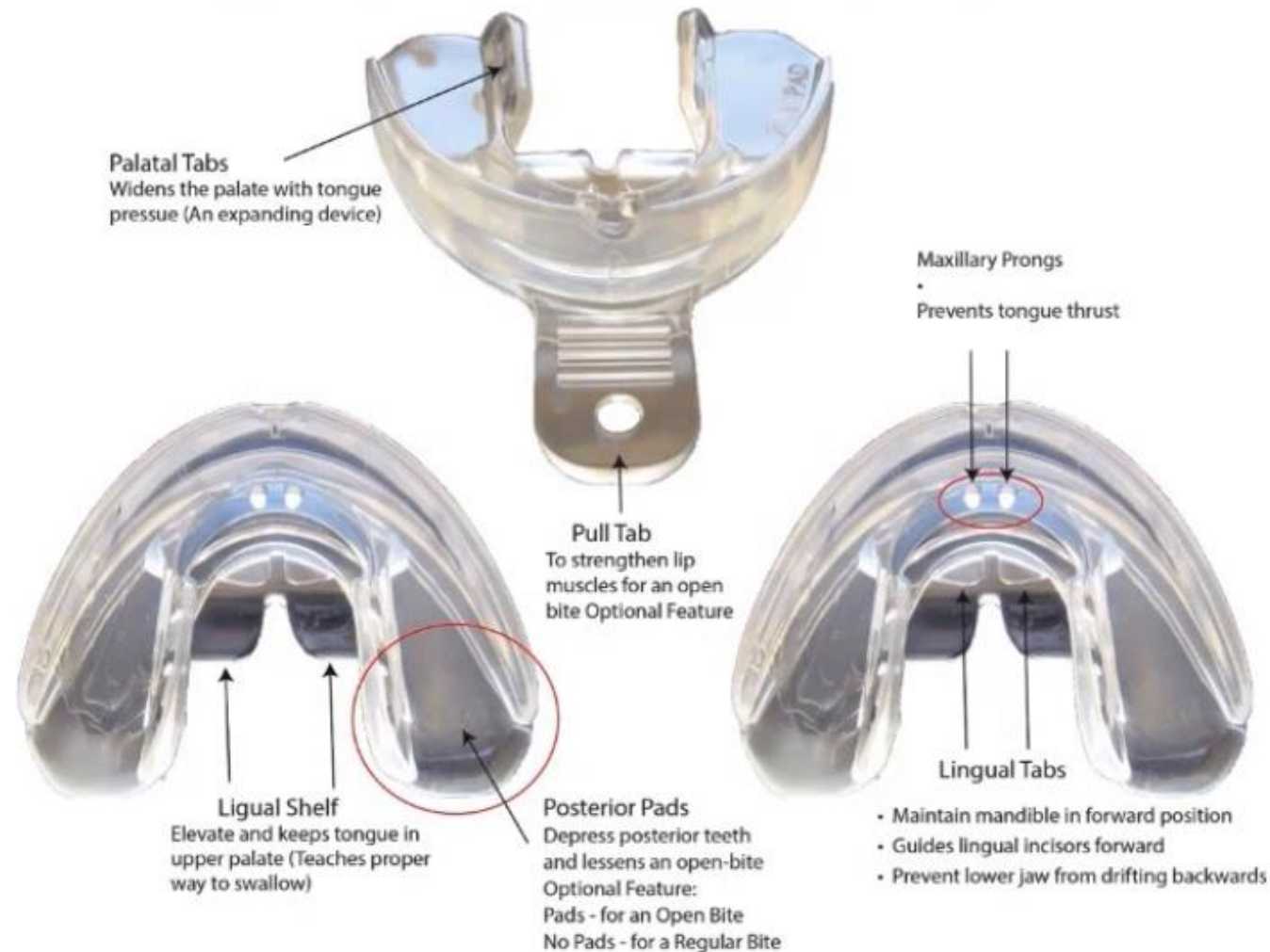
Findings

- Mouth breathing & snoring associated with more SDB symptoms than any of the other symptoms studied
- 90% had ≥ 1 SDB symptom
- 60% had ≥ 4 symptoms
- 20% experience bedwetting
- From 4 to 12 yo, 92.6% of symptoms **did not self correct**; 30% worsened with age

KIDS
AGES 5-7

healthystart™

HEALTHY START HABIT CORRECTOR® KIDS







Boy 1



Boy 2

Adjunctive vs. Support Therapy in Dental Sleep Medicine



Adjunctive Therapy

Therapies that **enhance or supplement** the primary treatment

Not intended to stand alone

Aim to improve **efficacy, comfort, or compliance**

Examples: nasal dilators, positional therapy, weight management, humidification



Support Therapy

Therapies that **enable, facilitate, or maintain** the primary treatment

Focus on patient's ability to **use** the primary therapy successfully

Reduce barriers, side effects, or complications

Examples: TMJ support strategies, bite re-positioning exercises, oral hygiene reinforcement, follow-up and titration protocols

Snoring Myth

Snoring Isn't Dangerous.
It's just "disruptive"

Snoring Reality

Study conducted on 273 snoring patients

- 4% tested normal for obstructive sleep apnea (OSA)
- 21% had mild OSA (bad and likely to get worse)
- 29% had moderate OSA (really bad – lots of comorbidities)
- 44% had severe OSA (seriously bad – likely to die early)
- 2% had AHI scores > 100 (really really bad – as in call 911 now)

96% of people in this study who snored also had OSA

Non-Surgical Approaches

- Weight Loss
- *Hormone Therapy
- Avoid Alcohol / Afternoon Caffeine
- Decongestants
- Positional Sleep
- Oral Appliances
- CPAP
- Lasers



Walter Stumpf

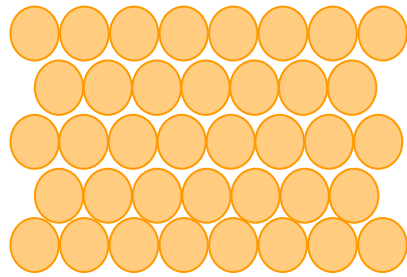
"Vitamin D3 sites of action in the brain: An autoradiographic study"

Surgical Approaches

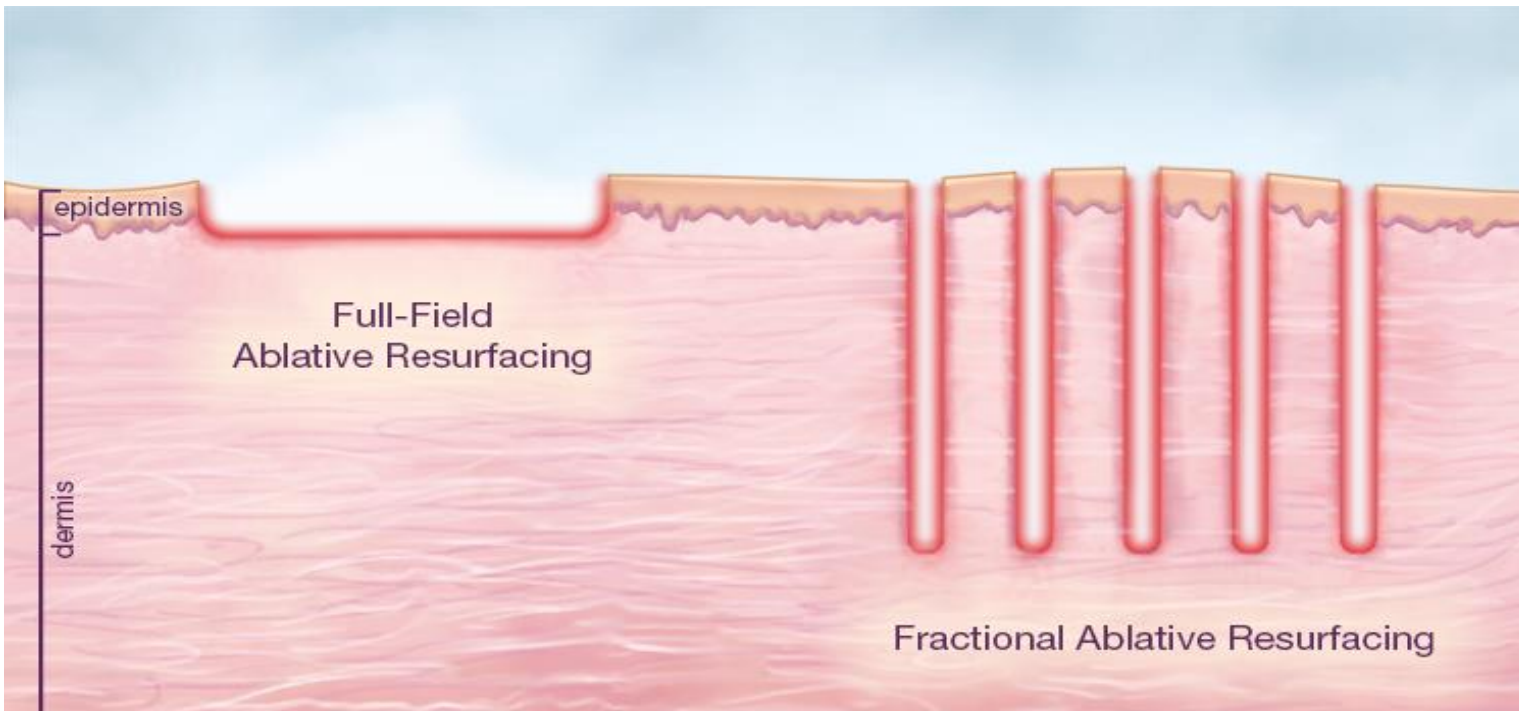
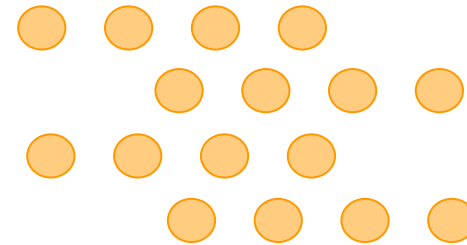
- Nasal Surgery
- Uvuloplasty
- PPP/UPPP (UvuloPalatoPharyngoPlasty)
- Pillar Procedure (Palatal Implant)
- Expansion Sphincter Pharyngoplasty
- Lateral Pharyngoplasty
- Uvulopalatal Flap
- Z-Palatoplasty
- MMA (MaxilloMandibular Advancement)

Fractional Resurfacing vs Full Ablative

“Horizontal delivery of energy”
Traditional scanning mode

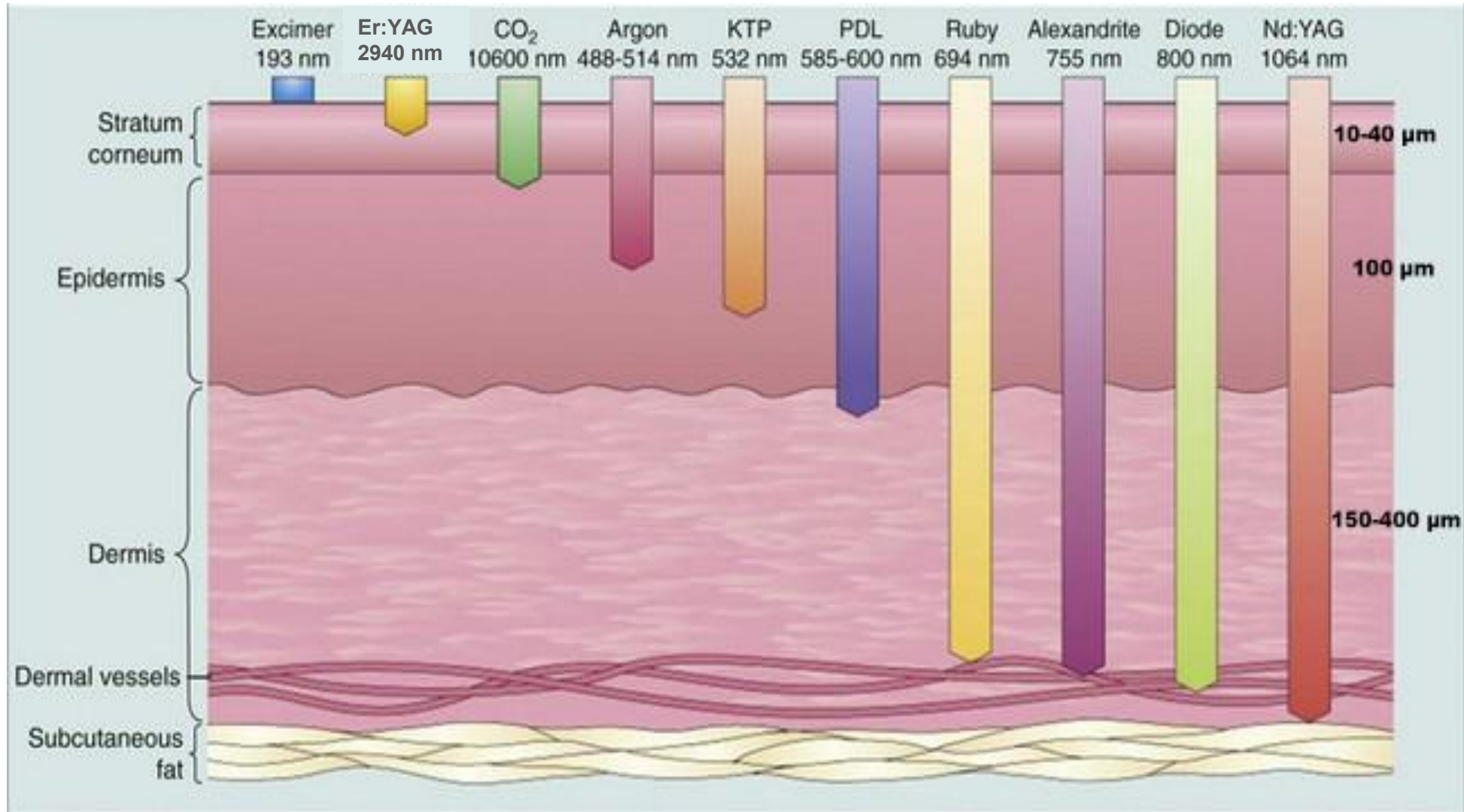


“Vertical delivery of energy”
Fractional scanning mode

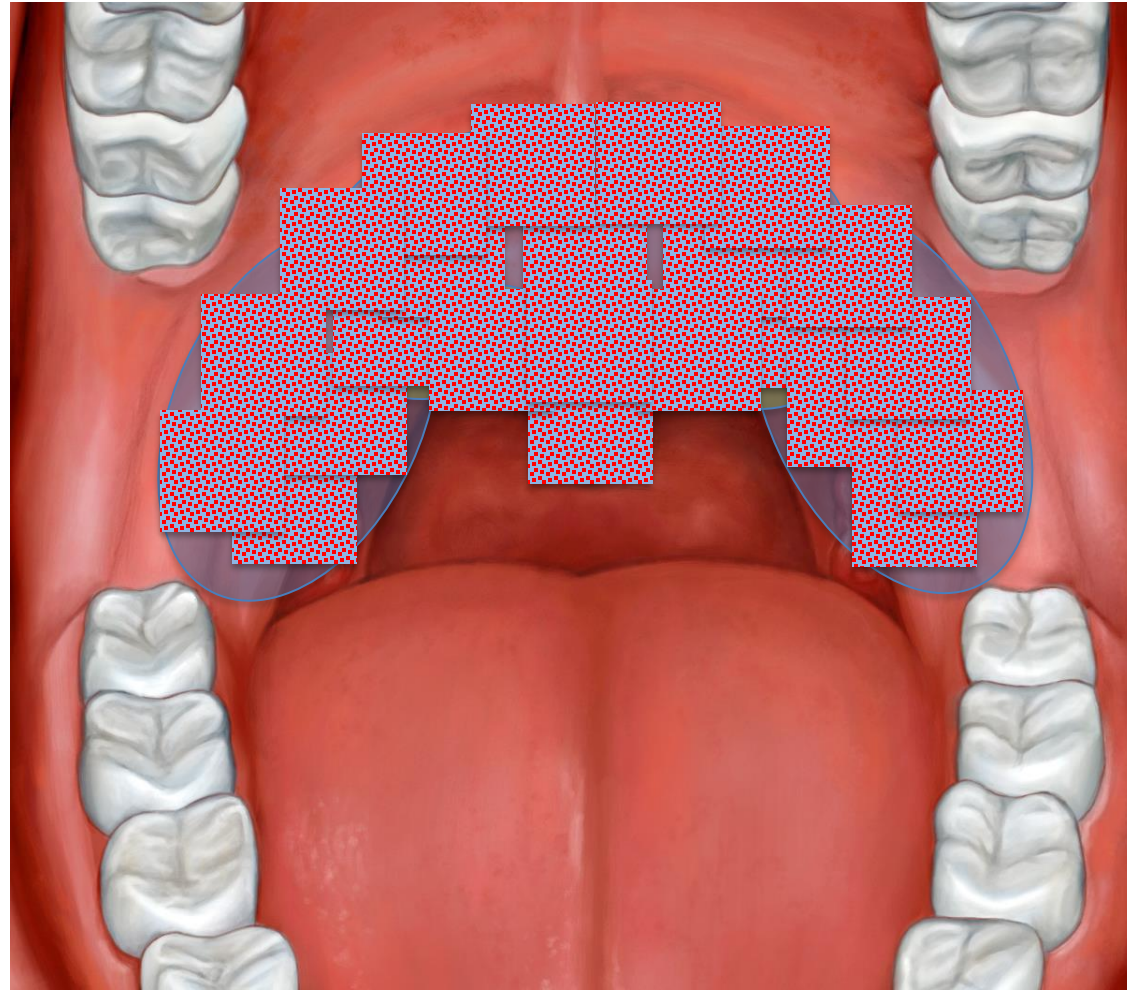


During treatment, a pattern of
tiny thermal wounds
is created stimulating collagen and
improving surface tension.
125 μ m = primary intention healing
= no scar tissue

Depth of Penetration

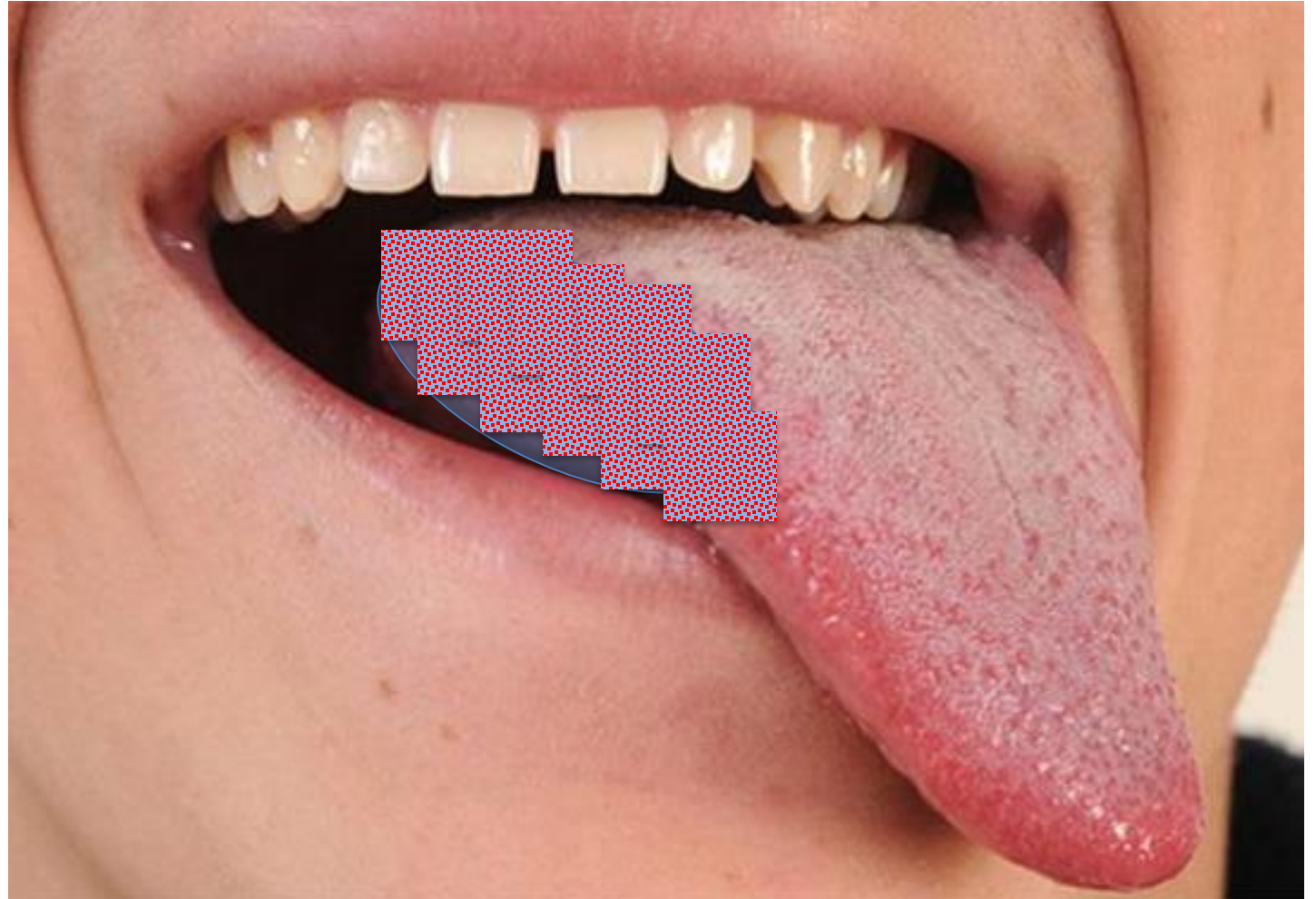


Target Areas

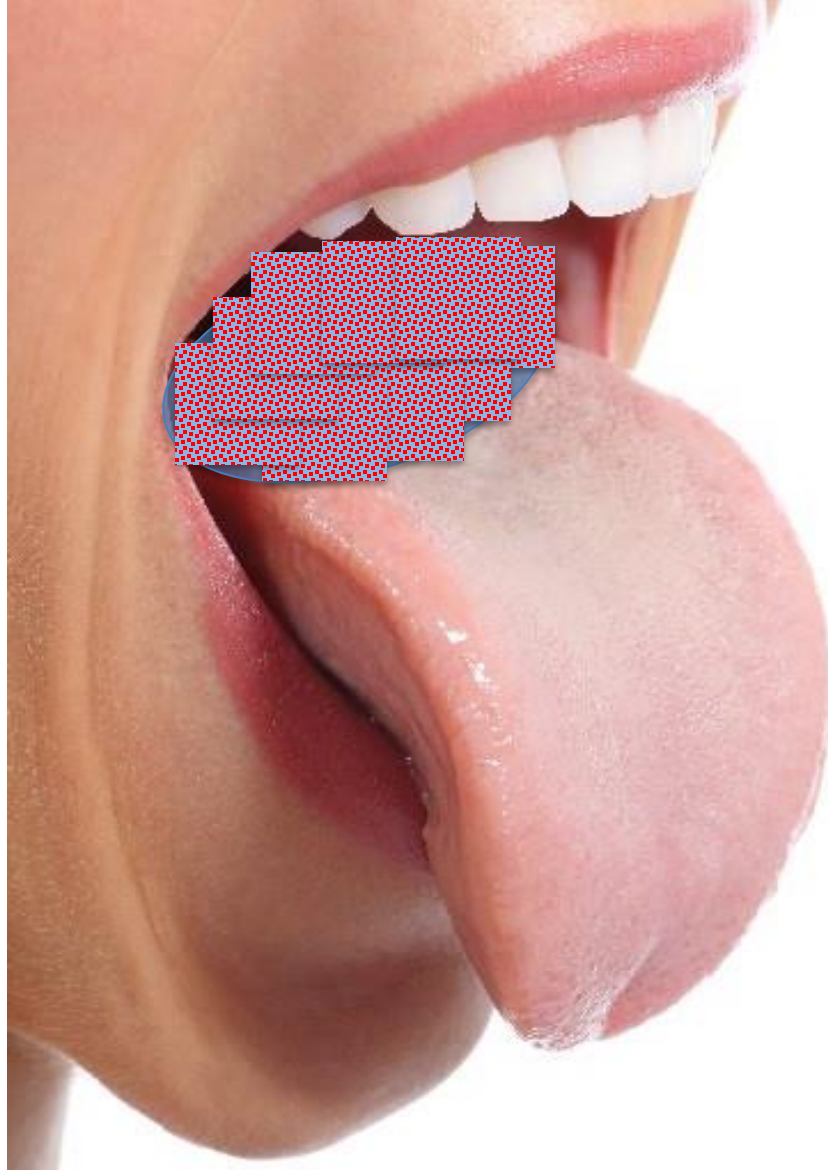


Target Areas

Lateral border of
Tongue



Posterior Dorsum of
Tongue (lingual tonsils)



Tonsillar Decontamination Results

Before



Before Treatment

After



1 Day After Treatment

In Operation



In Operation



In

w

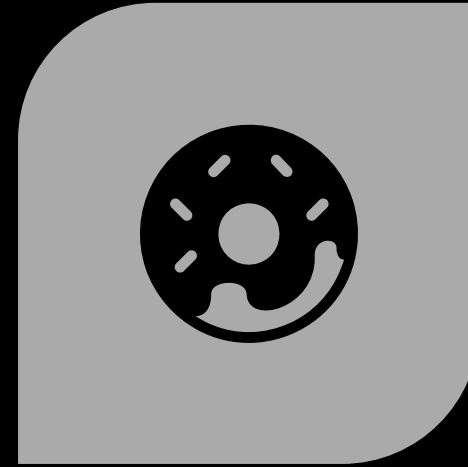


DEKA Dental Lasers

Two Ways to Profit



TREAT AIRWAY



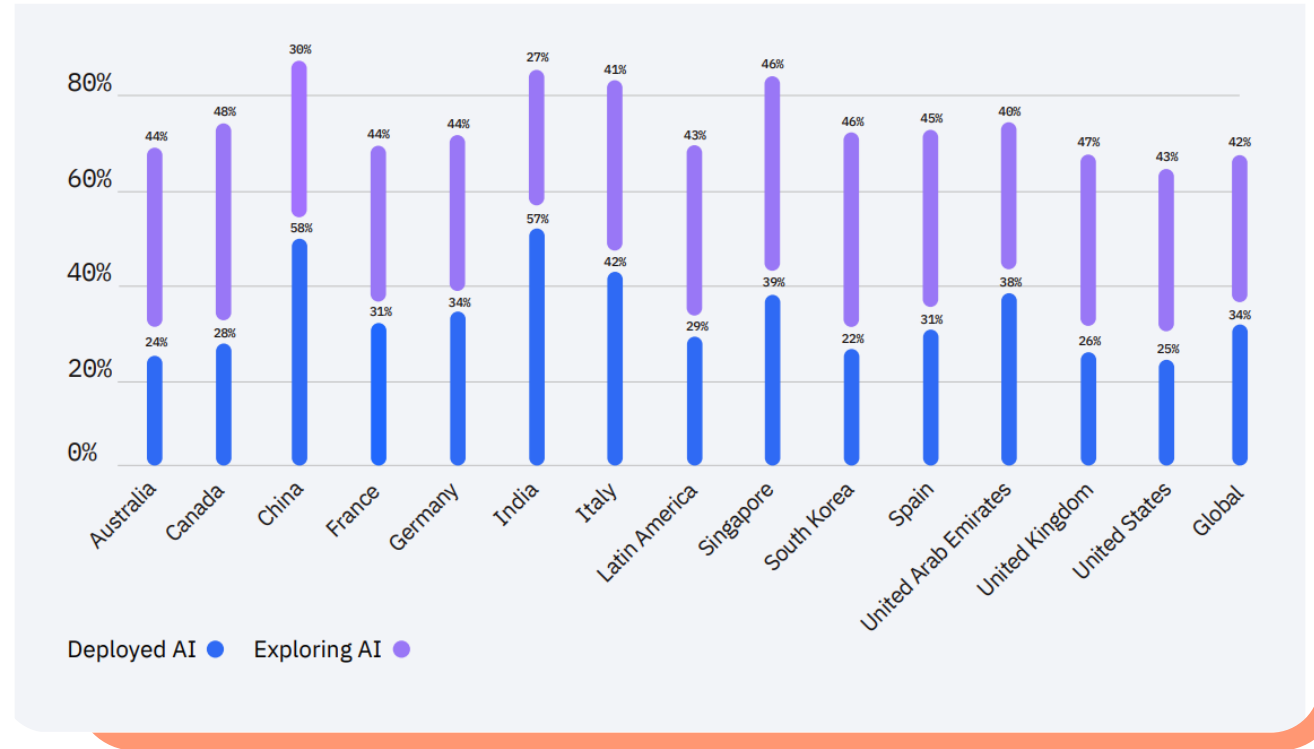
TREAT ATHLETES

AI

Computer systems that can simulate the problem-solving and decision-making capabilities of the human mind.



