

Creating a Differentiator



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