AI in business



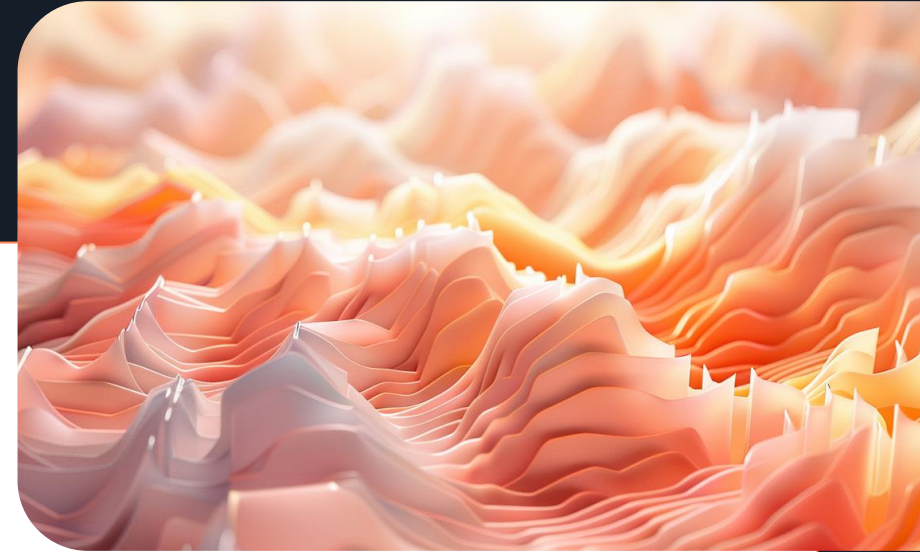
35% of businesses globally are using AI today.

42% of businesses are exploring AI.

The building blocks of AI



How AI is trained



Input

Tremendous volumes of data are fed into computer programs.

• Training

Algorithms then analyze the data, detect patterns and learn.

• Output

AI generates insights, predictions, or decisions.

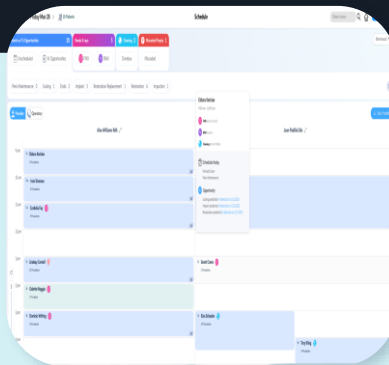
AI in Dentistry

AI in Dentistry

Diagnostic Assistance



Enhanced Scheduling & Chart Audits



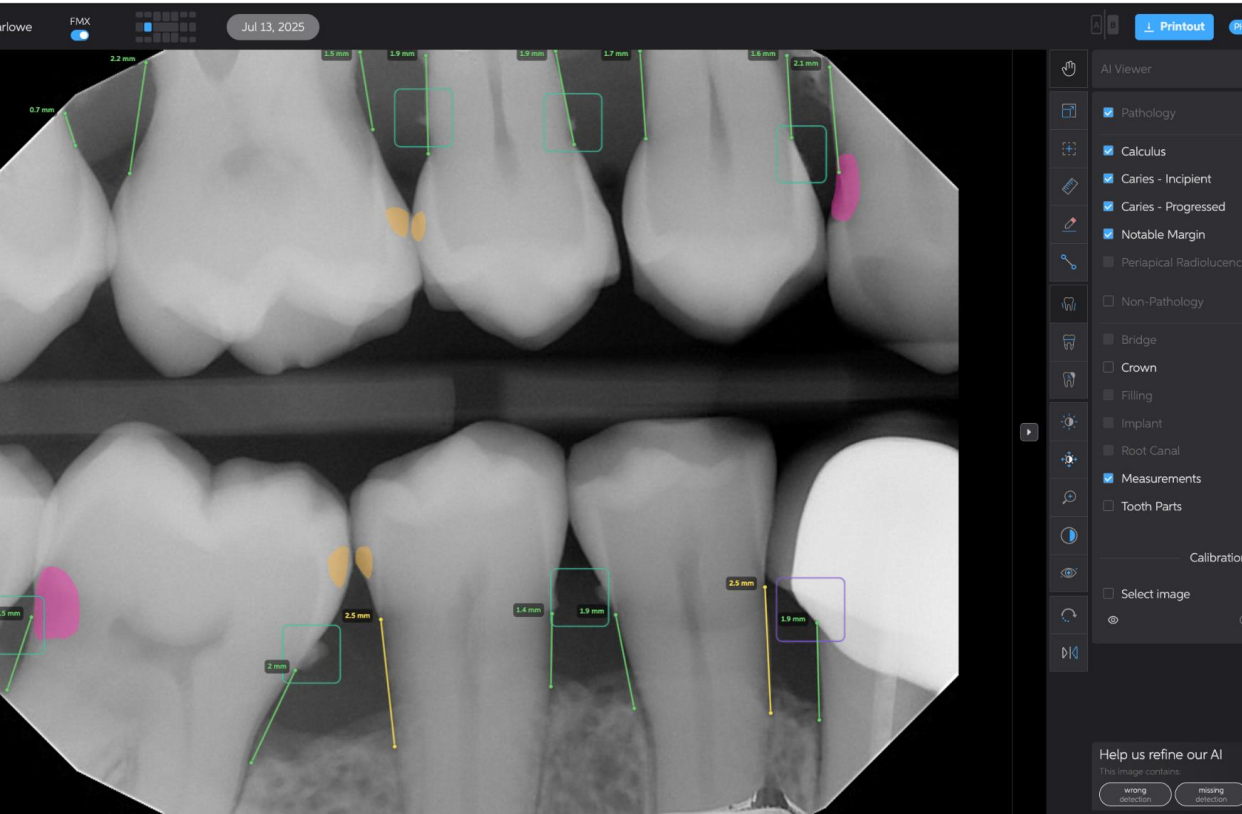
Insurance Verification

Patient Name	Appointment Date	Insurance Carrier	Insurance Plan	Insurance Type	Status
John Doe	03/15/2024	Blue Cross of CA	\$1,000	Blue Cross	View Summary
Jane Smith	03/15/2024	Delta Dental of California	\$1,000	Delta Dental	View Summary
Robert Johnson	03/15/2024	Government Employee Health	N/A	Govt Plan	Insurance Summary
Emily White	03/15/2024	Delta Dental of California	\$1,000	Delta Dental	View Summary
Michael Lee	03/15/2024	Blue Cross of CA	\$1,000	Blue Cross	Insurance Summary
Sarah Kim	03/15/2024	Delta Dental of California	\$1,000	Delta Dental	View Summary
David Brown	03/15/2024	Government Employee Health	N/A	Govt Plan	Insurance Summary
Alice Green	03/15/2024	Delta Dental of California	\$1,000	Delta Dental	View Summary
Chris Black	03/15/2024	Blue Cross of CA	\$1,000	Blue Cross	Insurance Summary
Frank White	03/15/2024	Delta Dental of California	\$1,000	Delta Dental	View Summary
Grace Lee	03/15/2024	Government Employee Health	N/A	Govt Plan	Insurance Summary

Workflow and Staffing



AI Printouts for Claims Submissions



Haley Marlowe | Jul 13, 2025

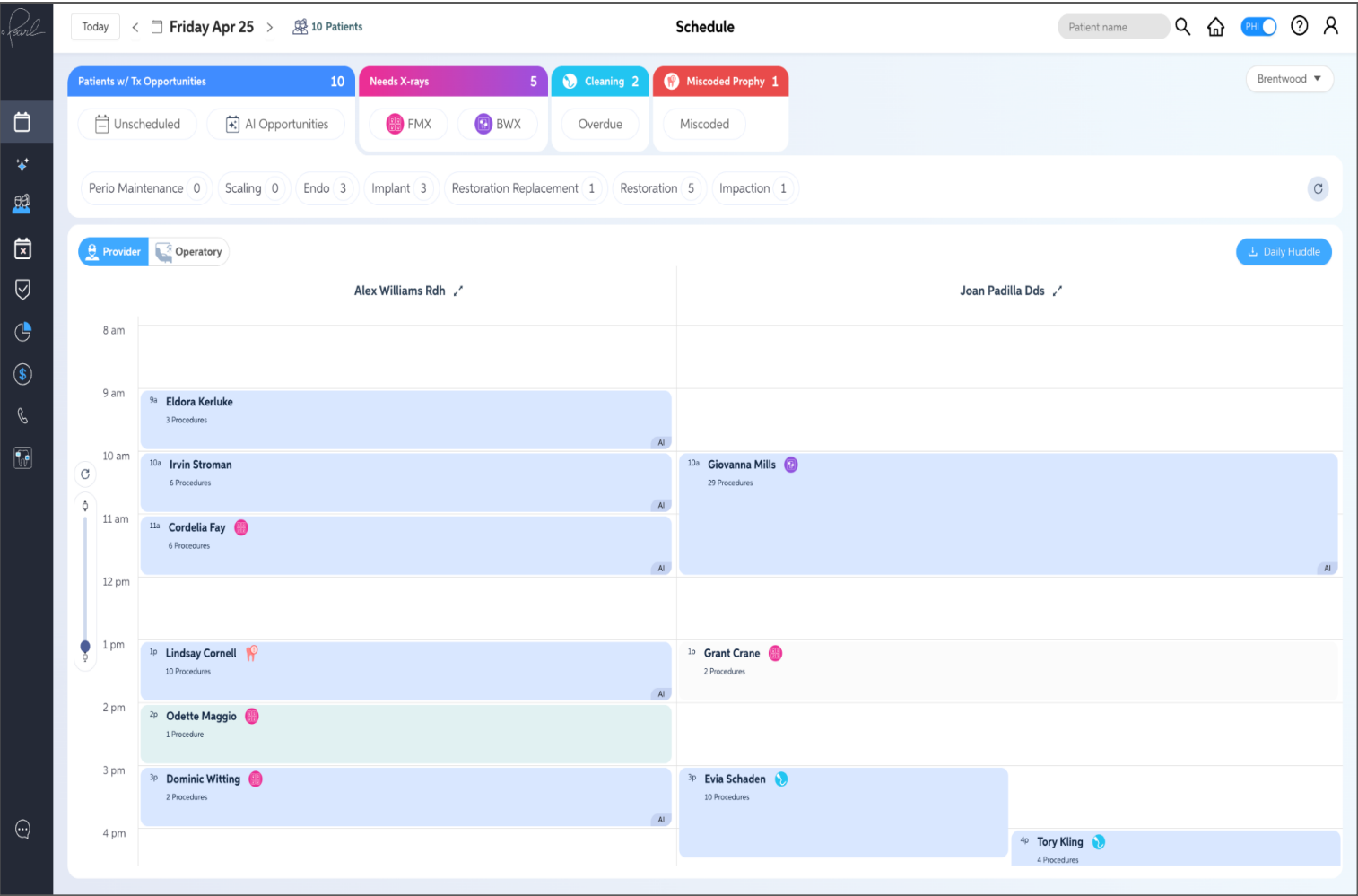
Brentwood

The printout shows a dental X-ray with teeth labeled 2, 3, 4, 5, 6, 31, 30, 29, 28, and 27. Measurements are provided for various areas: 0.7 mm, 2.2 mm, 1.5 mm, 1.9 mm, 1.9 mm, 1.7 mm, 1.6 mm, 2.1 mm, 1.5 mm, 2.5 mm, 2 mm, 1.4 mm, 1.9 mm, 2.5 mm, and 1.9 mm. Pathologies are highlighted with colored boxes: orange for Incipient Cavity, pink for Progressed Cavity, purple for Notable Margin, and green for Tartar.

Teeth 3-5, 28-30

Tooth#	Pathology
30	Incipient Cavity Progressed Cavity
4	Incipient Cavity
3	Incipient Cavity
6	Progressed Cavity
29	Incipient Cavity
3-5, 28-30	Notable Margin Tartar

AI Performance Schedule | Highlights Daily Opportunities



- + Identify Unscheduled Treatment
- + Identify Undiagnosed Treatment
- + Identify Patients who need X-rays
- + Identify Patients with Overdue Hygiene
- + Identify Miscoded Prophylaxis
- + Enhance Same Day Dentistry

Streamlined Workflow: Goodbye Chart Audits, Hello Daily Printouts for Each Provider!

Unscheduled
Treatment
in the chart

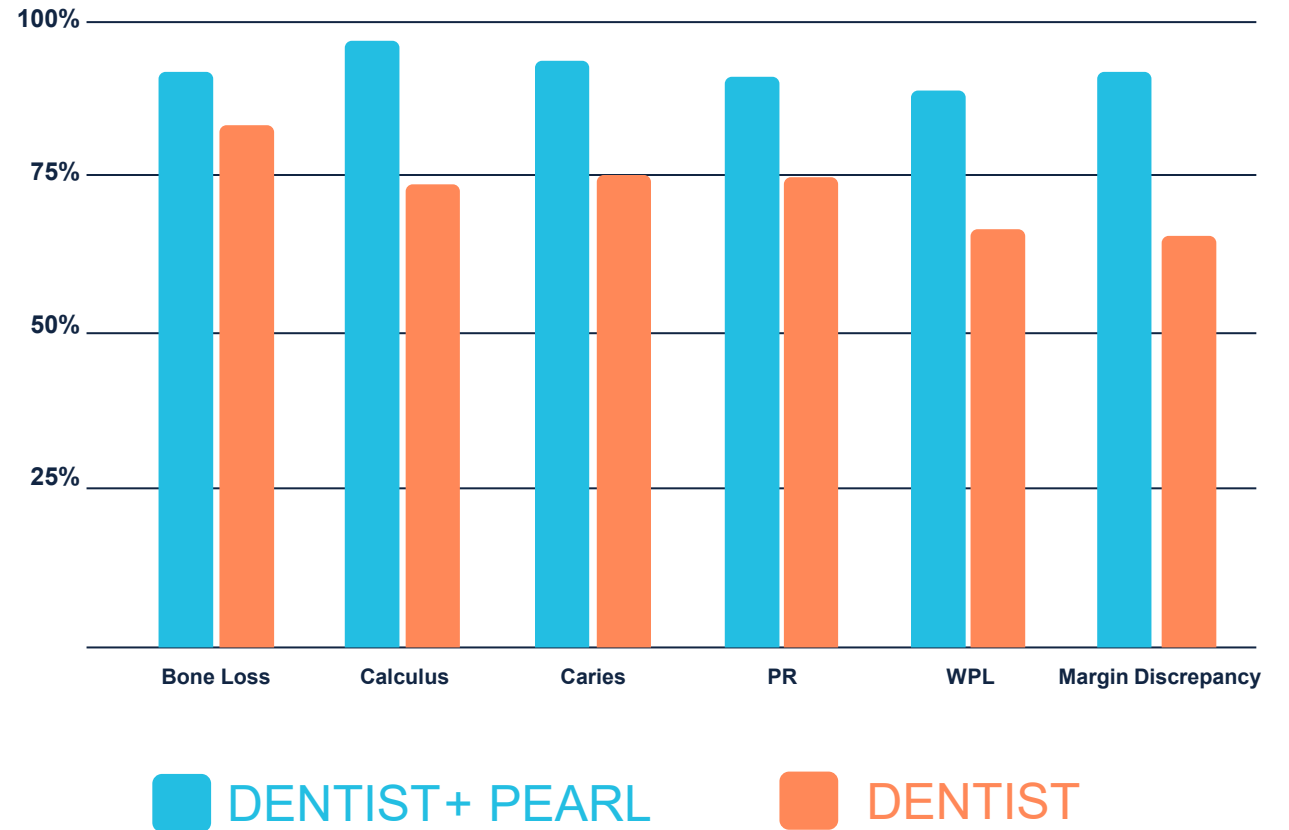
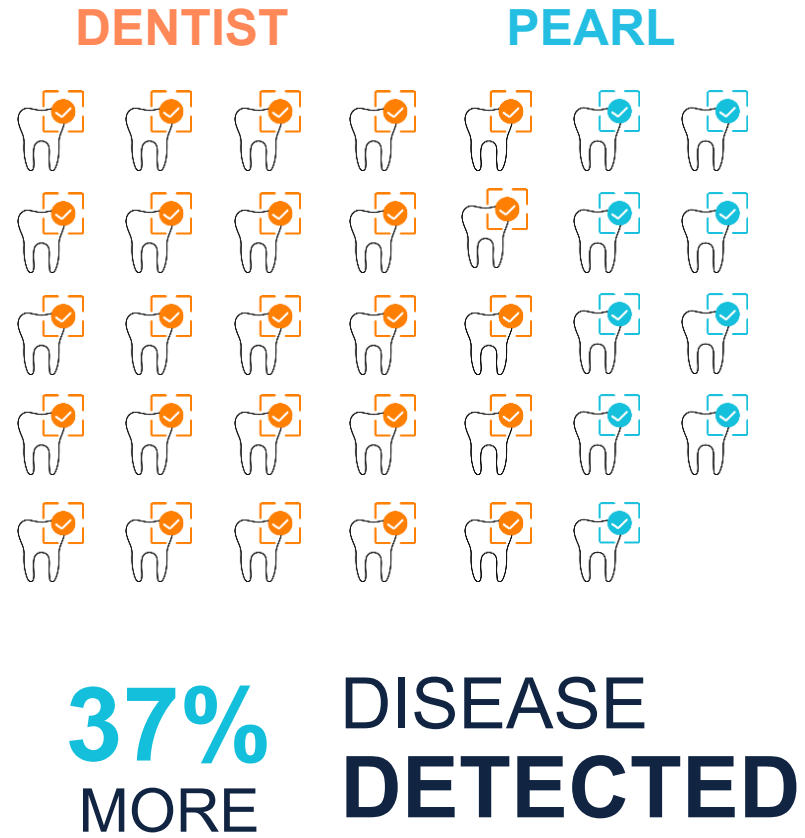
***Undiagnosed Treatment on
the existing xrays***

Who's due for X-rays?

Who needs Periodontal
Probings?

Who is overdue for a
cleaning?

Practice Intelligence® Daily				
Alex Williams Rdh				
Friday February 7, 2025				
Need FMX Need BWX Need Cleaning Miscoded Propy				
		TODAY	UNSCHEDULED	PREDICTED
9 00 AM	Eldora Kerluke	<ul style="list-style-type: none">Periodic ExamPerio Maintenance	<ul style="list-style-type: none">Core Buildup on 19	<ul style="list-style-type: none">ScalingImplantRestoration
10 00 AM	Irvin Stroman	<ul style="list-style-type: none">SRP on Ir	<ul style="list-style-type: none">Comprehensive Perio ExamSRP on ul & urSeat CN on 15 & 30	<ul style="list-style-type: none">Restoration
11 00 AM	Cordelia Fay	<ul style="list-style-type: none">Periodic ExamPerio Maintenance	<ul style="list-style-type: none">Full Bony Ext. on 32, 1, 16 & 17	<ul style="list-style-type: none">Restoration
1 00 PM	Lindsay Cornell	<ul style="list-style-type: none">Adult PropyPeriodic Exam	<ul style="list-style-type: none">PNFAN2Composite (2 Surface) Posterior on 29, 18, 2, 3 & 31Composite (3 Surface) Posterior on 30	<ul style="list-style-type: none">Perio MaintenanceEndoImplantImpaction
2 00 PM	Odette Maggio	<ul style="list-style-type: none">Perio Maintenance		
3 00 PM	Dominic Witting	<ul style="list-style-type: none">Periodic ExamAdult Propy		<ul style="list-style-type: none">Restoration



The Power of “YET” in Case Presentation

- A non-threatening keyword that shifts focus from now to inevitability
- Reduces defensiveness across DISC profiles
- Use phrases like:
 - “Is that bothering you YET?”
 - “Is that sensitive to you YET?”
- Encourages proactive, preventive decision-making



Patient Trust | BY THE NUMBERS



64%

Say they **don't** understand their x-rays during a consultation with their dentist 2

55%

Say trust in the **diagnosis/dentist** is the most important factor in treatment acceptance.²

61%

Say they have **switched dentists, sought second opinions or refused treatment** after a diagnosis.²

40%

Say they **distrust** dentists.

¹ <https://news.gallup.com/poll/1654/honesty-ethics-professions.aspx>

² https://5664760.fs1.hubspotusercontent-na1.net/hubfs/5664760/Guides%20and%20Studies/Dental%20Patient%20Trust%20Survey_8_22.pdf

Second Opinion[®]



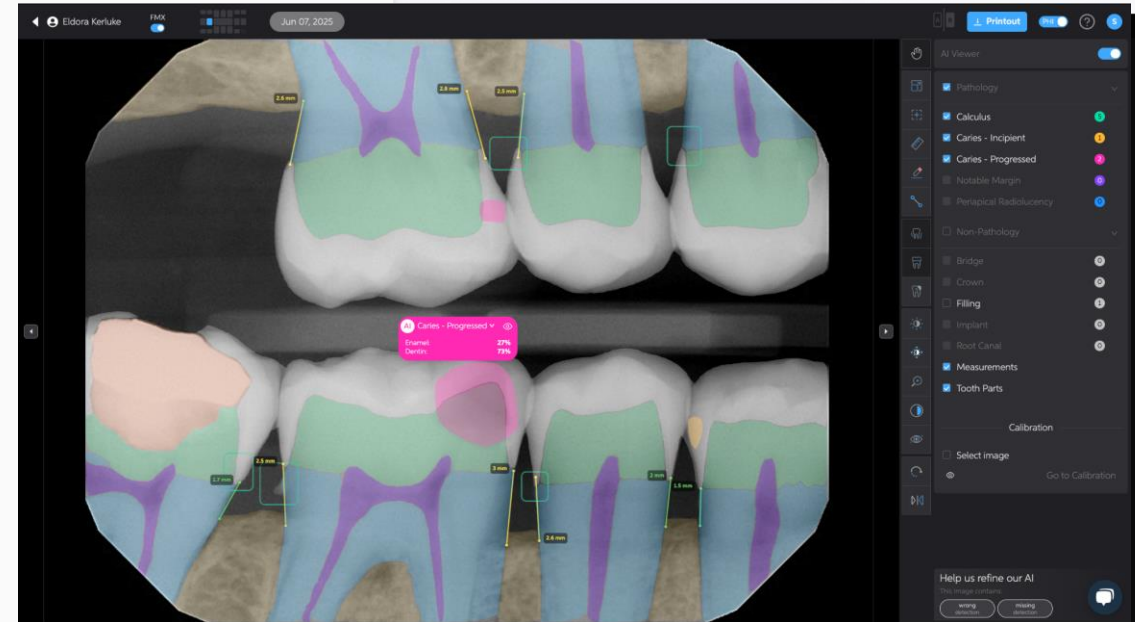
More accurate diagnoses



Improved communication



Timelier treatment



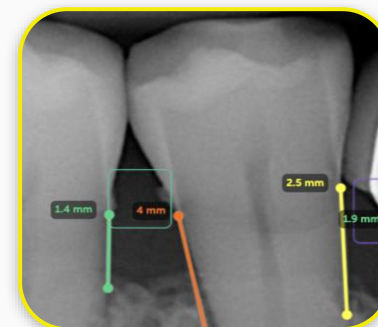
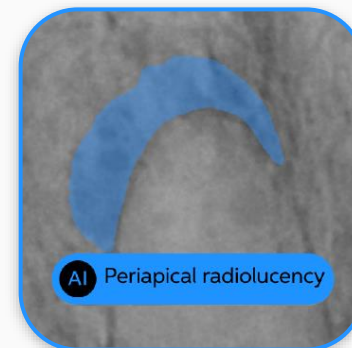
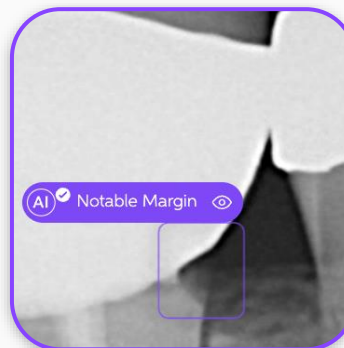
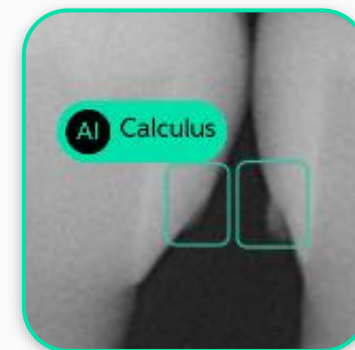
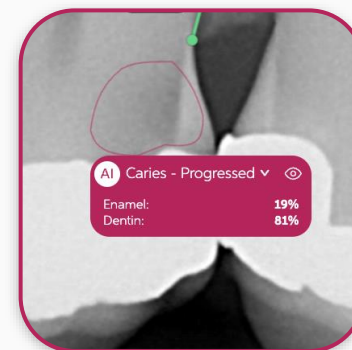
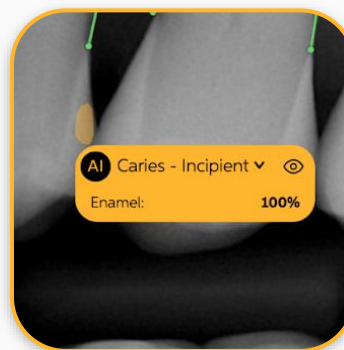
Features | AI Detections

Detections

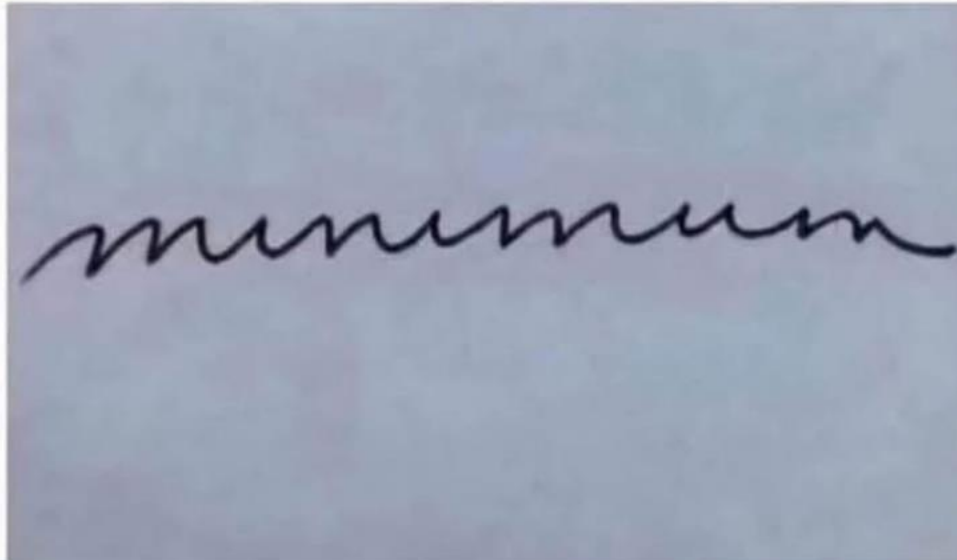
- Decay within enamel
- Decay progressed into Dentin
- Calculus
- Notable Margin
- Periapical Radiolucency

Bone Level Measurements

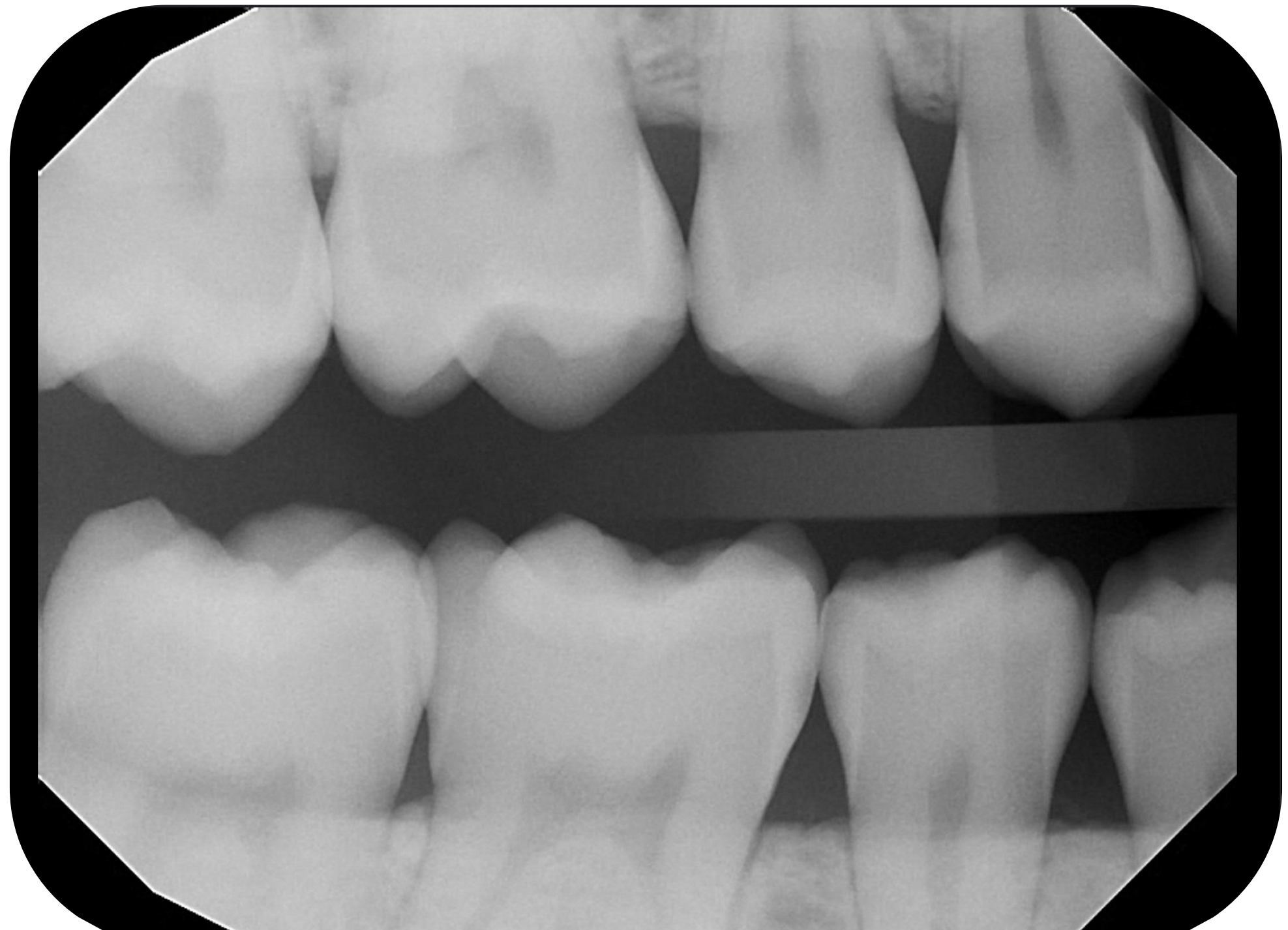
- 0 - 2.5mm
- 2.5 - 4mm
- 4mm +



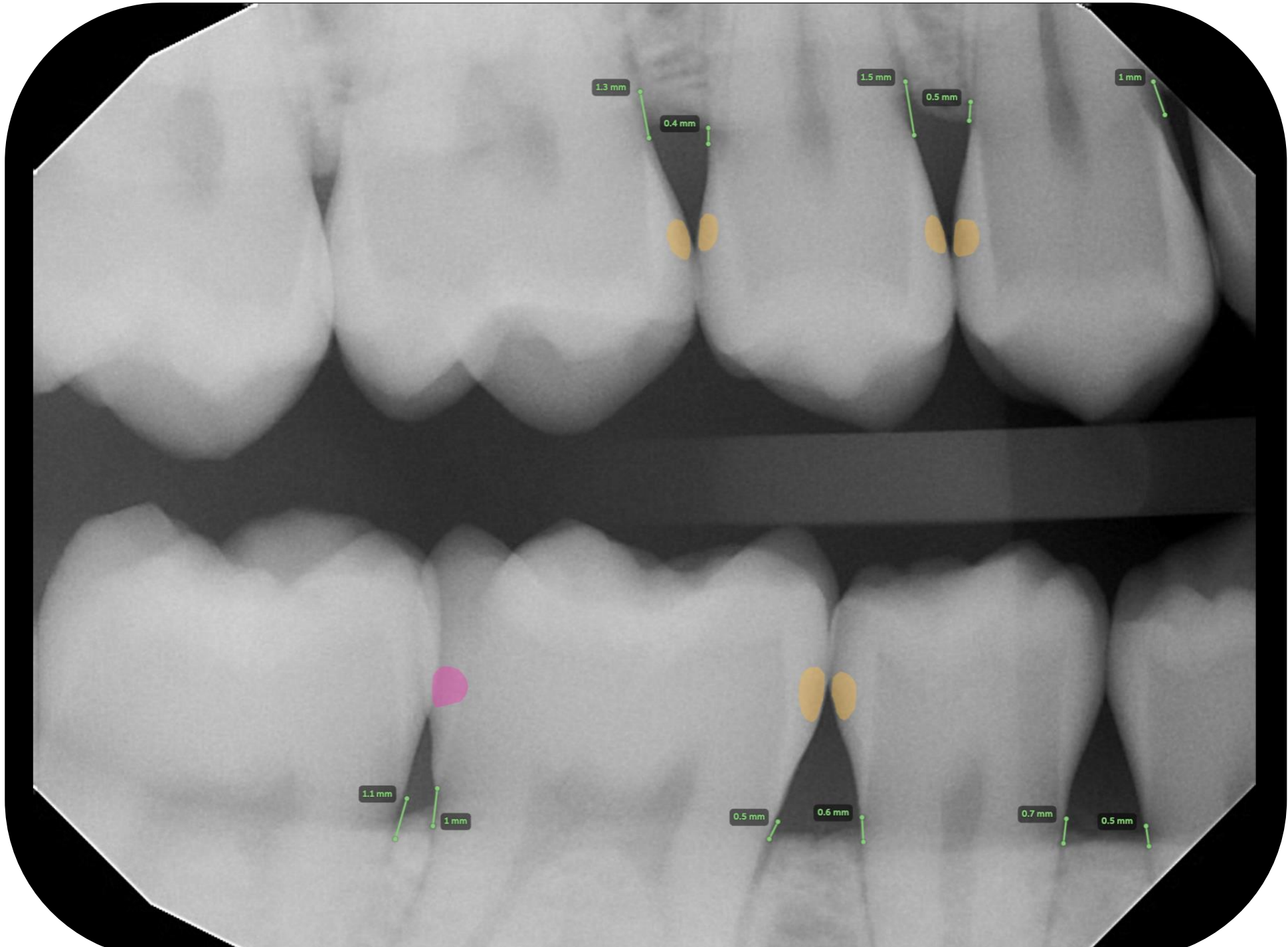
There's at least one
generation that can't tell
you what word this is.

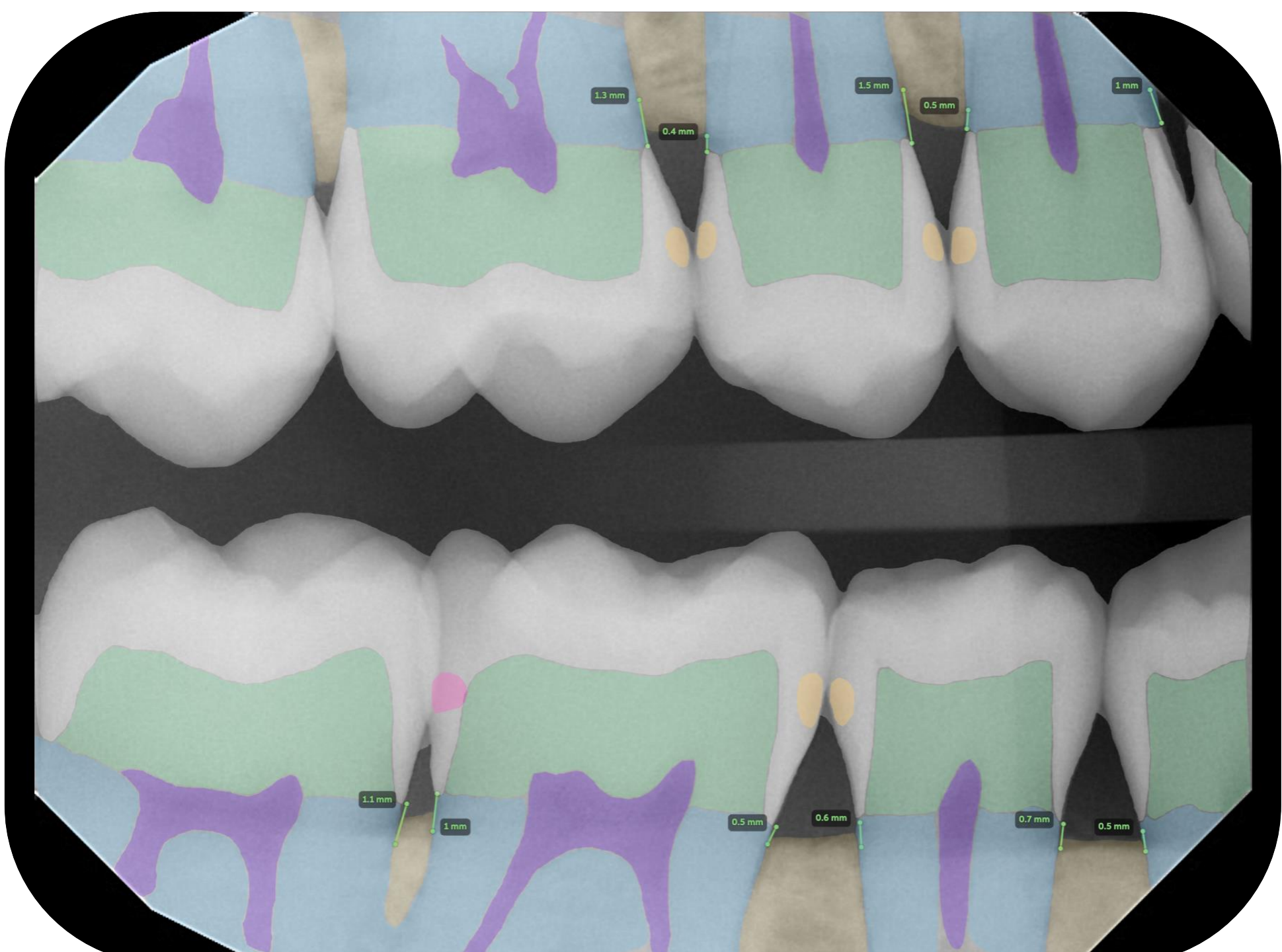
A photograph of the word "minimum" written in a cursive script on a light blue background. The word is written in dark ink and is slightly slanted to the right. The background of the photograph is a textured, light blue surface.

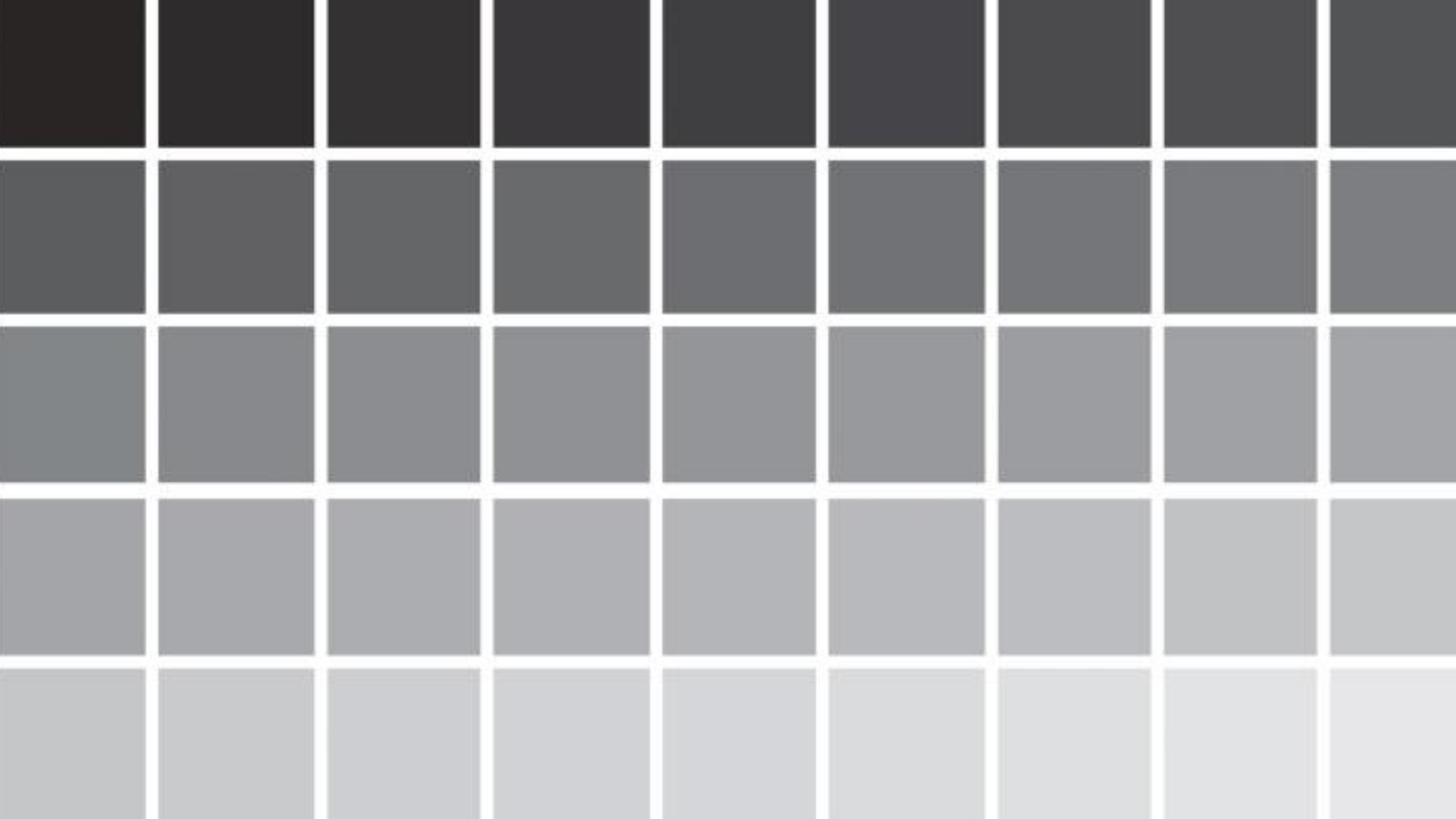
**How many areas of decay
do you see?**



7







Creating a Differentiator



[illegible]



The EDDSON Difference

Efficient Design & Functionality

EDDSON is engineered to deliver better performance and overall results in every aspect. Our innovative user interface is not only unique, but also improves workflow efficiency, reduces user errors, and is easier to use than competitive applications.

Innovative User Interface

A core design concept and key differentiator is EDDSON's tabbed based task management. This unique feature enables users to manage up to 7 patient records and/or primary functions at a time.

True Multi-tasking Functionality

EDDSON v7.0.0 PEAKS Family Dental

Wednesday, August 16 2023 12:07 PM

Menu | [Patient Name] | August 11, 2023 Friday | Office Tools | Eric "Joe" Anton | Karen Lamkin | Ernest "Ernie" Baxter

Account Balance: Est. Pt. Due Est. Ins. Due
\$550.00 \$135.50 \$414.50

Name: Ernest "Ernie" K Baxter
Preferred: Ernie
DOB: 5/1/1967
Age: 56
Gender: Male
Status: Active

Resp Party: Ernest "Ernie" K Baxter
Contact:
Relationship:
Phone 1: 303-555-1234
Home
Phone 2: 303-555-1234
Work
Phone 3: 303-555-1234
Mobile

Medical: Anxiety
Allergy:
PreMed:
Patient:

Last Visit: 7/18/2023
Next Visit: No Appointment Scheduled
Last Perio Chart: 3/18/2019
Last Recare Visit: 7/18/2023
Last BWX: 10/27/2020
Last SRP: 1/11/2022
Recare Due: 1/19/2024
Health History: 3/17/2022

Primary Ins: MetLife Dental
Avail Cov: \$1,000.00
Second Ins: BlueCross BlueShield Of Kan
Doctor: DR.JS - John Smith, DOS
Hygienist:

Event Ledger

Date	Patient	Description	Debit	Credit	Balance
12/23/2022	Bridget Baxter	Insurance Payment Secondary DOS 10/14/22	\$0.00	(\$40.00)	\$217.00
1/3/2023	Margaret Baxter	Posted Services	\$325.00	\$0.00	\$542.00
1/5/2023	Margaret Baxter	Primary Claim Generated Electronic DOS 01/03/23 CLOSED	\$0.00	\$0.00	\$542.00
1/11/2023	Joseph Baxter	Insurance Payment Primary DOS 10/18/22	\$0.00	(\$259.00)	\$283.00
1/11/2023	Joseph Baxter	Secondary Claim Generated Electronic DOS 10/18/22 CLOSED	\$0.00	\$0.00	\$283.00
2/16/2023	Rose Mary Baxter	Posted Services	\$325.00	\$0.00	\$608.00
2/16/2023	Rose Mary Baxter	Primary Claim Generated Electronic DOS 02/16/23 CLOSED	\$0.00	\$0.00	\$608.00
2/24/2023	Joseph Baxter	Insurance Payment Secondary Denied DOS 10/18/22	\$0.00	\$0.00	\$608.00
5/12/2023	Rose Mary Baxter	Insurance Payment Primary DOS 02/16/23	\$0.00	(\$325.00)	\$283.00
6/26/2023	James Baxter	Posted Services	\$329.00	\$0.00	\$612.00
6/26/2023	James Baxter	Patient Payment - Visa	\$0.00	(\$283.00)	\$329.00
7/10/2023	James Baxter	Primary Claim Generated Electronic DOS 06/26/23 PENDING	\$0.00	\$0.00	\$329.00
7/18/2023	Ernie Baxter	Posted Services	\$221.00	\$0.00	\$550.00
7/23/2023	Ernie Baxter	Primary Claim Generated Electronic DOS 07/18/23 PENDING	\$0.00	\$0.00	\$550.00

Details

Posted Services Posted: 07/23/2023 11:34 AM by Rusty Bradbury Ref:

ServiceDate	Patient	Code	Description	Tth	Surf	Quad	Fee	Allowed	Est Ins Prim	Est Ins Sec	Est Pt	Ins Disc	Dvngnd	Prov	Claim
7/18/2023	Ernest	D4910	Periodontal mainten...				\$221.00	\$221.00	\$85.50	\$0.00	\$135.50	\$0.00	\$0.00	H.AC	✓

Claim Status: Pending

Resubmit



The EDDSON Difference...

Advanced Accounting & Management Tools

EDDSON's management tools provide easy, real-time access to management data as well as meaningful performance metrics and analytics that can highlight performance opportunities and the ability to make truly informed business decisions.

Unparalleled Performance Analytics

What typically takes office administrators or practice consultants hours to compile and consolidate can be executed with a couple of clicks using EDDSON's performance analytics module.

Our performance Dashboard and advanced analytics tool aptly named "PEAKS" (Practice Efficiencies And Key Statistics) can deliver real-time data for monitoring of a practice's performance. Performance benchmarking and goal tracking are also available to identify performance opportunities and to ensure overall optimal performance and patient care.





The EDDSON Difference...

Complete and Scalable Solution

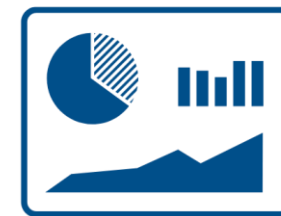
Competing products simply do not offer EDDSON's robust portfolio of optional modules/services and must rely on 3rd party products to offer a complete solution. This approach offers limited functionality and significantly more expensive than EDDSON's scalable solution and bundled pricing options.

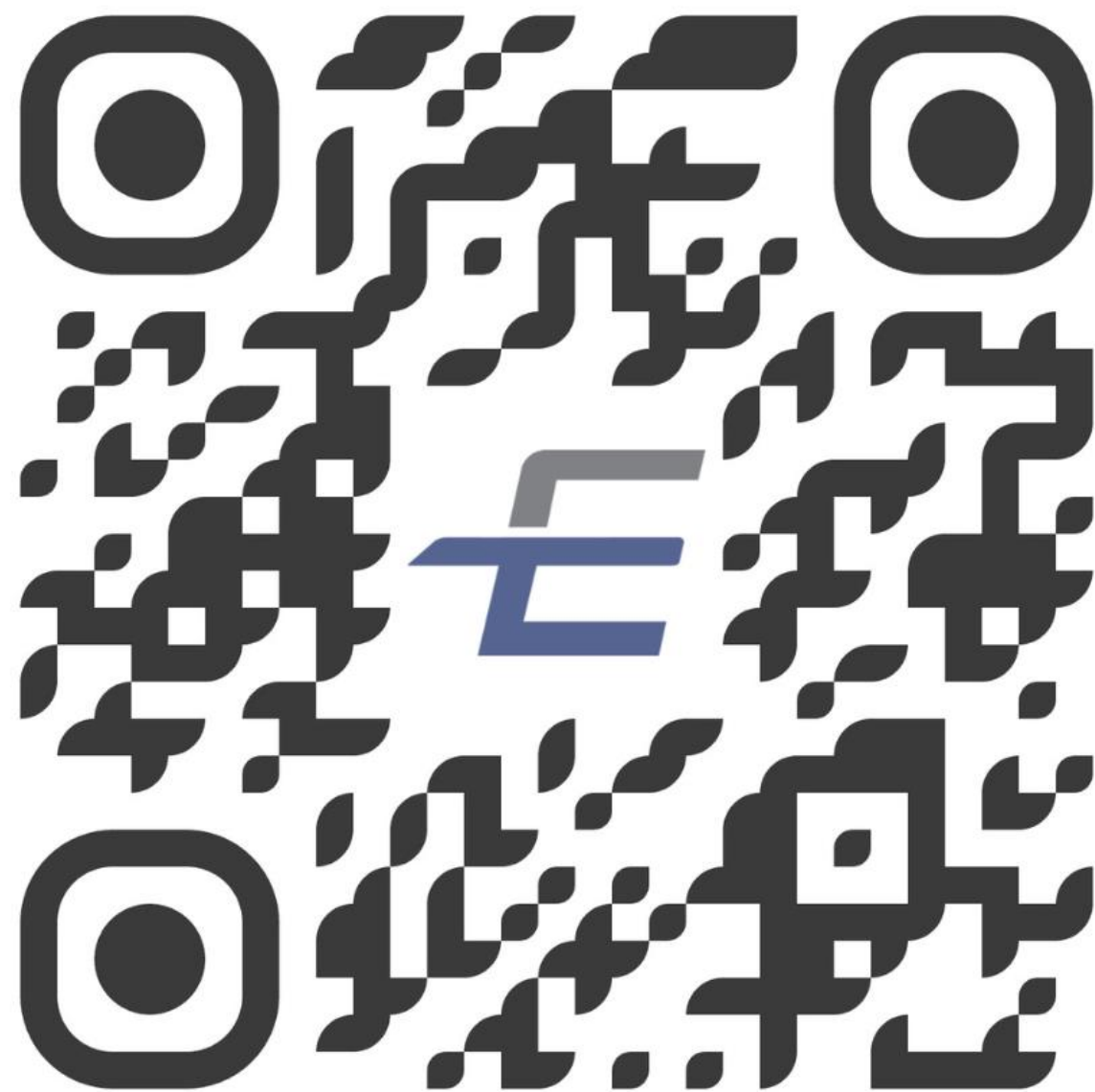
Optional & Integrated Function Modules

EDDSON represents a "total solution" that includes innovative practice management software bundled with a comprehensive portfolio of optional functionality/services that delivers a customizable solution that can be scaled to meet a dental practice's existing and future needs.

We are confident that EDDSON's full complement of comprehensive and scalable solutions will provide a significant competitive advantage for a minimum of the next 3-5 years.

- User and Patient Web Portal
- 2-way test messaging and automated appt reminders
- Fully integrated digital forms
- Integrated payment processing
- VOIP phone system integration
- Practice performance analytics
- Performance goal tracking
- Quickbooks® integration





5 Keys to Keeping Patients Coming Back

1. Treat the Patient, Not Just the Tooth
2. Co-Diagnosis (report Findings)
3. Time, Pain, Money
4. Differences
 - *Harvard Business Review April 2013*
5. Connection



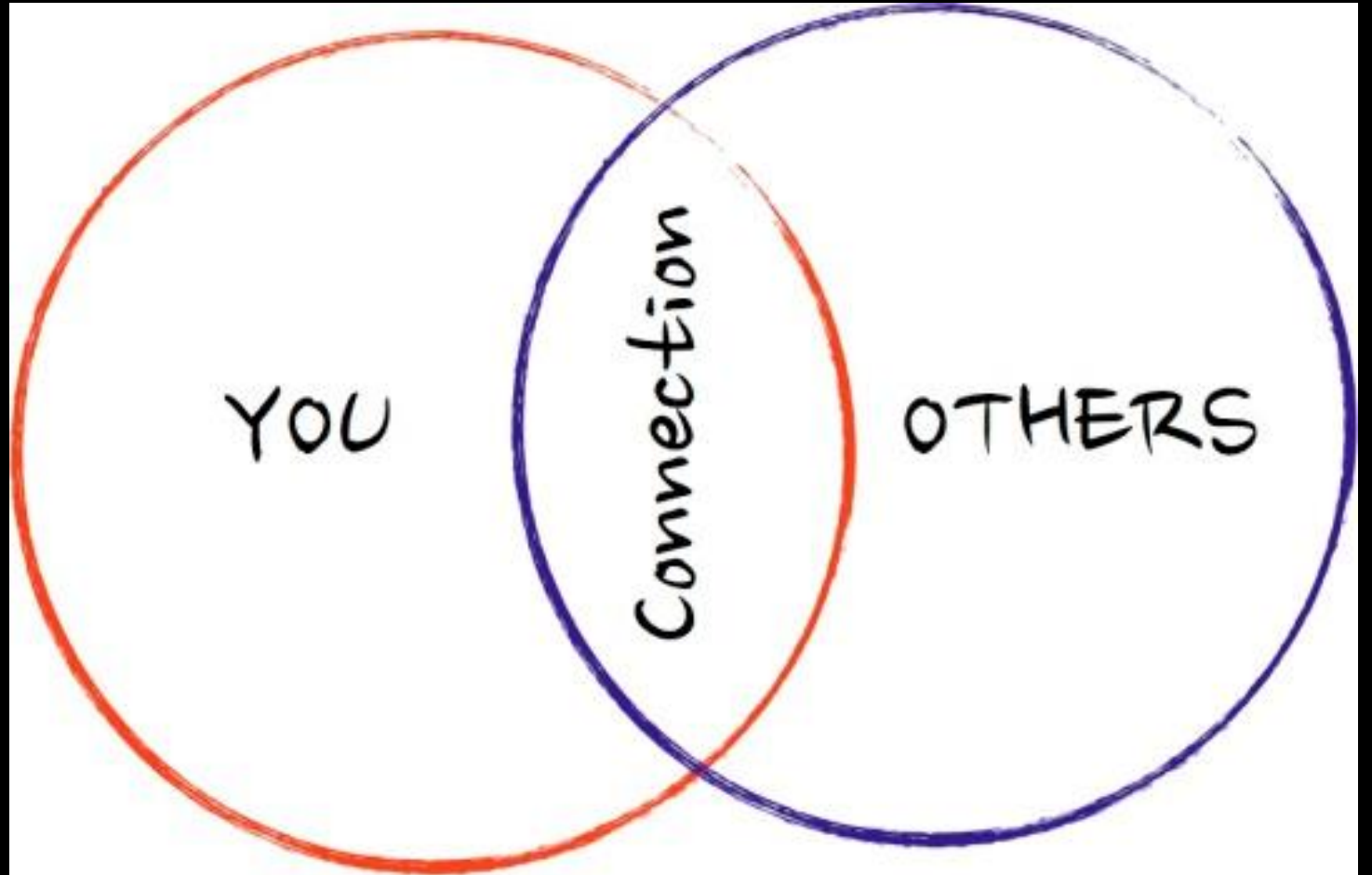
Rules of Business and Referrals

1. Know
2. Like
3. TRUST



Rapport is Power

- Total responsiveness between people





The Magic of Rapport

1. Rapport is created by feeling of commonality
2. Words are only 7% of communication
3. Matching and Mirroring
 - Milton Erickson, MD
 - People like people who are LIKE THEMSELVES; or how they would like to be
4. Style is more important than substance
INITIALLY

Becoming More Likeable

1. Learn to remember names
2. Be a comfortable person, so there is no strain in being with you
3. Acquire the quality of relaxed, easy-going so that things do not ruffle you
4. Don't be egotistical. Guard against the impression of knowing it all.
5. Cultivate the quality of being interesting so people will get something of value from their association with you.
6. Study to get the "scratchy" elements OUT of your personality
7. Sincerely attempt to heal, on an honest basis, every misunderstanding you have had or now have. Drain off your grievances.
8. Practice liking people until you learn to do so genuinely.
9. Never miss an opportunity to say a word of congratulation upon anyone's achievement, or express sympathy in sorrow or disappointment.
10. Give spiritual strength to people, and they will give genuine affection to you.



Selling the Case

- Find the problems
- Listen, Simplify, Connect
 - Tell them
 - What you find
 - What you think
 - What you feel
- MONEY (*USUALLY* last)



Divorce Decree

PETITION FOR MARRIAGE

This Petition is for dissolution of marriage. The grounds for dissolution are as follows:

WHEREFORE, Petitioner prays for it.

a. dissolving the marriage.

b. dividing the marital property.

Attached Property Settlement Agreement resolving all issues of the marriage and Child Support.

Meet “AI”





Treatment Acceptance

- What is the number of days, on average, to case acceptance in a dental office?

69.8 days





D I S C





Purpose of DISC

1. To help you better understand YOURSELF
2. To help you better understand OTHERS
3. To help you be MORE PRODUCTIVE and have LESS ANXIETY when dealing with people
4. To treat others as they wish to be treated

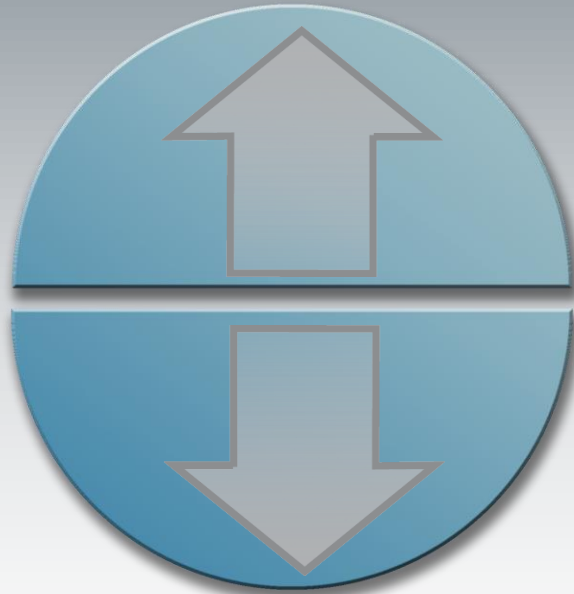
Understanding Yourself ...

Everyone is “wired” differently. To understand yourself better, ask yourself these two questions:

First Question

1. Am I more Outgoing, or am I more Reserved?

Outgoing



Reserved

Understanding Yourself... Traits to look for:

Outgoing / Active

- Fast - paced
- Involved
- Energetic
- Optimistic
- Positive
- Enthusiastic

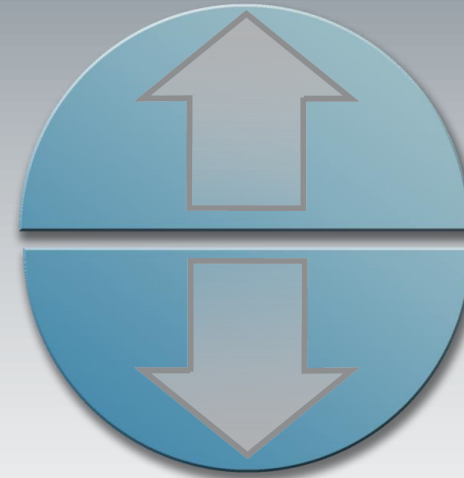
Their focus is on talking things out.

Reserved/Passive

- Slower – paced
- Cautious
- Concerned
- Reluctant
- Critical thinking
- Discerning

Their focus is on thinking things through.

Outgoing

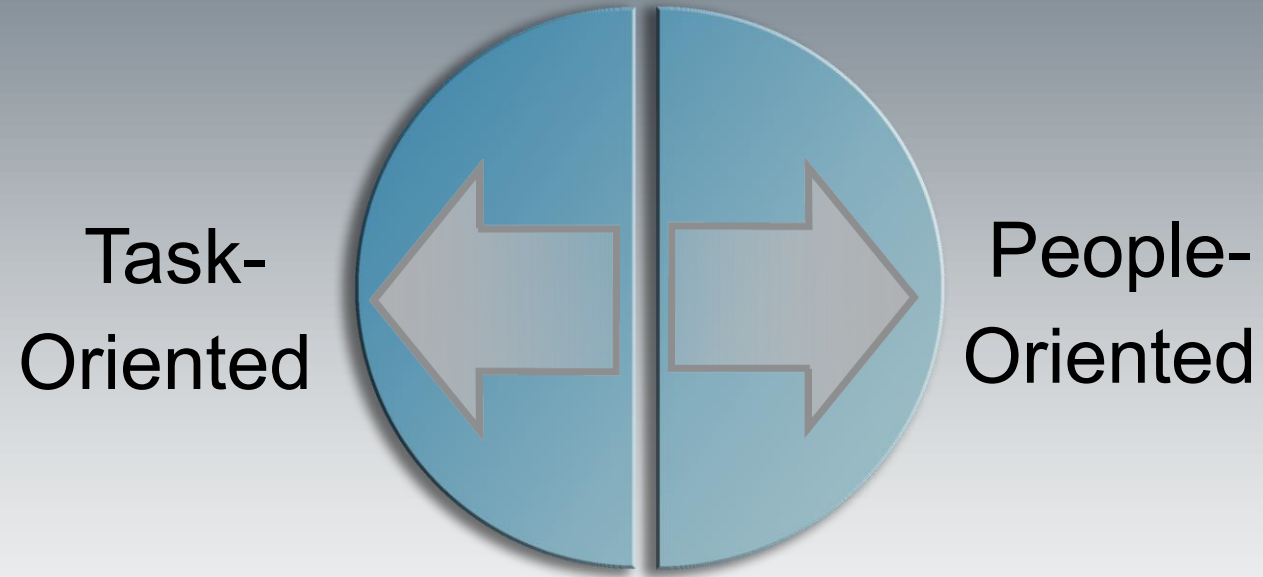


Reserved

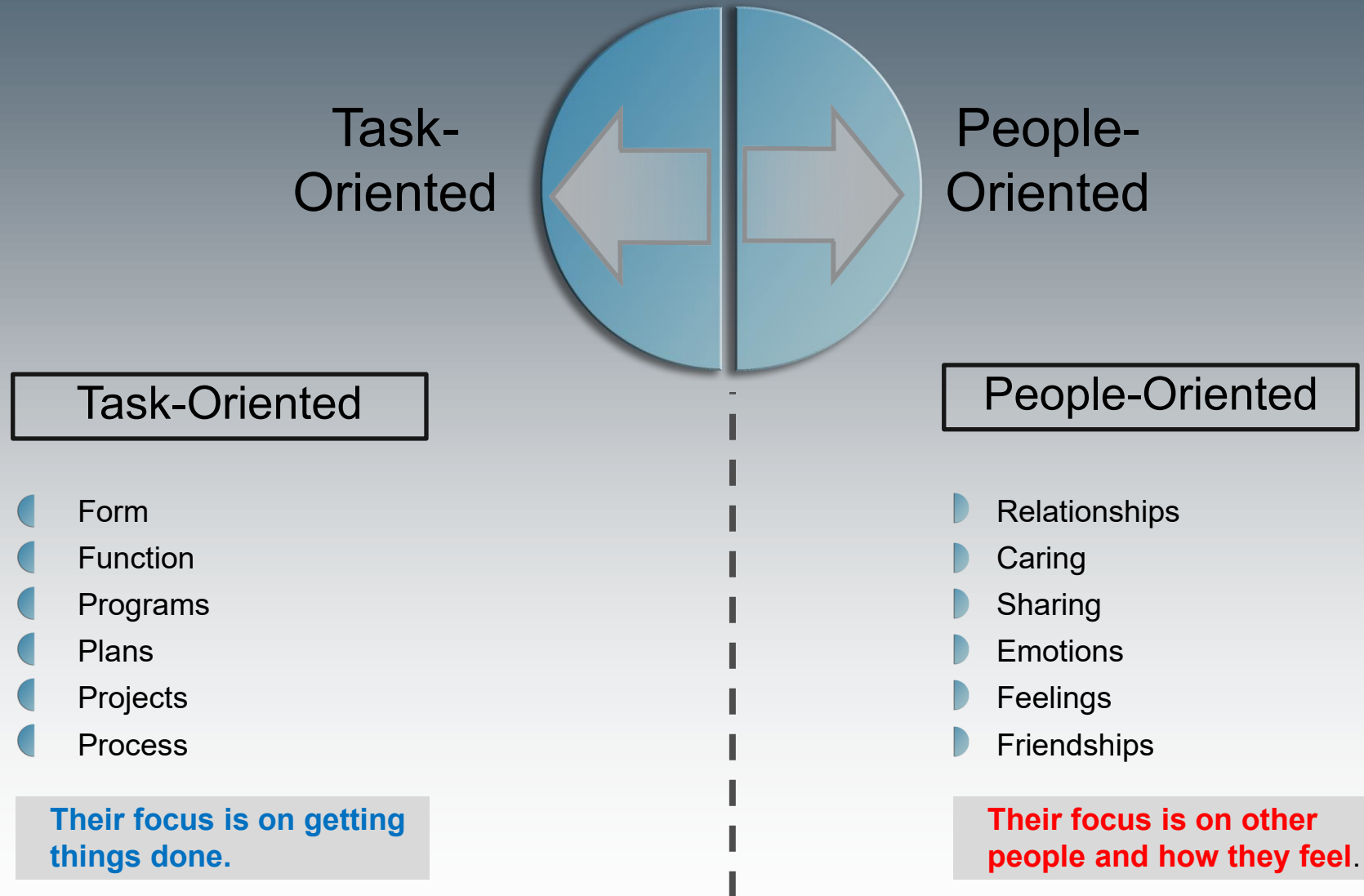
Understanding Yourself...

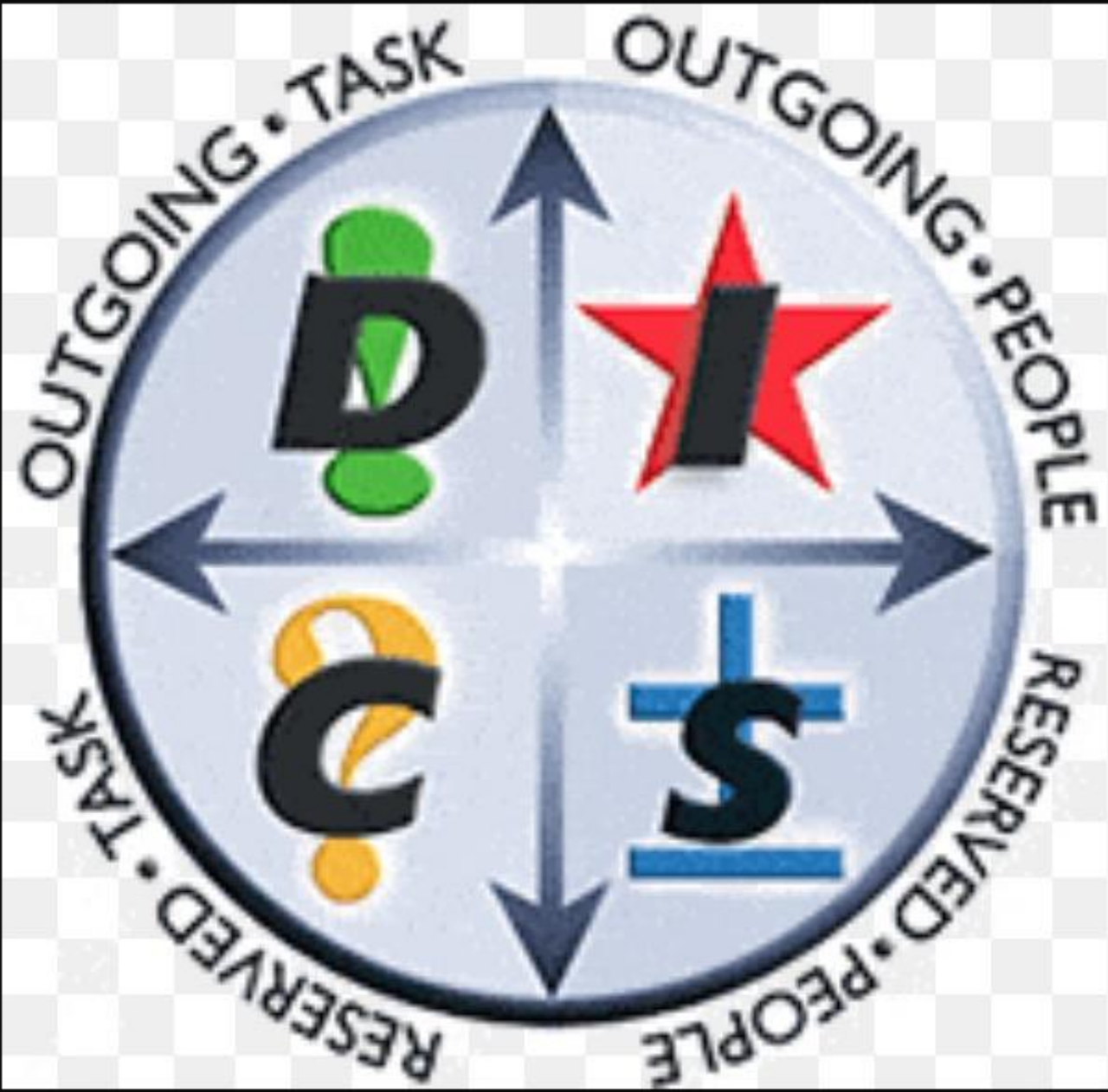
Second Question

2. Am I more Task-oriented or People-Oriented?

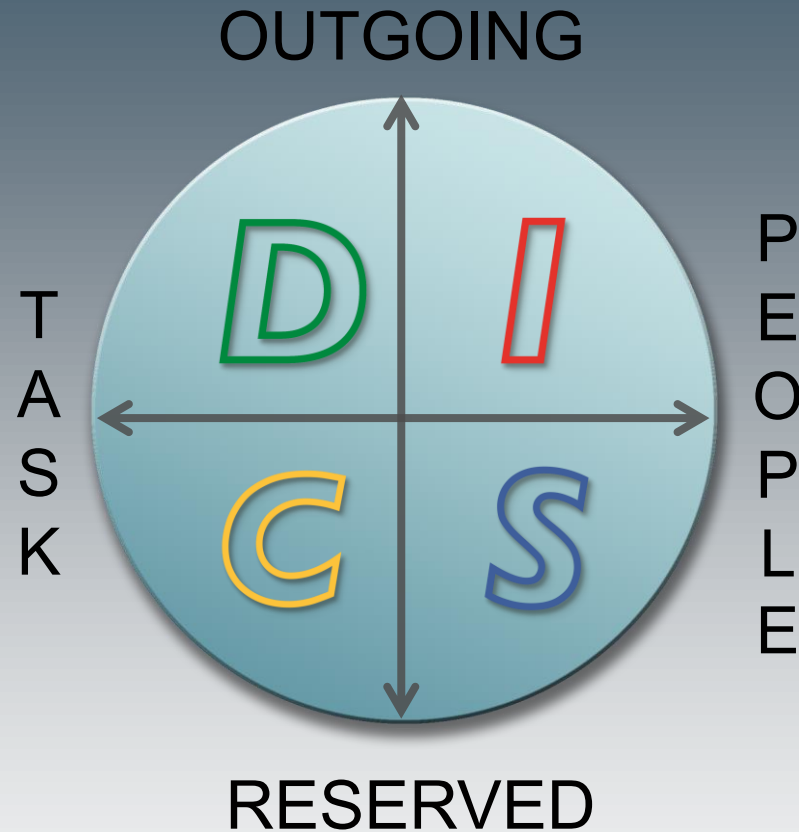


Understanding Yourself ... Traits to look for:





When you combine these two ways to divide the circle, you will see that they give the circle four parts, so you can visualize the four temperament types.



Remember: Everyone is a unique blend of these four parts.

Most people have predictable patterns of behavior. They relate to specific personality styles. There are four basic personality styles: **D**, **I**, **S** and **C**. They are also known as temperaments. They blend together to determine your unique personality style. The graphic overview of the Four Temperament Model of Human Behavior will help you understand why you often feel, think and act the way you do.



D Seeks results. Active. Multi-tasker.

- Driven by authority
- Will easily try to take control
- Embraces any change that will help them get results
- Very comfortable responding to direct confrontation
- Treasures loyalty

Greatest Fear: Being taken advantage of



Percentage of Population: 10%

Examples: Donald Trump, Judge Judy, Dr. Phil, Hillary Clinton

Basic needs: Challenge, Choices and Control

D Types Make Good...

Administrators

Athletes

Boxers

Builders

Business Owners

Coaches

Developers

Directors

Drill Instructors

Entrepreneurs

Executives

Fighter Pilots

Foremen

Government Agents

Law Enforcement Officers

Lawyers

Military / Special Forces

Motivators

News Anchors

Private Investigators

Producers

Race Car Drivers

Real Estate Developers

Sales Managers

Supervisors

Truck Drivers



Seeks Control

Decisive

Direct

Results



**Seeks friendly environment.
Always active.**

- Relationship-oriented
- Emotional and animated
- Great storyteller
- Encourager
- Treasures great experiences with others

Greatest Fear: Rejection / Loss of Approval



Percentage of Population: 25% - 30%

Examples: Oprah Winfrey, Ellen DeGeneres, Dr. Tim Bizga

Basic needs: Recognition, Approval and Popularity

I Types Make Good...

Actors

Airline Attendants

Auctioneers

Broadcasters

Clowns

Coaches

Comedians

Entertainers

Evangelists

Meeting Planners

Peace Corps Volunteers

Performers

Politicians

Preachers

Public Relations Directors

Public Speakers

Masters of Ceremonies

Radio Personalities

Receptionists

Reporters

Salespeople

Teachers

Telemarketers

Telephone Operators

Travel Agents

Wedding Consultants



Persuasive

Spontaneous

Friendly

Spotlight



S Seeks a team environment.
Very loyal.

- Easygoing and agreeable
- Evenly paced
- Good listener
- Compassionate
- Treasures peaceful relationships

Greatest Fear: Loss of Security / Confrontation



Percentage of Population: 30% – 35%

Examples: Dr. Martin Luther King Jr., Mother Teresa, Gandhi, Joel Osteen

Basic needs: Appreciation, Security and Assurance

S Types Make Good...

Artists

Child Care Workers

Counselors

Customer Service

Representatives

Department Heads

Diplomats

Flight Attendants

Funeral Directors

Human Resource

Directors

Librarians

Managers

Nurses

Painters

Pharmacists

Pastors

Planners

Real Estate Agents

Researchers

School Teachers

Secretaries

Social Workers

Supervisors

Technicians

Veterinarians

Waiters/Waitresses



Team-Oriented

Follow-Through

Loyalty

Acceptance



C Seeks an environment that honors logic and facts.

- Compliant
- Conscientious
- Accurate
- Detail-oriented
- Treasures perfection

Greatest Fear: Criticism



Percentage of Population: 20% – 25%

Examples: Diane Sawyer, Clint Eastwood, Tiger Woods, Martha Stewart

Basic needs: Quality Answers, Value and Excellence

C Types Make Good...

Accountants

Architects

Artists

Authors

Bankers

Bookkeepers

Composers

Computer Programmers

Consultants

Dentists

Engineers

Finishing Carpenters

Inventors

Lawyers

Librarians

Mechanics

Military Intelligence

Musicians

Philosophers

Photographers

Physicians

Pilots

Professors

Scientists

Surgeons

Teachers



Compliant

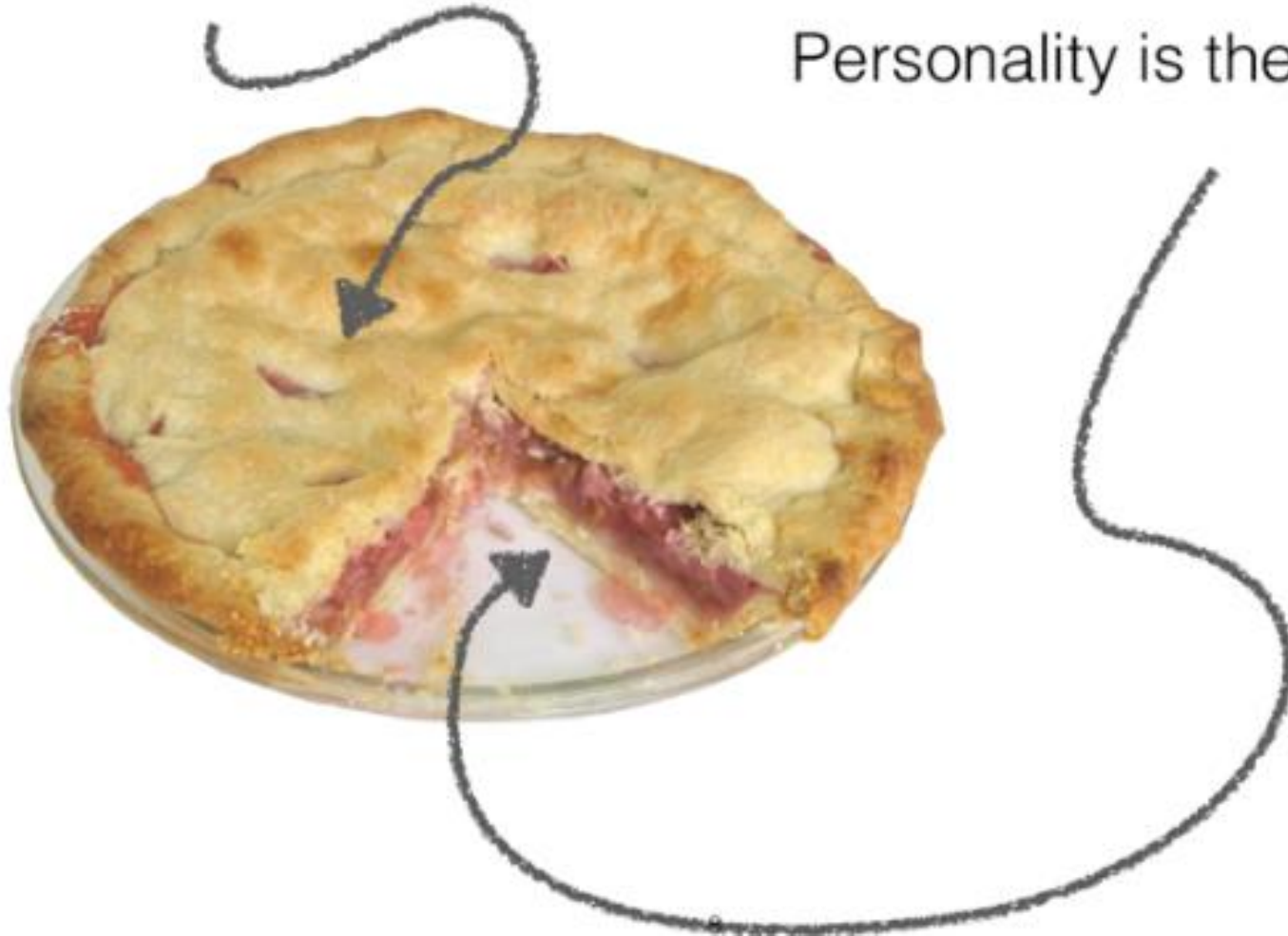
Analytical

Planner

Accuracy

Style is the crust!

Personality is the filling.



Presenting with Style

GUIDEBOOK



Knowing What to Say & How to Say It



The Ultimate
Discovery System™

Communicating with a D

- Be brief, direct, and to the point. Then leave.
- Ask “What” not “How” questions.
- Focus on results.
- Don’t ramble.
- Discuss a problem and its effect on outcomes.



Communicating with an I

- Don't do all the talking.
- Don't ignore their ideas.
- Allow time for socializing.
- Follow up with the details in writing.
- Four short 10-minute discussions are better than one 40-minute discussion.



Communicating with an S

- Create a friendly tone for the discussion.
- Show interest in them as a person.
- Don't be overly aggressive.
- Minimize the potential for confrontation.
- Give definition to the goal and everyone's role.
- Give them time to adjust to any changes.



Communicating with a C

- Provide all the details.
- Use validated facts.
- Be precise in your explanation.
- Be very specific.
- Be patient, answer all their questions, and follow up to provide them with the additional data they request.



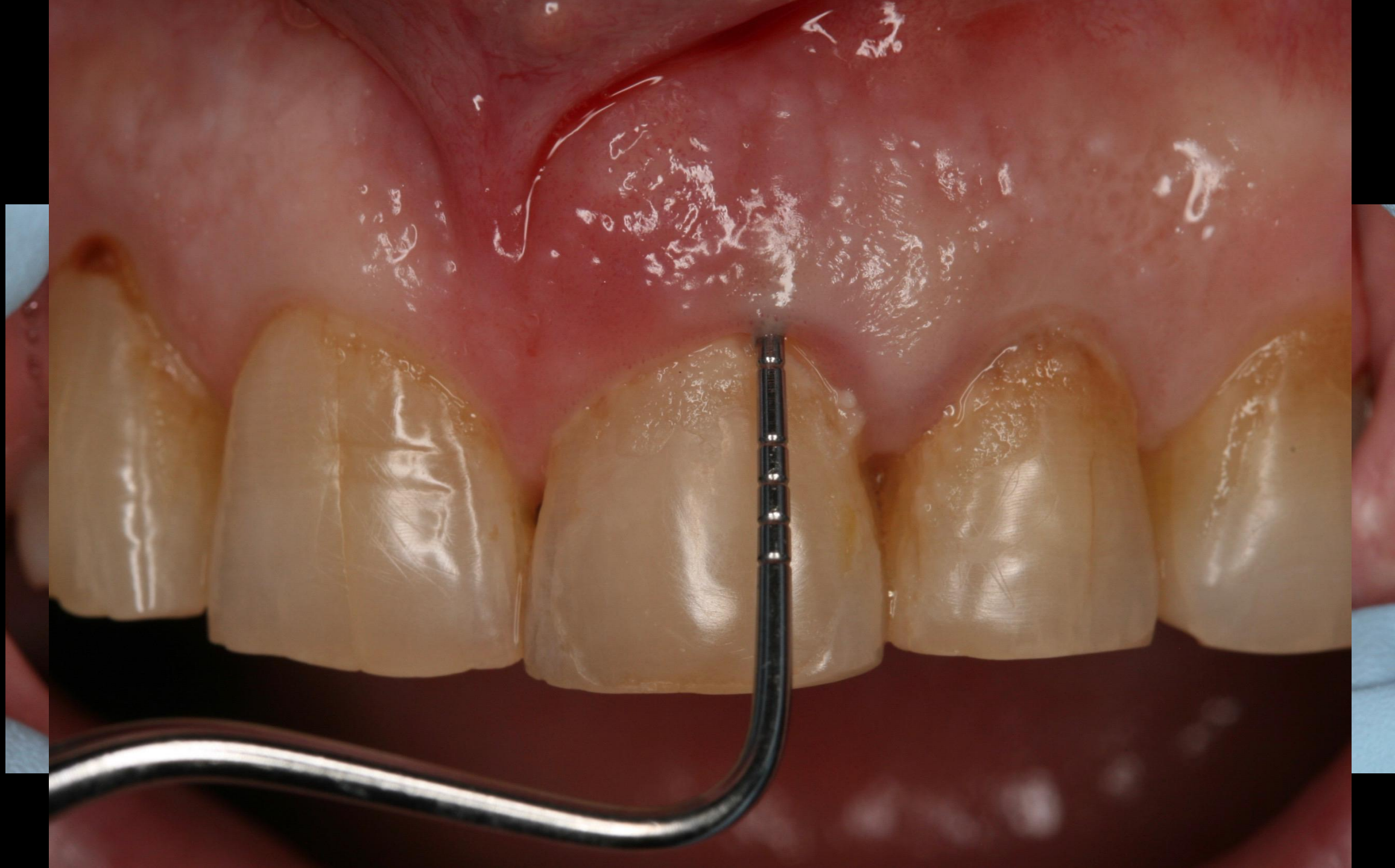


Quick points

1. D types are “Drivers” and interested in RESULTS and enjoy benefits that solve their problems
2. I types are “Interpersonal” and interested in IMAGE and love recognition
3. S types are “Steady” and interested in most recommended PROCESSES and need reassurance
4. C types are “Idealists” and interested in DETAILS and will validate your statements

Patient Assessment

- He is a 70 y.o. male
- He has been a friend of my fathers' for years and he recently called to say his front tooth hurts.
- He is rapid-fire and compulsive in his questioning. He makes you repeat yourself and wants to know both RESULTS and DETAILS
- What personality style blend might he be? **DISC**
- How might you go about presenting treatment to this patient? What alternatives can you consider?











4 year Follow-Up



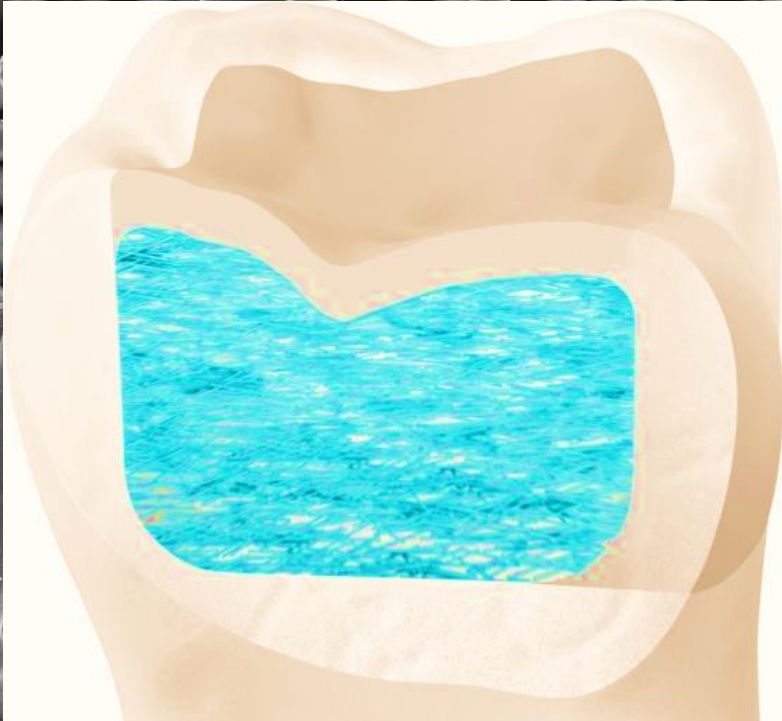
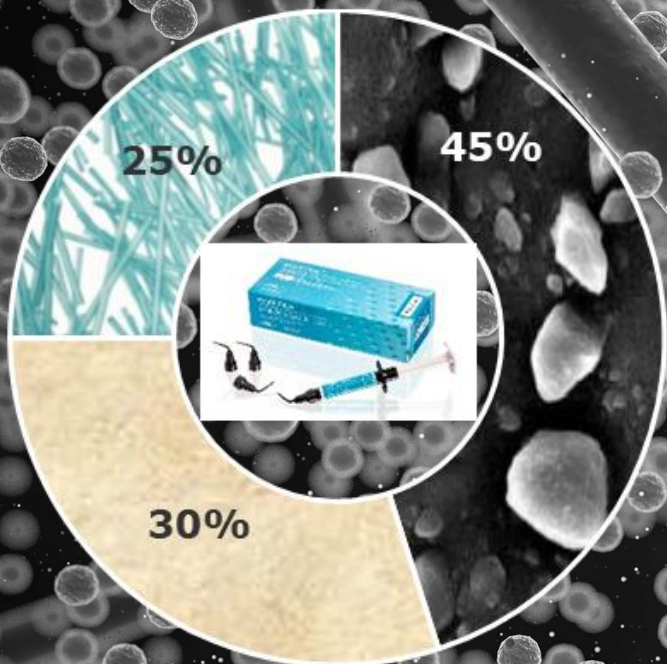
Patient Assessment

- He is a 42 y.o. male
- He has recently lost an implant, hates his flipper and is uncertain of next steps. He asks a lot of questions and is looking for guidance. He expresses he is tired of bouncing between multiple offices.
- The implant has failed twice, is this a good option for a third try? What is possible in the interim?









Conventional composite



Fibre-reinforced composite



Choose between a fast bulk placement and a more esthetic option



Dentin
shade

Depth of cure
2.0mm



Bulk
shade

Depth of cure
5.5mm

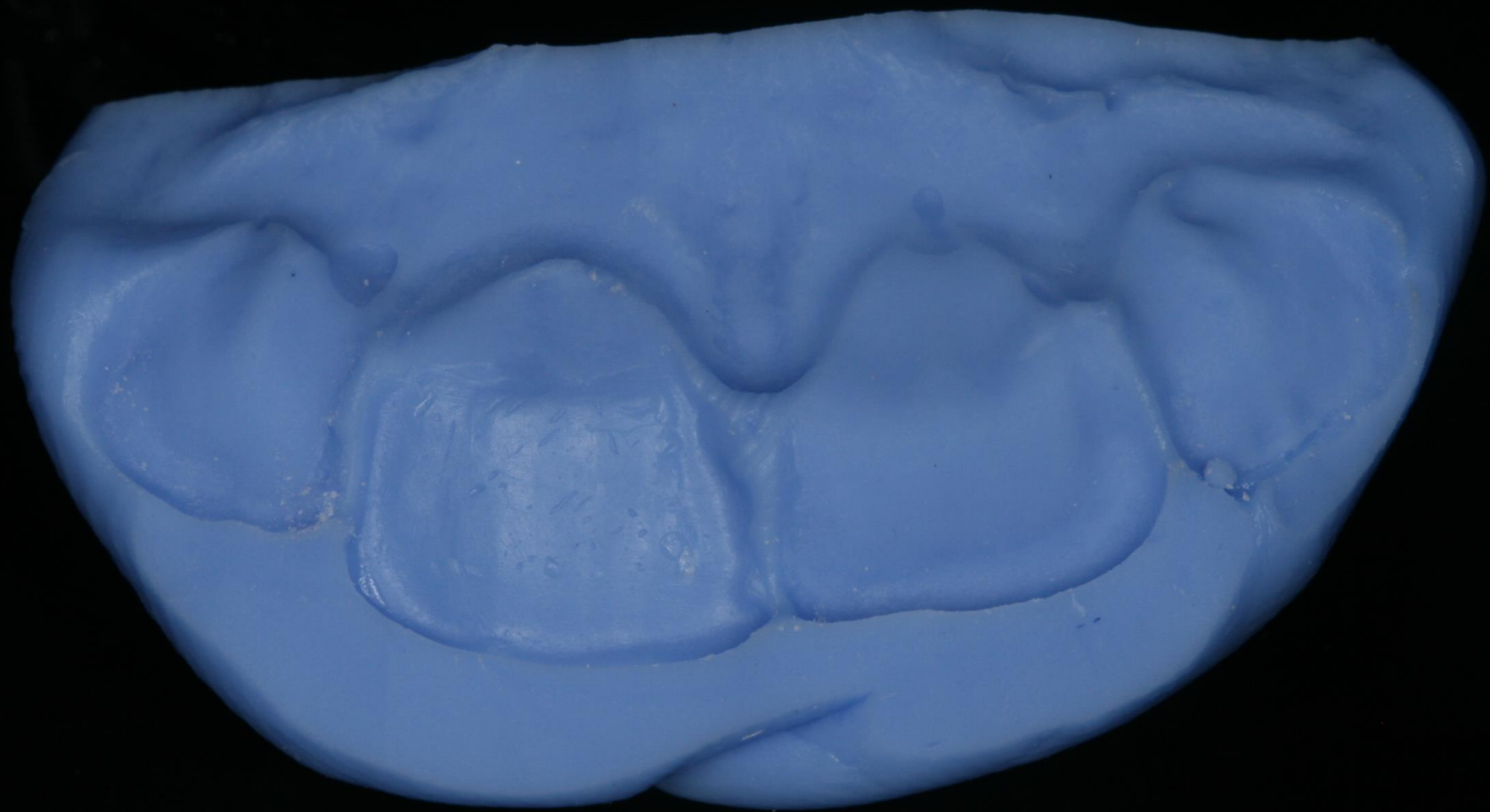


Optimal for **more esthetic results**
and **core build-up**

Optimal for **deep posterior cavities** and
for **fast placement**













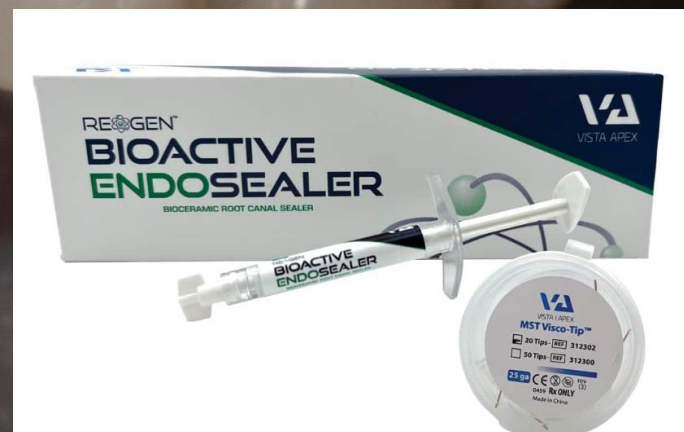
Patient Assessment

- 55 yo male
- He is quiet, nervous, and in because his wife brought him
- When questioned, he states “everything is fine, but was told he needs an implant for #10”
- Wife begins to state “everything is not fine, He needs a smile for our sons graduation.”
- What personality style might he be? *DISC*

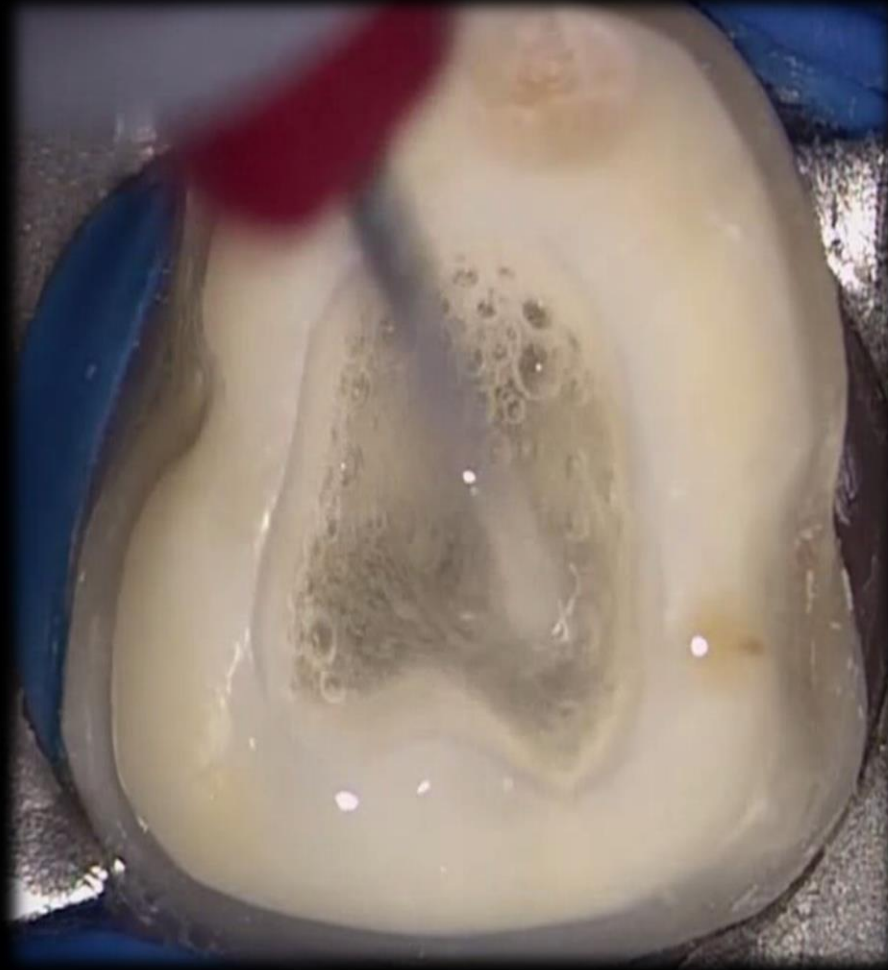






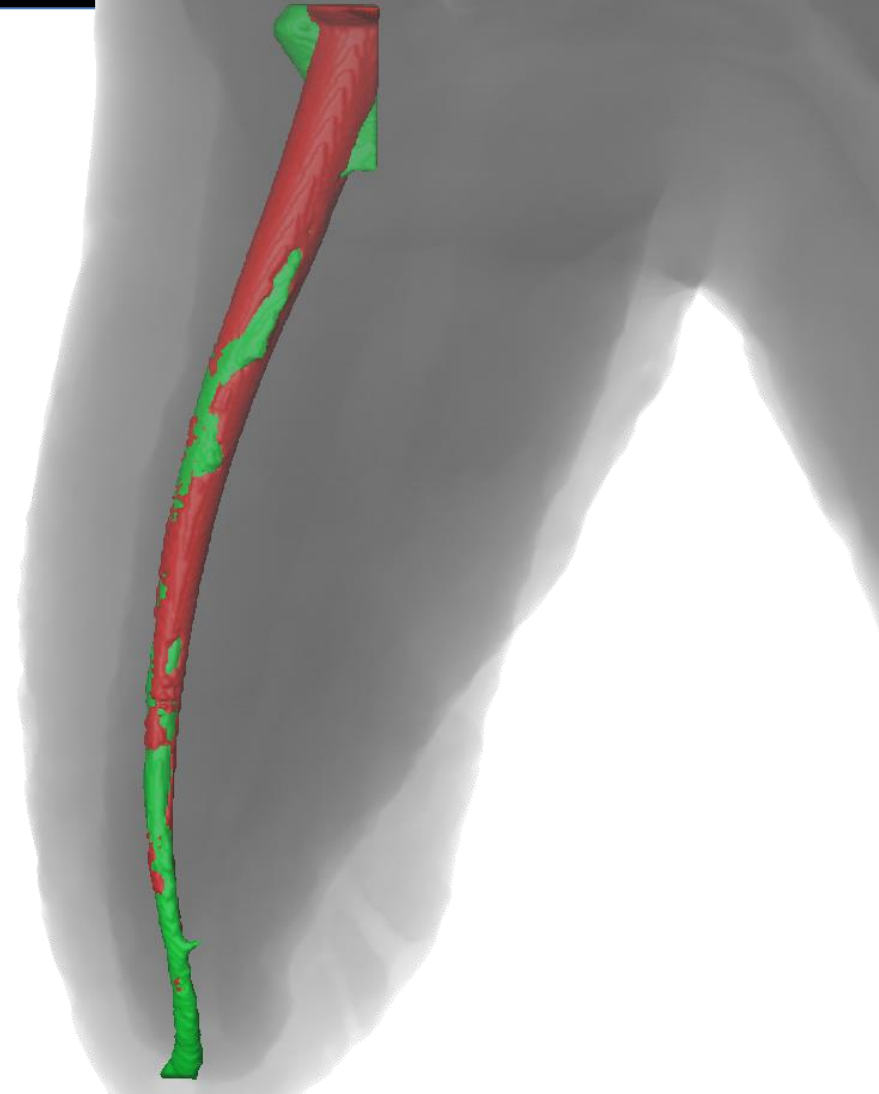


IRRIGATION



Importance of Irrigation

Up to 35% of Canal Walls
Are Untouched by
Instruments



Irrigants Clean Where We Cannot



ENDO||ULTRA®

The **EndoUltra® Cordless Handheld Device** produces ultrasonic tip frequency of 40,000 Hz (200x faster than sonic devices)!

EndoUltra® by Vista Apex harnesses ultrasonic technology in a compact, easy-to-use and cordless handheld device! **EndoUltra®** is the only cordless activator unit capable of generating the tip frequency (40,000 Hz) required to create sufficient acoustical streaming and the cavitation necessary to effectively clean, penetrate and remove vapor lock.

The complete **EndoUltra®** kit includes 3 autoclavable Titanium activator tips which resonate down the entire length of the tip! These unique, multi-use tips will not engage or remove tooth structure. Tips are available in 20/02 with depth markers at 16mm, 17mm and 18mm. Tip frequency is 40 kHz (40,000 cycles/second). Tips may also be purchased separately.

Cordless easy-to-use, ultrasonic activation

Battery charged LED indicator light
Green = Full
Orange = Partial
Red = Low

Sure grip design for comfort and easy maneuverability

On / Off button

Removable autoclavable sleeve

LED light for improved visualization

Autoclavable Titanium 20/02 Activator Tips

Ultra **EFFECTIVE**

Better penetration to every part of the canal!

Ultra **EFFICIENT**

Better cleaning in less time!

Ultra **SONIC**

Better acoustic streaming with cavitation!



VISTA | APEX

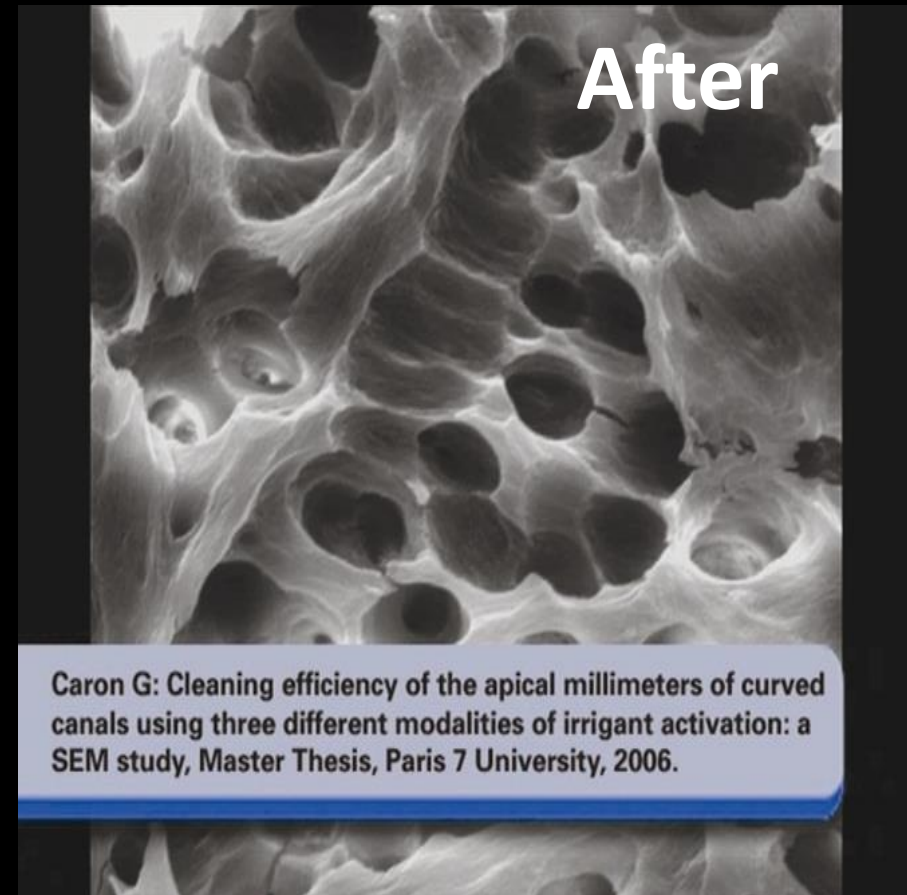
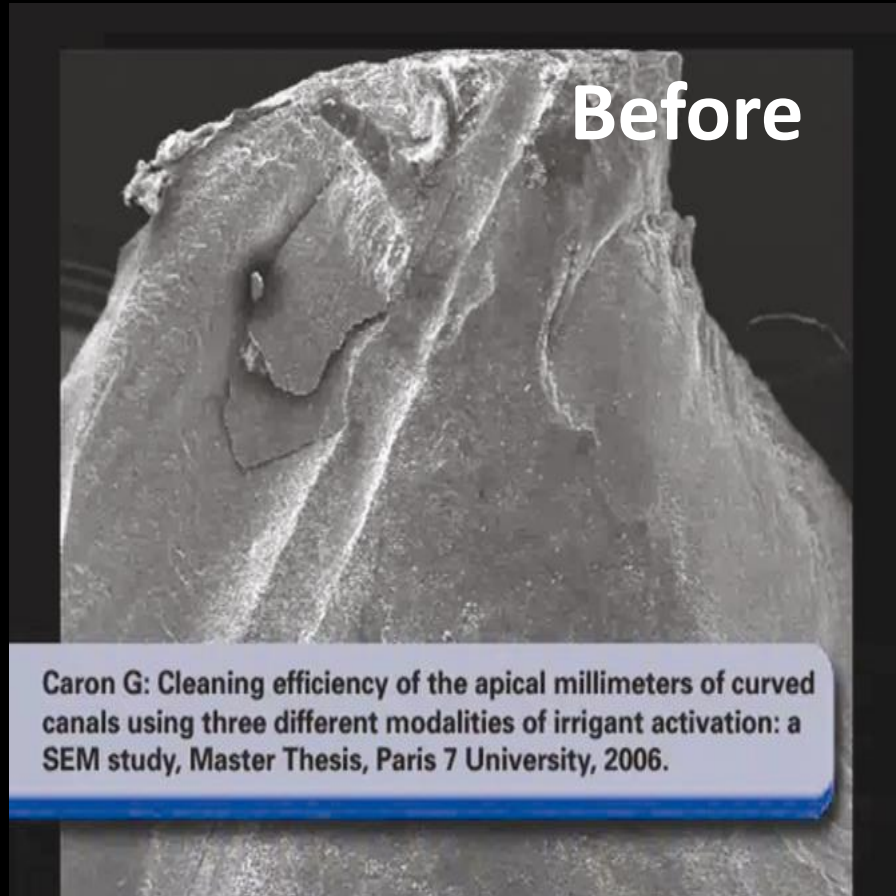


SCAN THE QR CODE TO GO DIRECTLY TO THE PRODUCT LISTING
VISIT VISTAAPEX.COM | CALL TOLL FREE 877.418.4782

Why Activation

- Research shows that cavitation and acoustic streaming significantly improve debridement
- Facilitates 3D debridement
- Facilitates faster and more effective removal of smear layer and biofilm

Activation has produced clean/open dentinal tubules







Light Polymerization and Curing Lights



Seal!

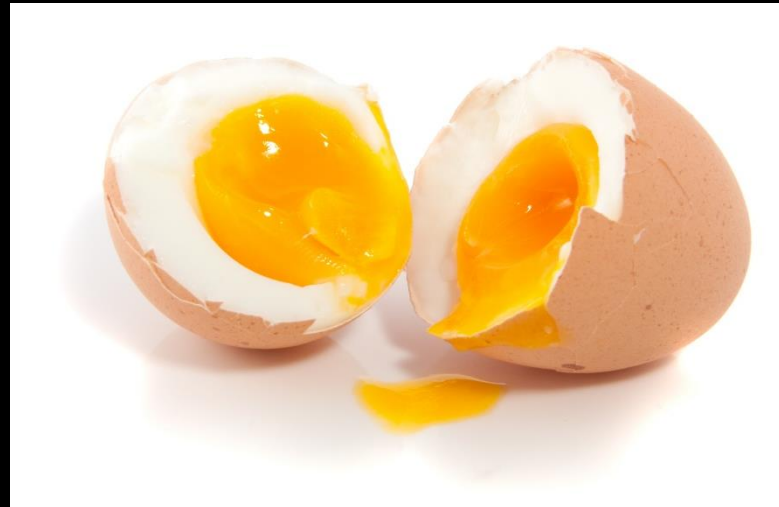
Insufficient cure continues to be an issue

37% of composite restorations are being insufficiently cured.

An insufficient cure can lead to adverse effects on physical properties, such as

- reduced bond strengths,
- breakdown at the margins & microleakage,
- and ultimately secondary caries.

Boksman, L., Santos GC., (2012). Principles of Light Curing. Inside Dentistry, Volume 8, Issue 3. d failure.





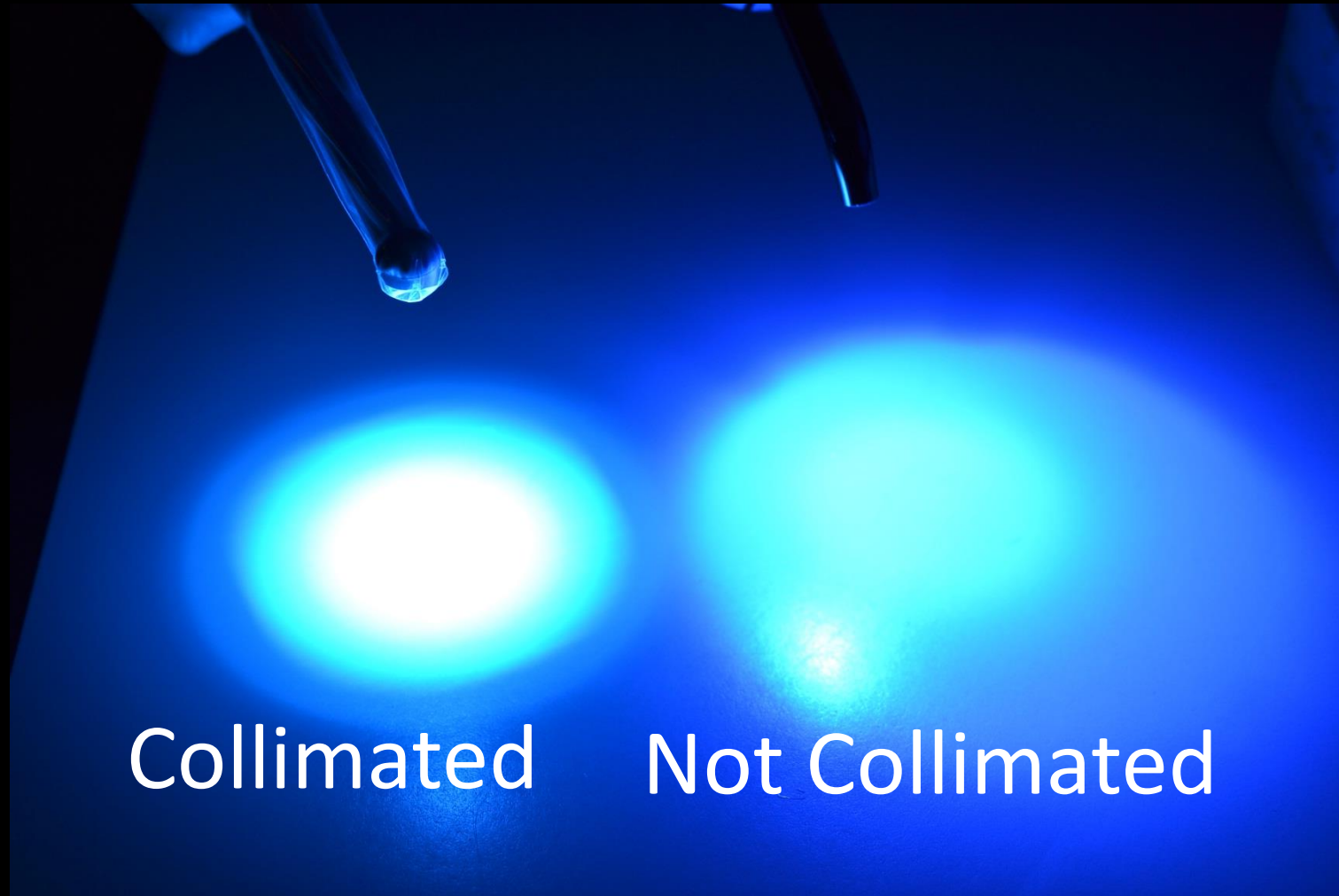
Proper Light Use

- **Light curing should be based on depth**
- Deeper preps require longer curing times

Beam Collimation and Performance Over Distance

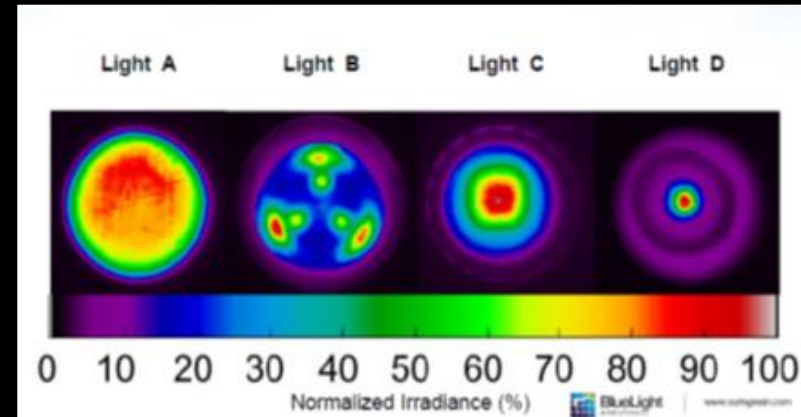


Beam Collimation and Performance Over Distance



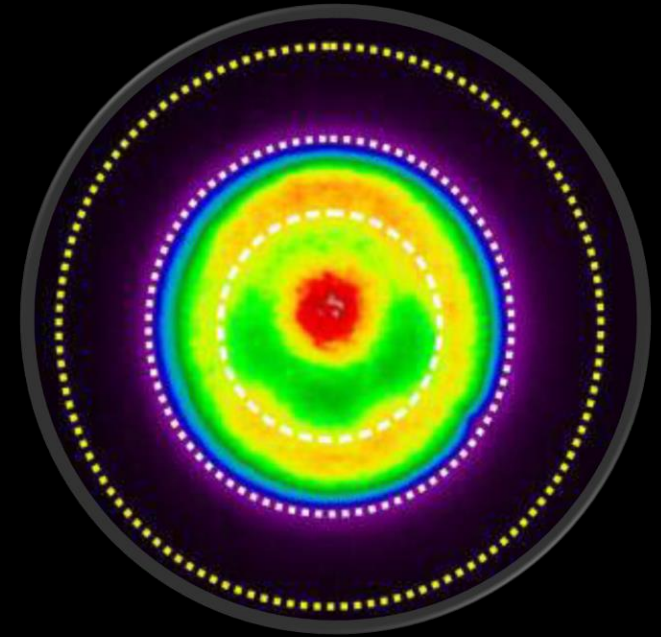
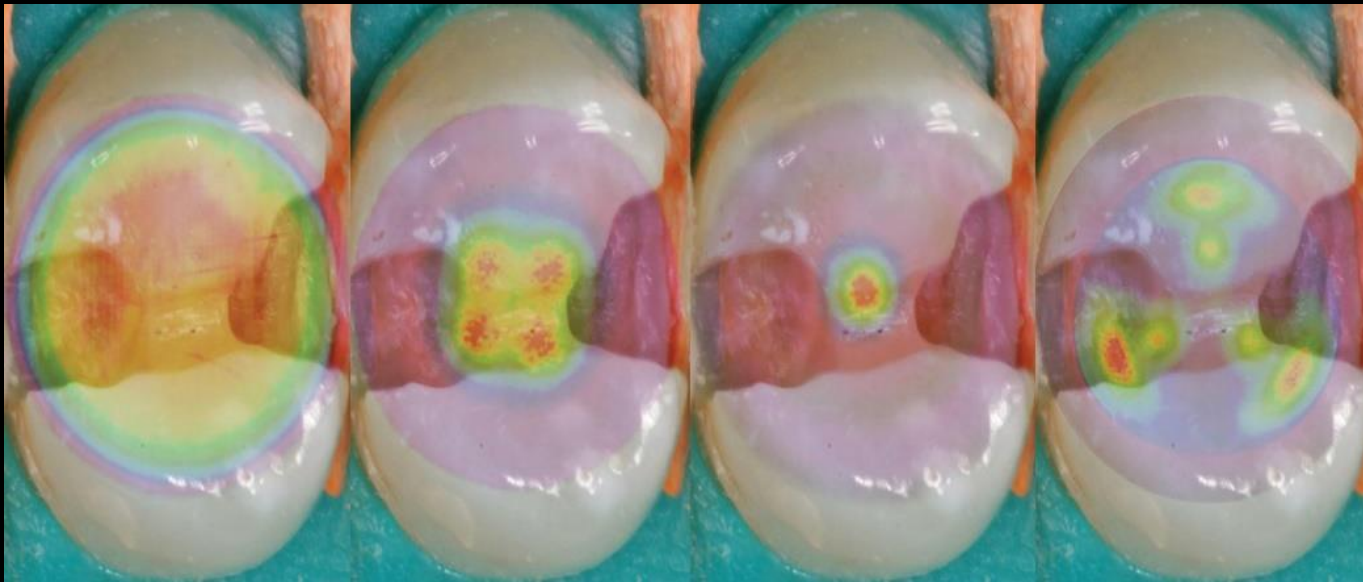
Distribution of LEDs

There are hot and cold spots within the curing light tip, and they vary with every light.

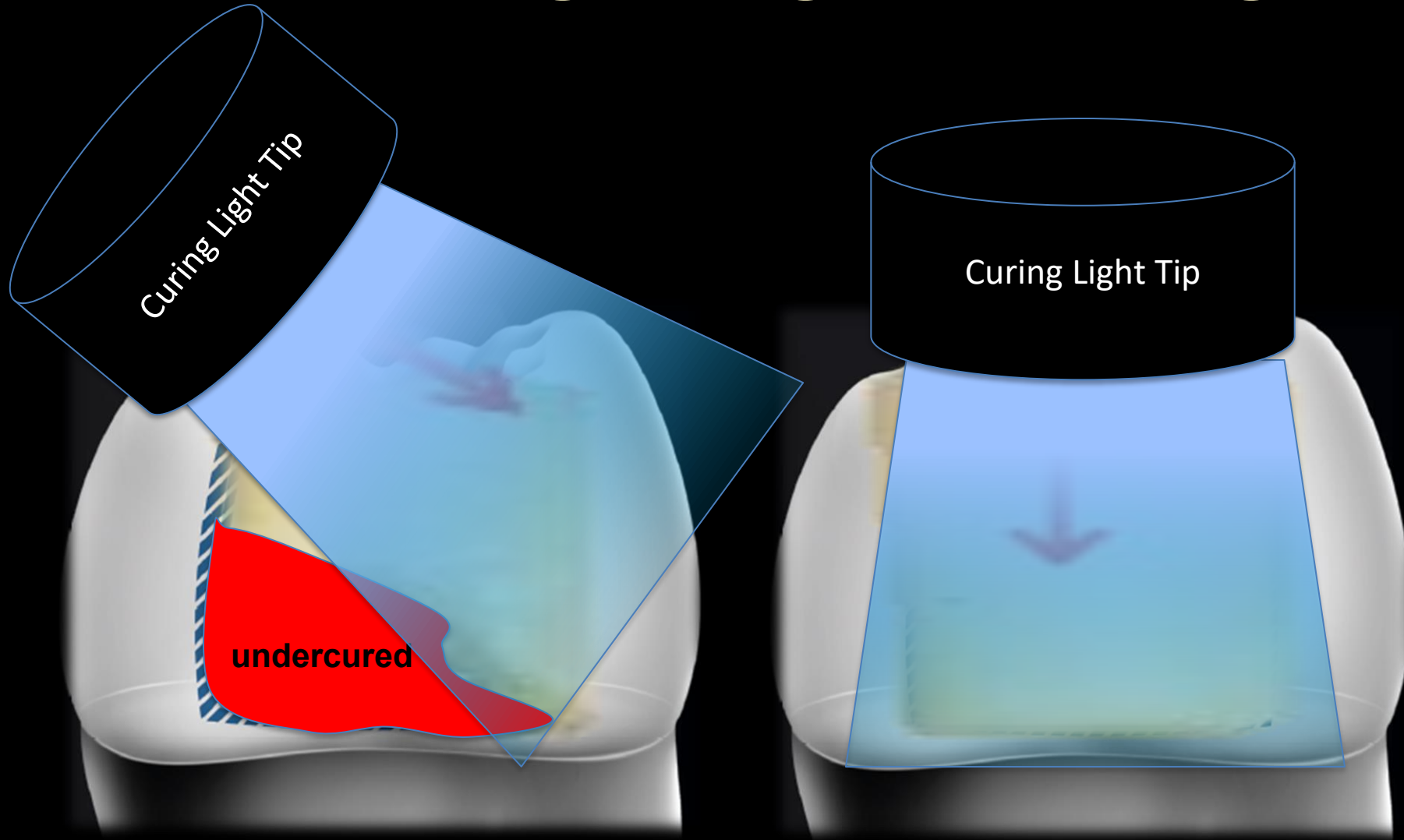


Beam Profile

The effective part of the light beam should be evenly distributed across the face of the light tip to maximize curing effectiveness and minimize the negative impact of operator technique.



Effect of Light Angle on Curing





Most lights only deliver 35% of stated output to
bottom of deep box

How does your light perform where it counts?





 pinkwave™

VA
VISTA | APCX

Patented



Goodbye Blue, Hello Pink

PinkWave was distinctly designed to enhance the efficacy of curing procedures. PinkWave is equipped with Apex's Patented QuadWave™ Technology which leverages four different wavelengths to ensure peak performance. Along with the standard blue light, PinkWave also employs red, near infrared (NIR) and UV light, which together, make up the only pink light on the market. This innovative approach to curing has never been achieved before and results in both doctor and patient benefits.

- Built in Transilluminator
- 3 curing modes — Boost, Standard, and Ramp
- 1640 mW/cm² on Standard mode and 1865 mW/cm² on Boost mode

PinkWave™ Compared to Standard Blue Light



Decrease in Shrinkage



Increase in Polymerization



Increase in Curing Area



Depth of Cure



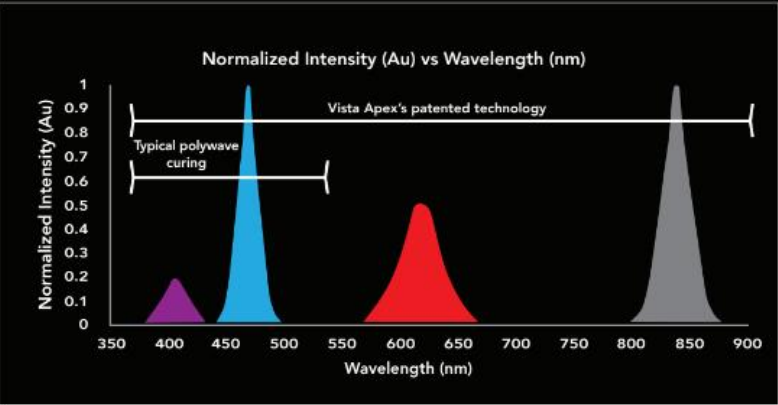
Lightweight

How you cure matters

quadwave™
● ● ● ● Technology

PinkWave™ QuadWave™ Technology leverages four different wavelengths to ensure peak performance:

- UV-photo Initiators
- CQ Initiator
- Enhanced Polymerization
- NIR – Enhanced Polymerization



Largest Curing Area



Transilluminator



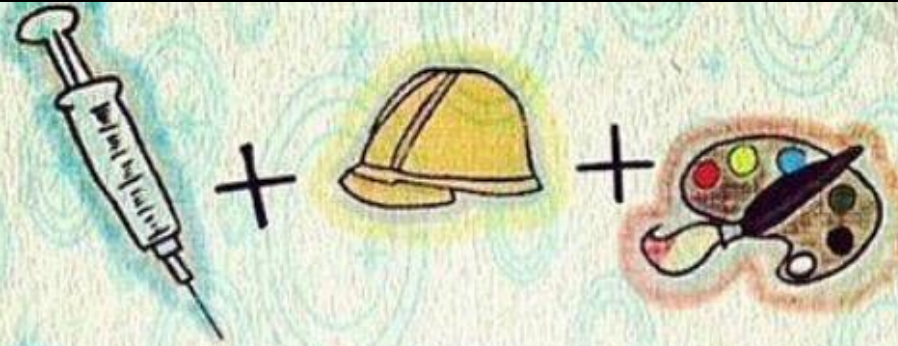
Easy posterior access



Ordering Information

- PinkWave™ Kit 90734
- (1) Cordless Curing Light
 - (1) Induction Charging Base
 - (1) Power Cord
 - (5) Autoclavable Light Shields
 - (100) Barrier Sleeves





=

@rafal_drawdentist

d : doctor

en : engineer

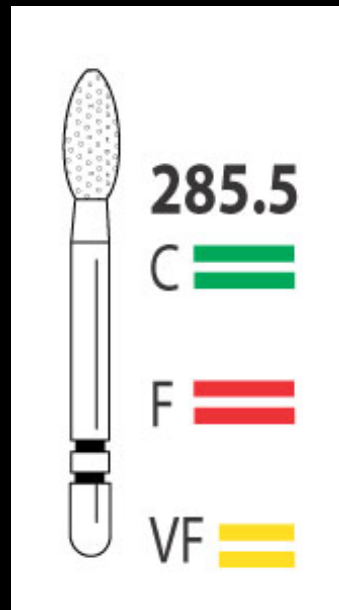
tist : artist

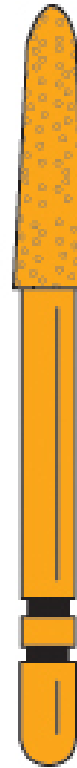
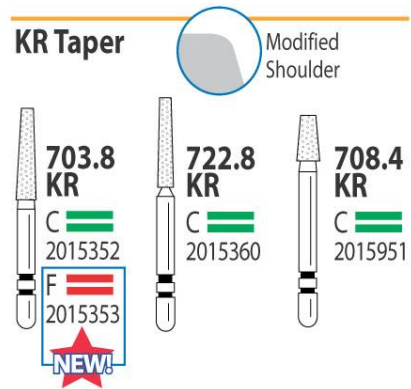
Materials



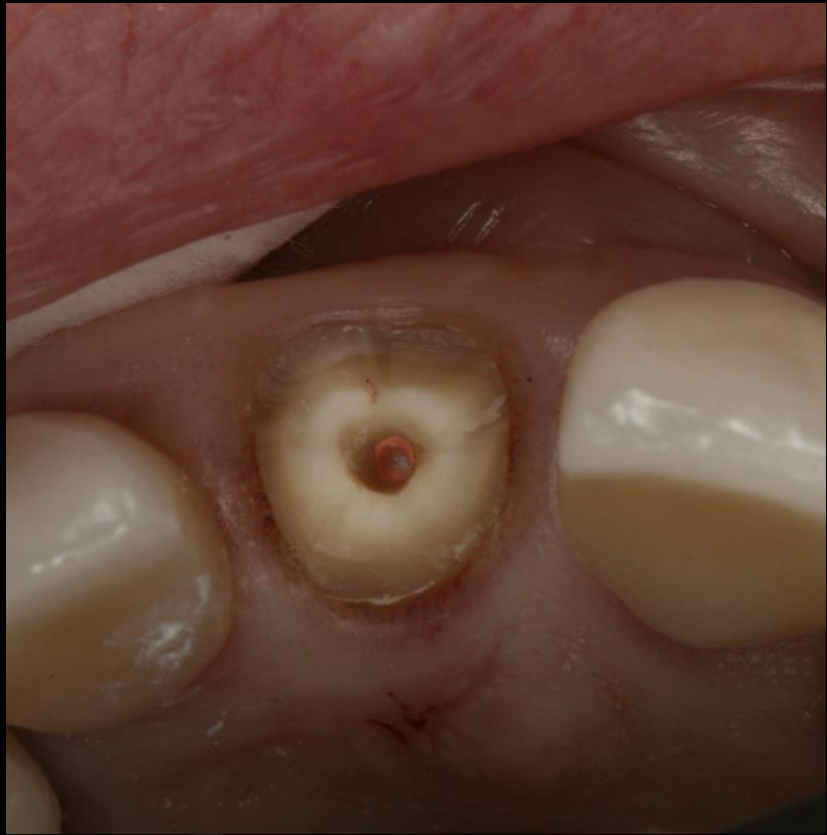
Fun Facts About Diamonds Burs

- 20% of Dental Diamond Shapes Create 80% of Preps
- The Football 285.5C is the #1 used diamond shape
- 6 of the top 10 are “Chamfer” round-end taper shapes, Round- End Tapers (Chamfer 770.8C used as control in clinical studies)
- Flat-End Tapers, Beveled Cylinders and Flames next most frequently used shapes

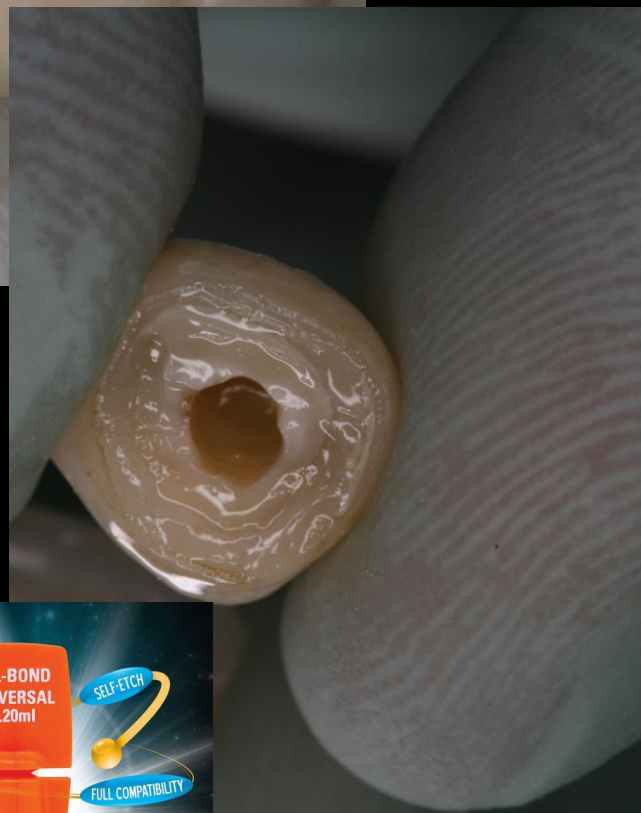




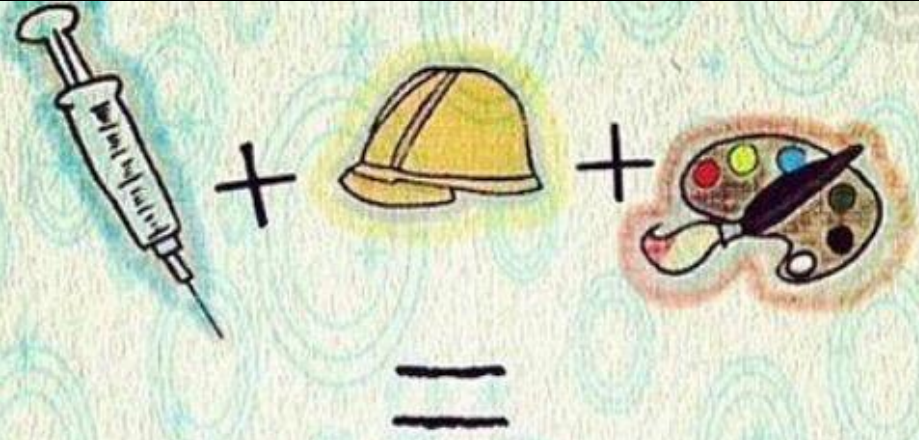
My feelings have changed...











@rafal_draw
dentist

d : d octor

en : en gineer

tist : ar tist

A person wearing a dark, hooded jacket is seen from the back, looking out over a vast, misty or snowy landscape. The person's head is slightly bowed, and their hands are tucked into their pockets. The background is a soft, out-of-focus expanse of white and grey, suggesting a winter scene. The overall mood is contemplative and serene.

Don't wish it was easier,
wish you were better.

Don't wish for less problems,
wish for more skills.

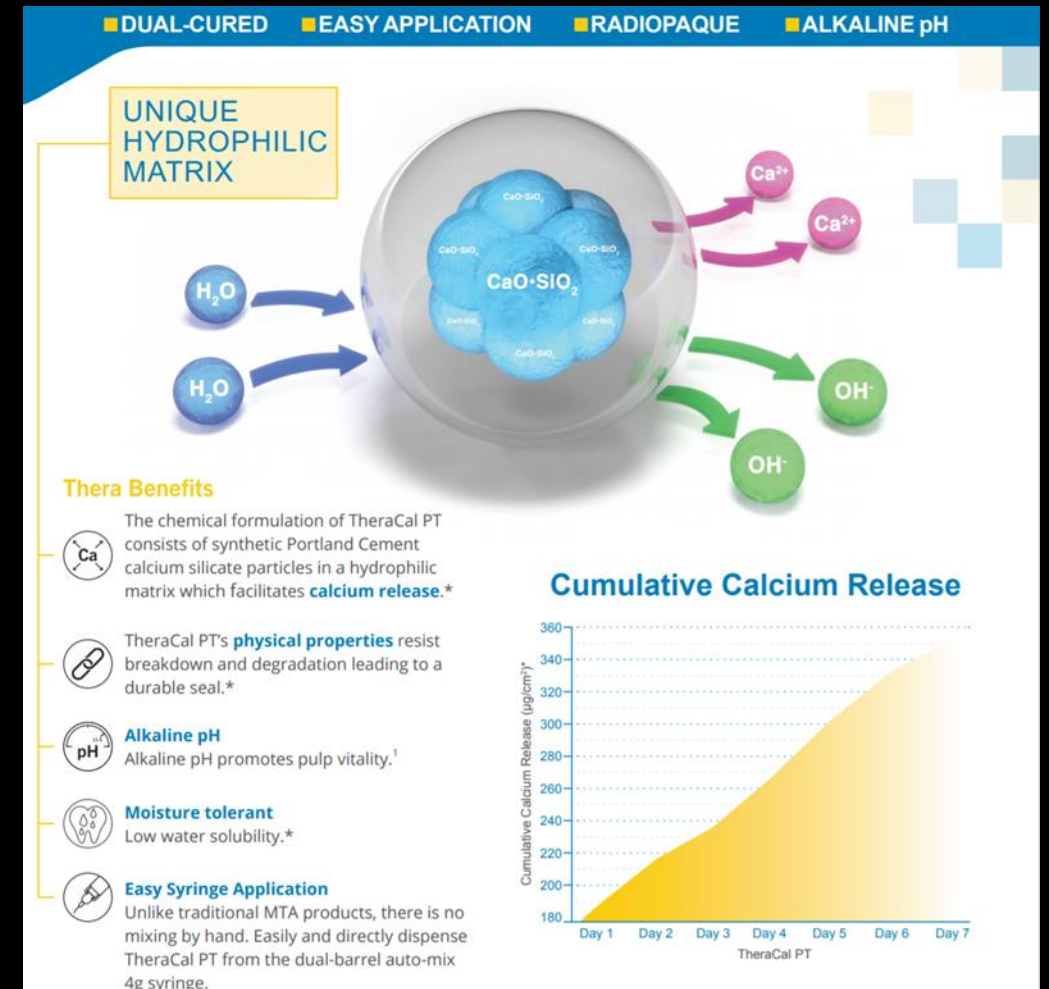
Don't wish for less challenge,
wish for more wisdom.

— *Jim Rohn*

MTA Materials

1. Highly BIOCOMPATIBLE
2. Excellent sealing properties
3. Stimulates dentin formation
4. Alkaline Ph (about 12.5)
5. Moisture tolerant
6. Long-term stable

Torabinejad (et al) (1999). Clinical Applications of mineral trioxide aggregate. JOE 25(3) 197-205



Avulsions

- Reimplant tooth within 15-60min for best results
 - Store in milk or saline
 - Do not scrub root surface, gently rinse if dirty
- Splint for minimum of two weeks (4-6 if alveolus involved)
- For mature teeth, root canal within 2 weeks to prevent resorption

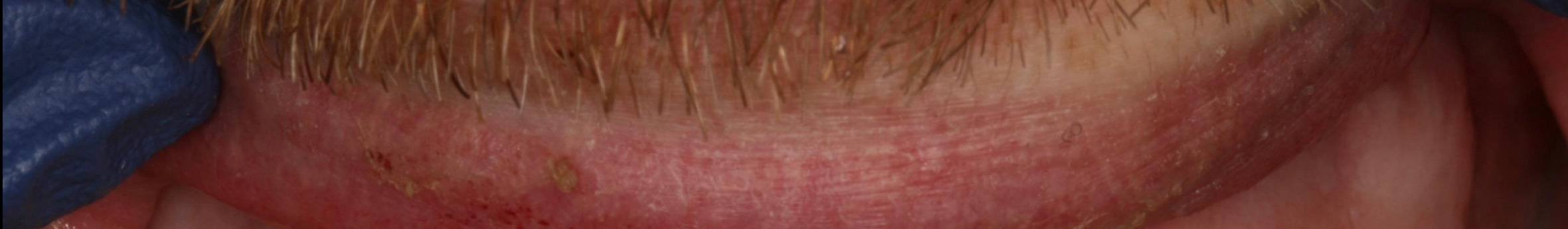


Creative ER Doc













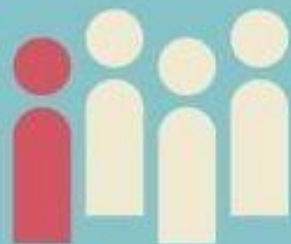








POOR ORAL HEALTH EPIDEMIC



1 in 4: Americans with untreated tooth decay



80% of Americans have at least 1 cavity by age 17.



66% of US adults over 45 who have lost a tooth to decay



75% of US adults have gum disease

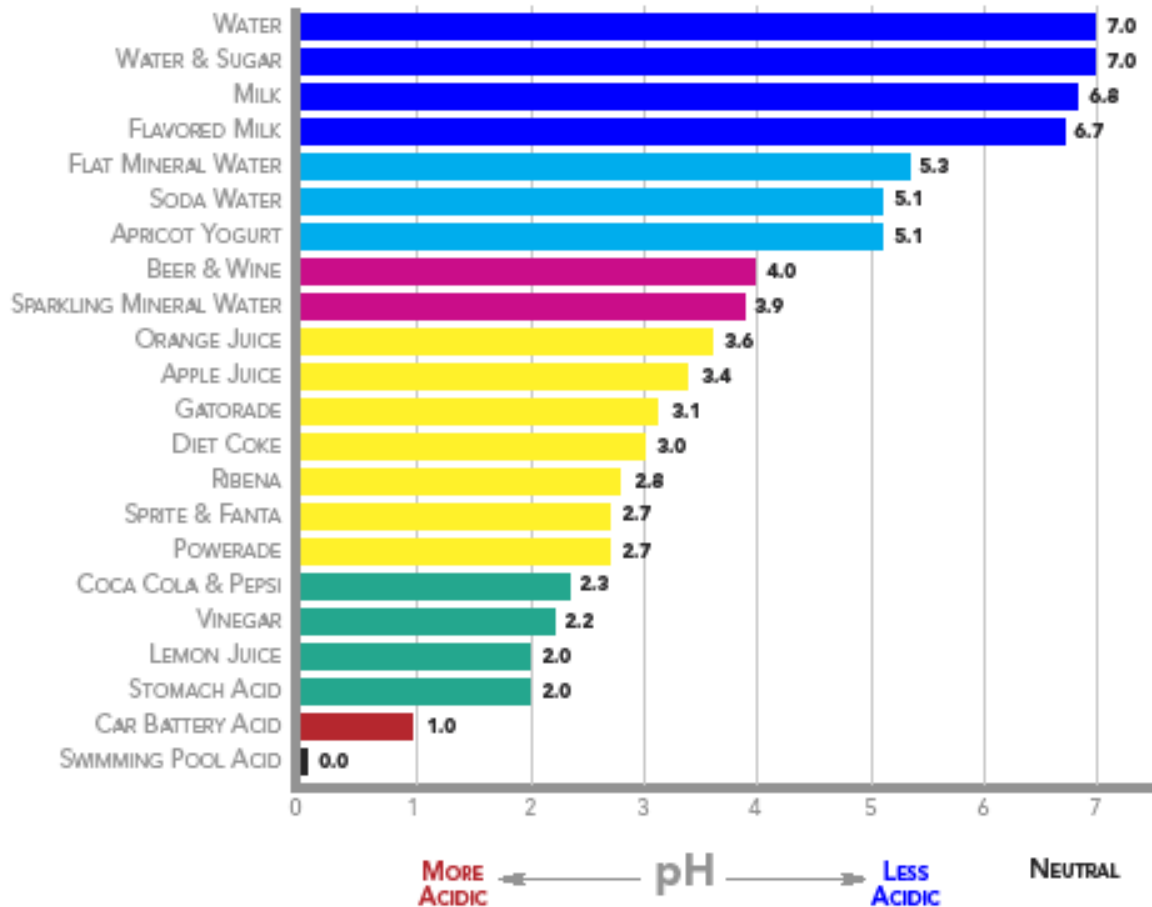


164 million: Work hours lost each year due to dental health issues.



Acidity (pH) of Common Drinks

The lower the pH, the stronger the acid!



FRESH WATER OF THE WORLD

3.0
pH

4.0
pH

5.0
pH

6.0
pH

7.0
pH

8.0
pH

9.0
pH

10.0
pH

11.0
pH

Propel
Propel Water
pH: 3.5

vitaminwater
vitaminwater
pH: 3.5

DAŠANI

perrier
Perrier
pH: 5.5

AQUAFINA
Aquafina
pH: 5.4

Island Spring
Island Spring
pH: 6.0

DEER PARK
Deer Park
pH: 6.3

smart
Smart Water
pH: 5.5

CRYSTAL GEYSER
Crystal Geyser Sparkling
pH: 5.7

TAP
Tap Water
pH: 7.0

ICE AGE
Ice Age
pH: 7.4

FIJI
Fiji
pH: 7.2

ARROWHEAD
Arrowhead
pH: 7.2

REAL WATER
Real Alkalized
pH: 8.0

CRYSTAL GEYSER
Crystal Geyser
pH: 7.0

VITAL
Vital
pH: 7.6

evian
Evian
pH: 7.6

Zephyrhills
Zephyrhills
pH: 7.0

ESSENTIA
Essentia
pH: 9.3

Water-Jung
Water-Jung
pH: 9.5

Air Water Life
Air Water Life
pH: 9.5

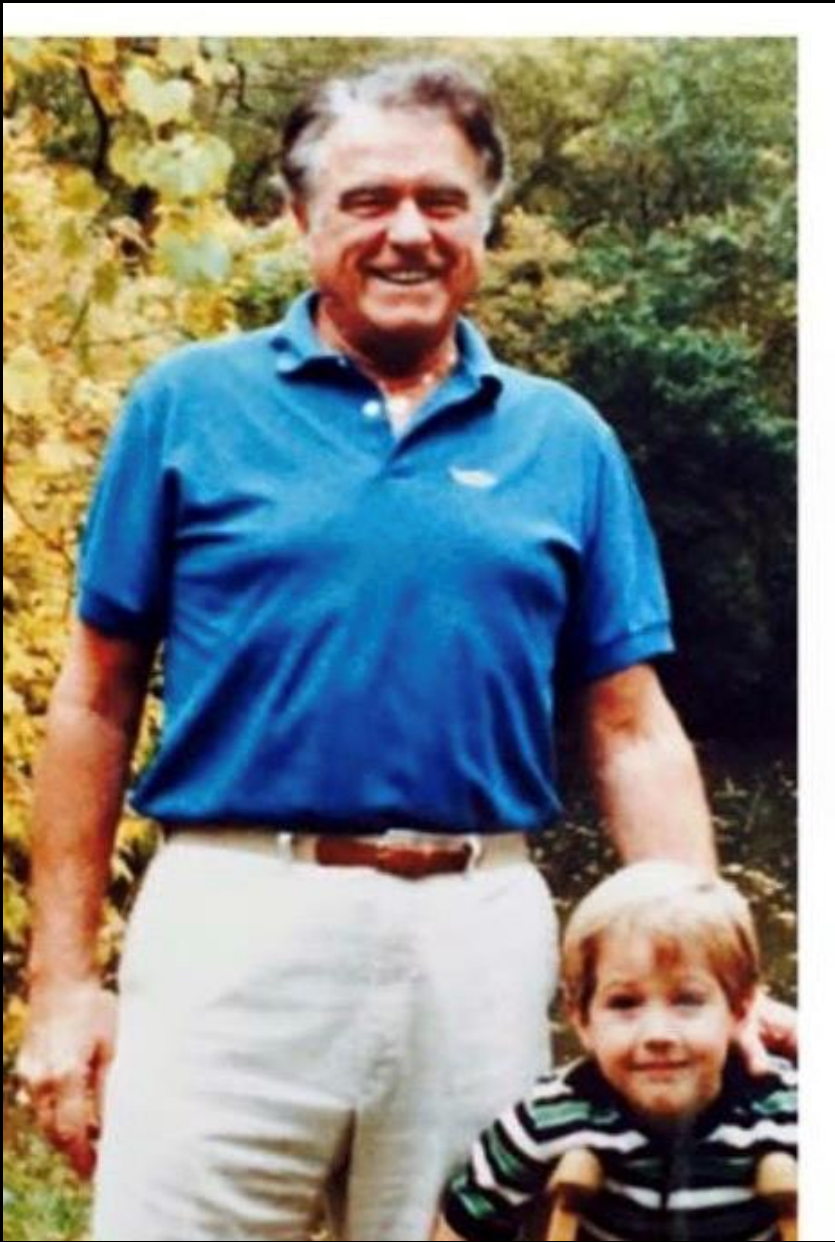
Kangen
Kangen
pH: 9.3

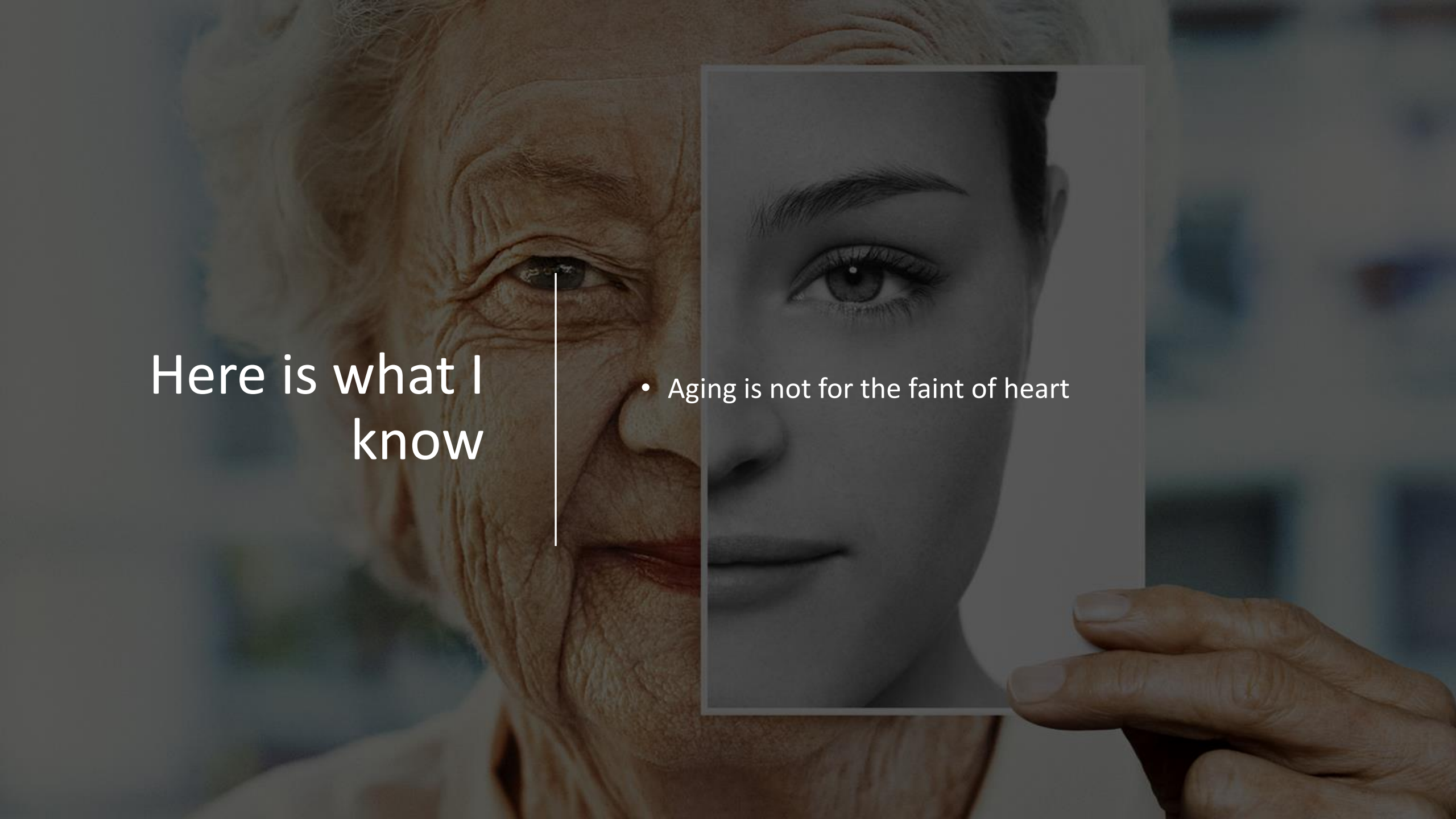
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ACIDIC WATERS

ALKALINE WATERS

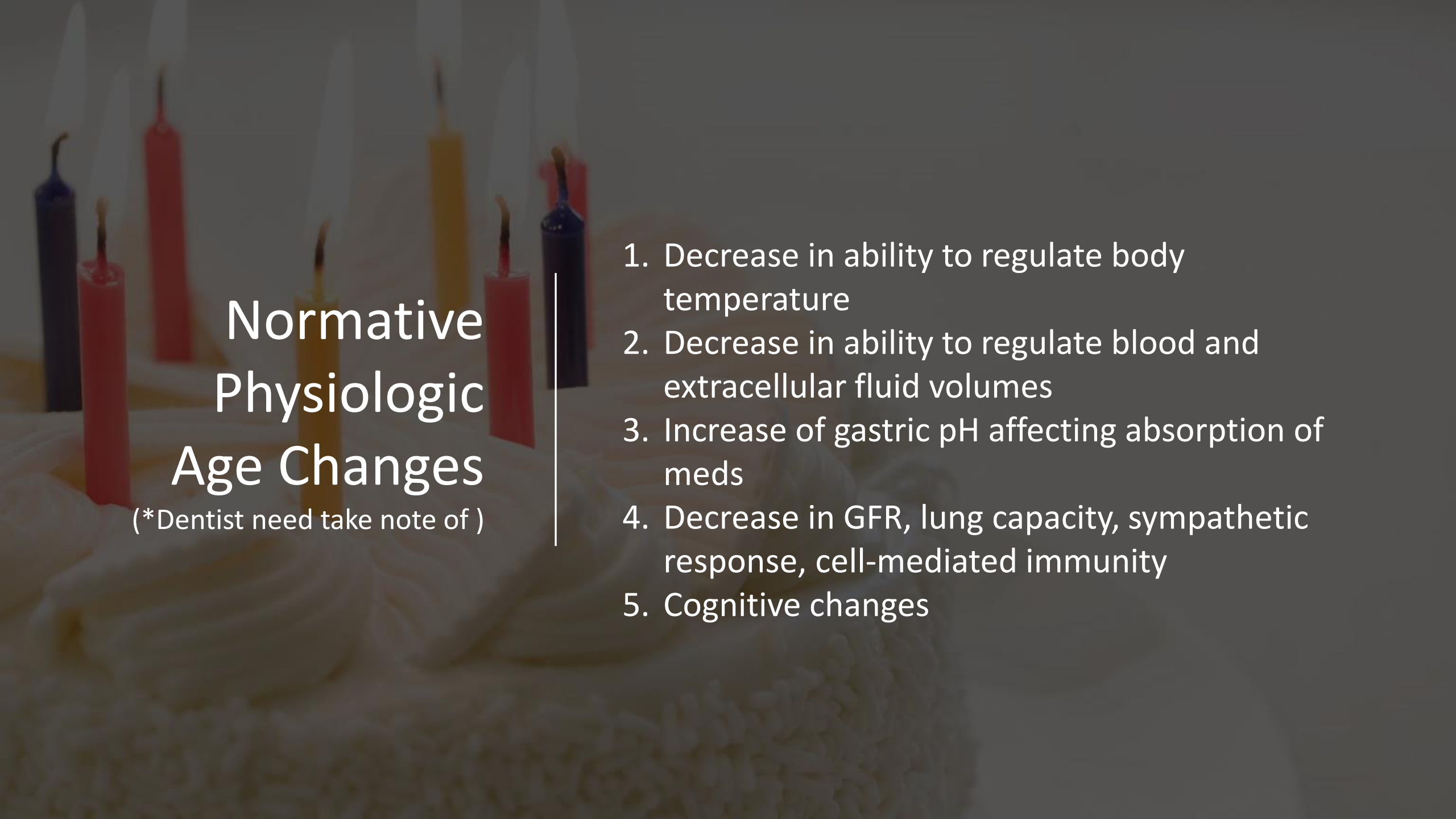
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Here is what I
know

- Aging is not for the faint of heart



Normative Physiologic Age Changes

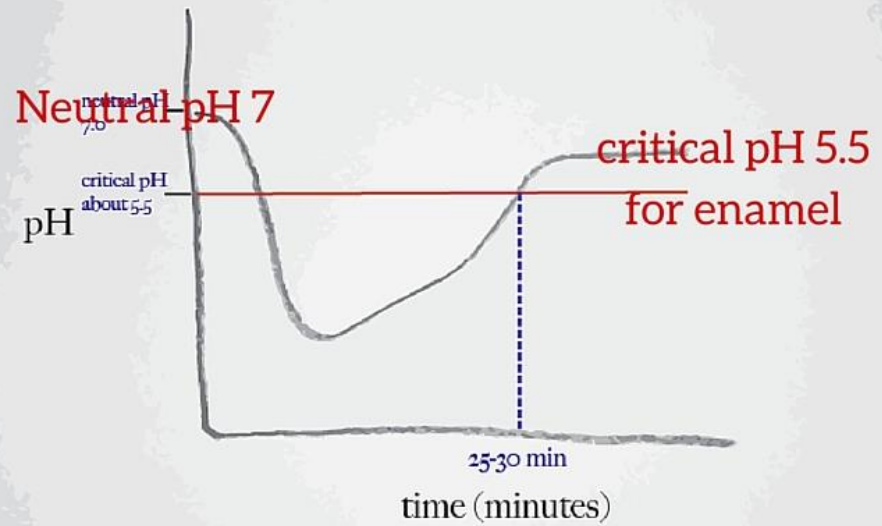
(*Dentist need take note of)

1. Decrease in ability to regulate body temperature
2. Decrease in ability to regulate blood and extracellular fluid volumes
3. Increase of gastric pH affecting absorption of meds
4. Decrease in GFR, lung capacity, sympathetic response, cell-mediated immunity
5. Cognitive changes

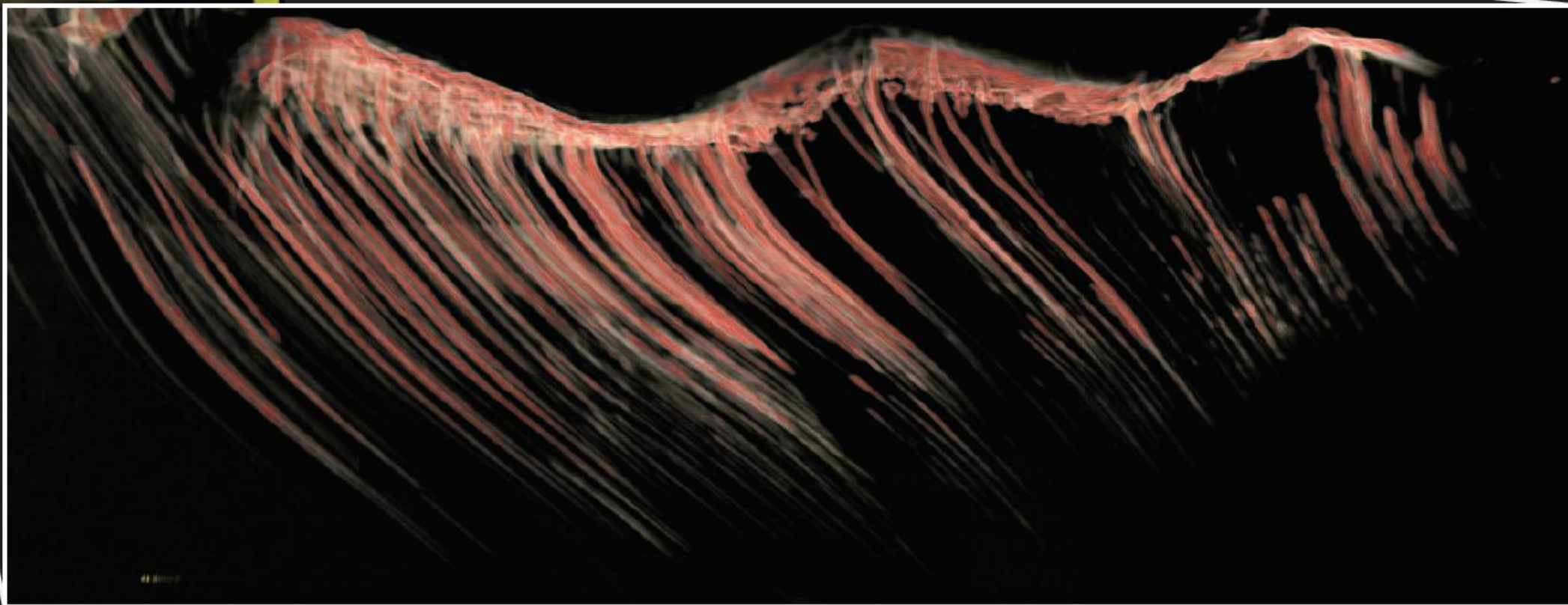
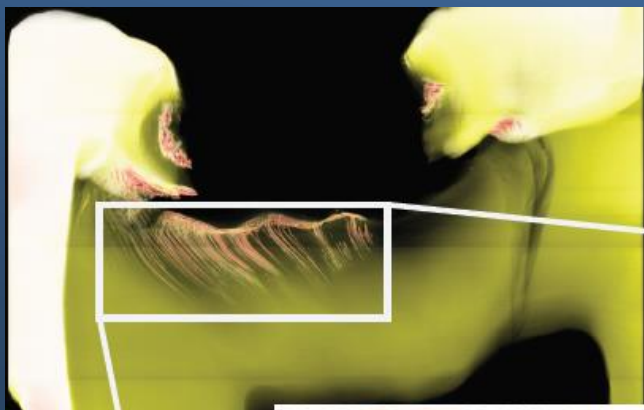


Roughly 348 Meds Cause Xerostomia

the pH roller coaster in your mouth



The critical pH of root surface is 6.2-6.7



Fluoride content in SDF and Fluoride Varnish commercial unit doses				
Fluoride product	Unit dose	Concentration	F ion mg/ml	F ion mg/dose
SDF 38%	1 drop (0.025 ml)	44,800 PPM	44.8	1.12
5% NaF Varnishes	0.25 ml	22,600 PPM	22.6	5.65
	0.4 ml	22,600 PPM	22.6	9.04
	0.5 ml	22,600 PPM	22.6	11.3
2.5% NaF Varnish	0.1 ml (4 drops)	11,300 PPM	11.3	1.13

In short, one drop of SDF has the same amount of F as one liter of properly fluoridated water.



=

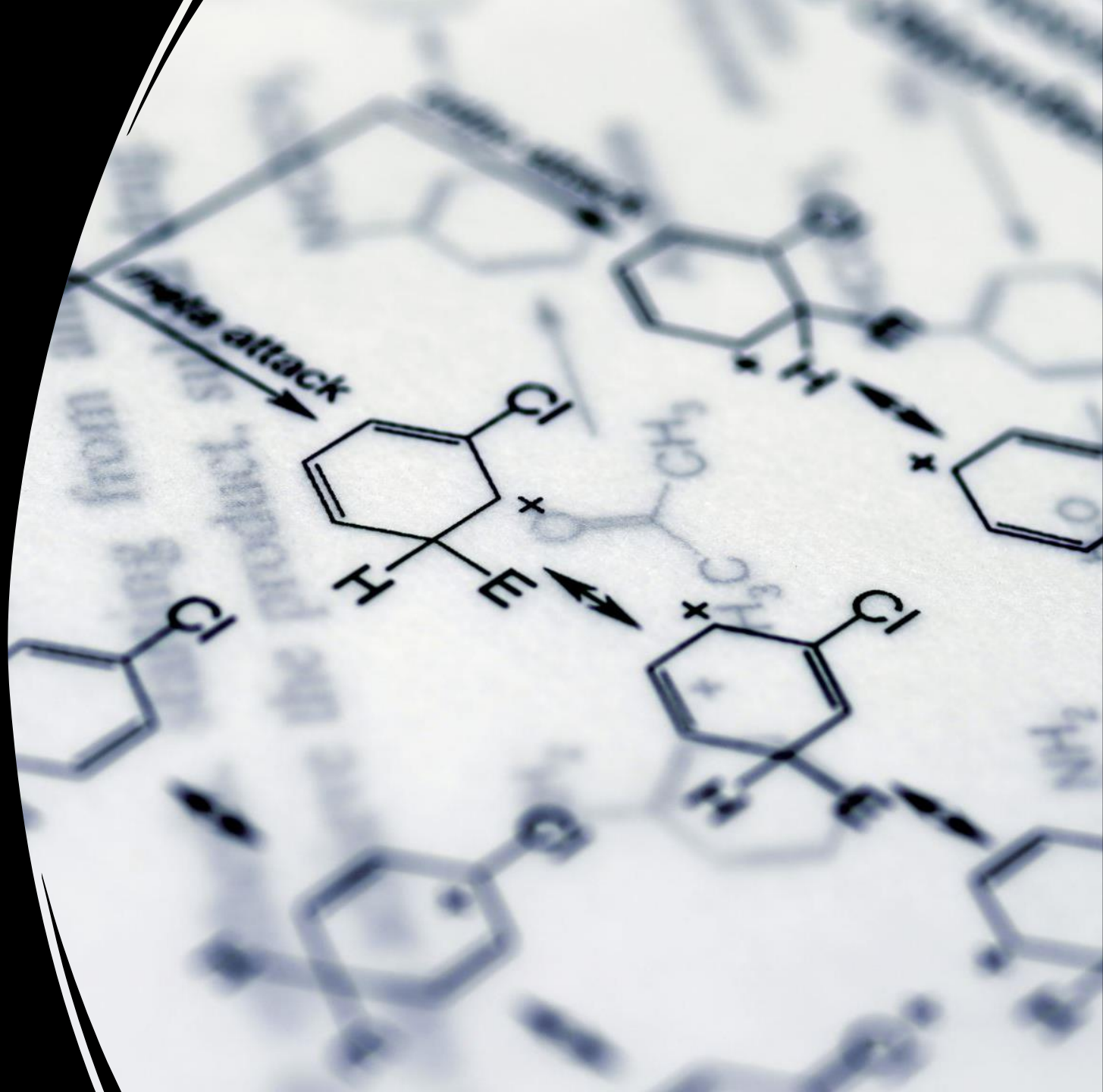


One Drop of SDF

One Liter of Water
@ 1 ppm F

2 Designations for SDF

1. Caries arresting agent
2. Fluoride based desensitizer



SDF in General Practice

Caries Arrest in Dentistry

SDF is a valuable agent widely used to stop dental caries effectively, especially for children and older adults.

Non-Invasive Treatment Option

SDF offers a non-invasive alternative for cavity management, suitable for patients who cannot undergo traditional procedures.

Sensitivity Management

SDF helps manage dental sensitivity and minimizes the progression of carious lesions, improving patient comfort.



Case Studies















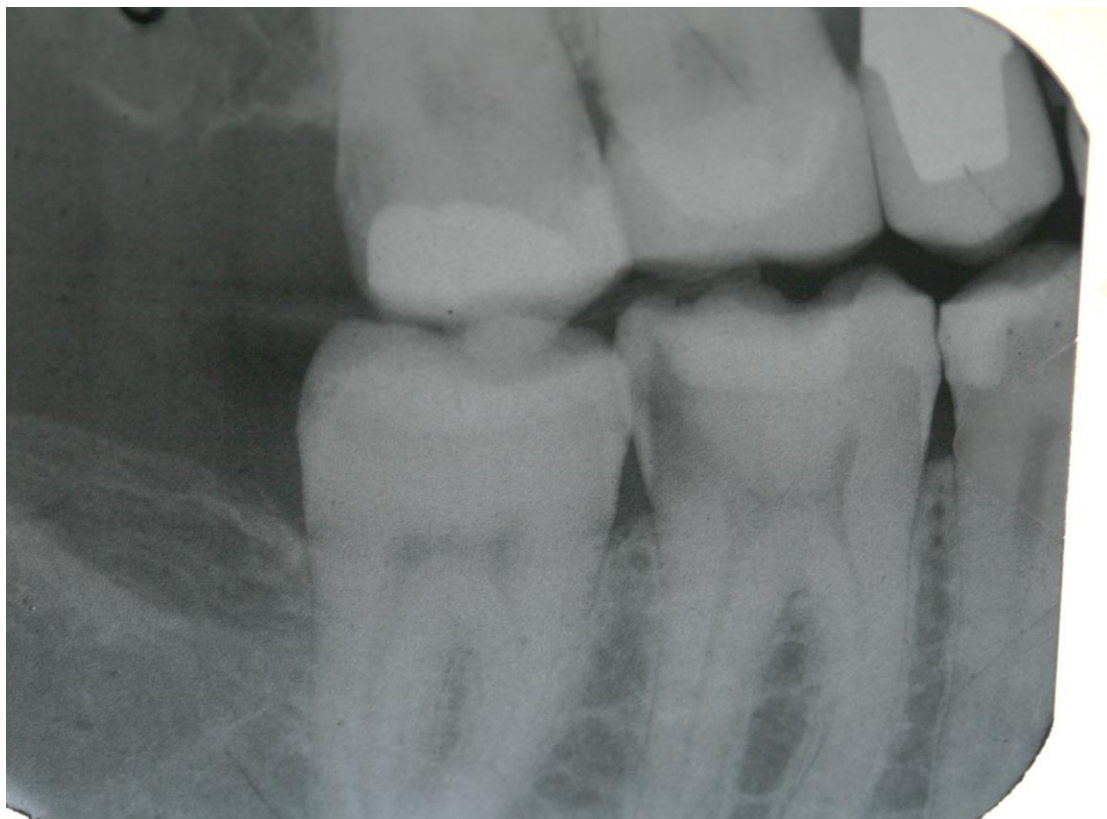














Prevention needs to be INDIVIDUALIZED



New Innovation in Dental Sealants

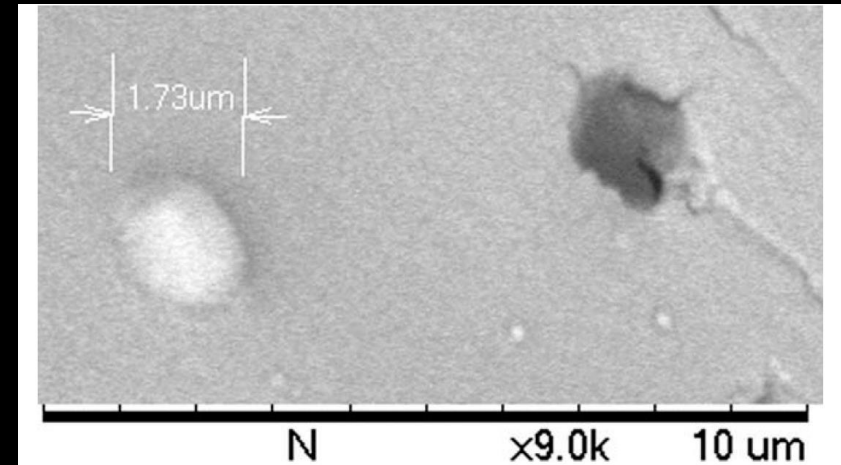
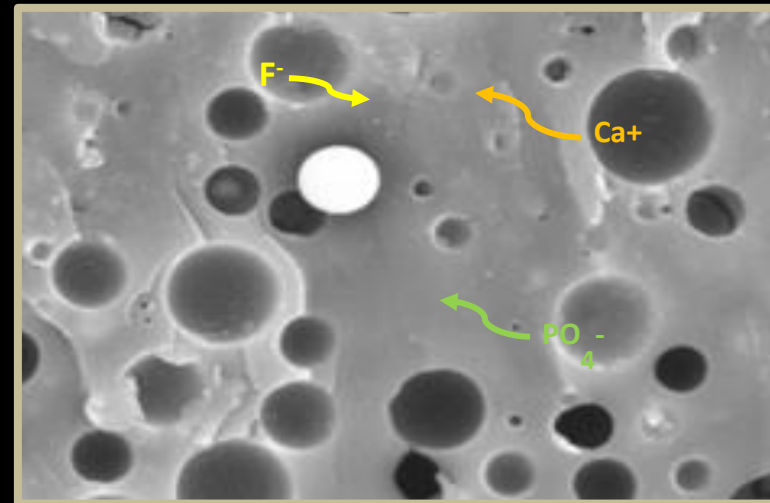


FIGURE 1. This SEM is a picture of a microcapsule and a void of a microcapsule left where the sample was fractured. The microcapsules did not agglomerate on mixing and were in the target size range of 1–2 μm .



I prefer “extra protection”



Alternatives



RATIONALE FOR MI Paste® ONE?



Clean

+



Treat



Clean & Treat in One Step!

MI Paste® ONE

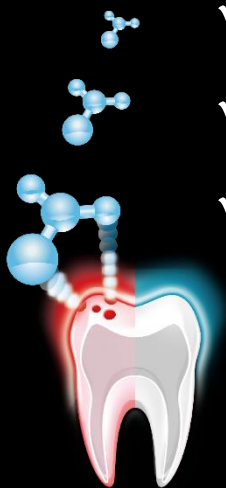
Active Ingredients

- ✓ Sodium Fluoride - **Anti-caries**
- ✓ Potassium Nitrate (5%) - **Desensitizer**



Other Ingredients

- ✓ RECALDENT (CPP-ACP) 10%
- ✓ Silica (low/mild abrasive)
- ✓ Mild foaming agent (no SLS – No Sodium Lauryl Sulfate)



HOW TO USE

HOW TO USE:

1.



Apply a small, pea-size amount of MI Paste ONE to your toothbrush.

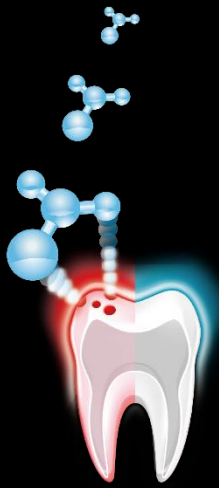
2.



For best results, brush for 2 minutes and **do not rinse**; do not eat or drink for 30 mins after brushing. Use twice a day.

CAUTION

RECALDENT™ is derived from milk casein. Do not use on patients with a milk protein or hydroxybenzoates allergy. In case of allergic reaction; stop use, rinse mouth with water, and seek medical advice.



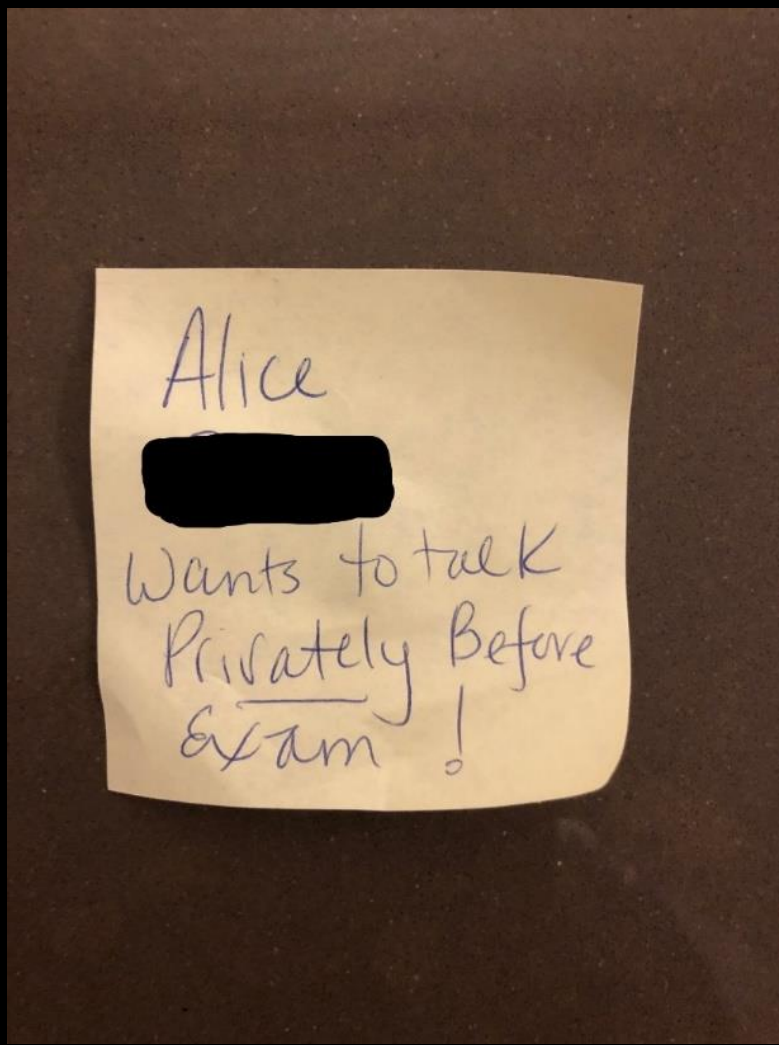
Fresh
Mint

Cool and refreshing
mint flavor!





SUMMARY





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www.personalityservice.com/portal/TJCW/store

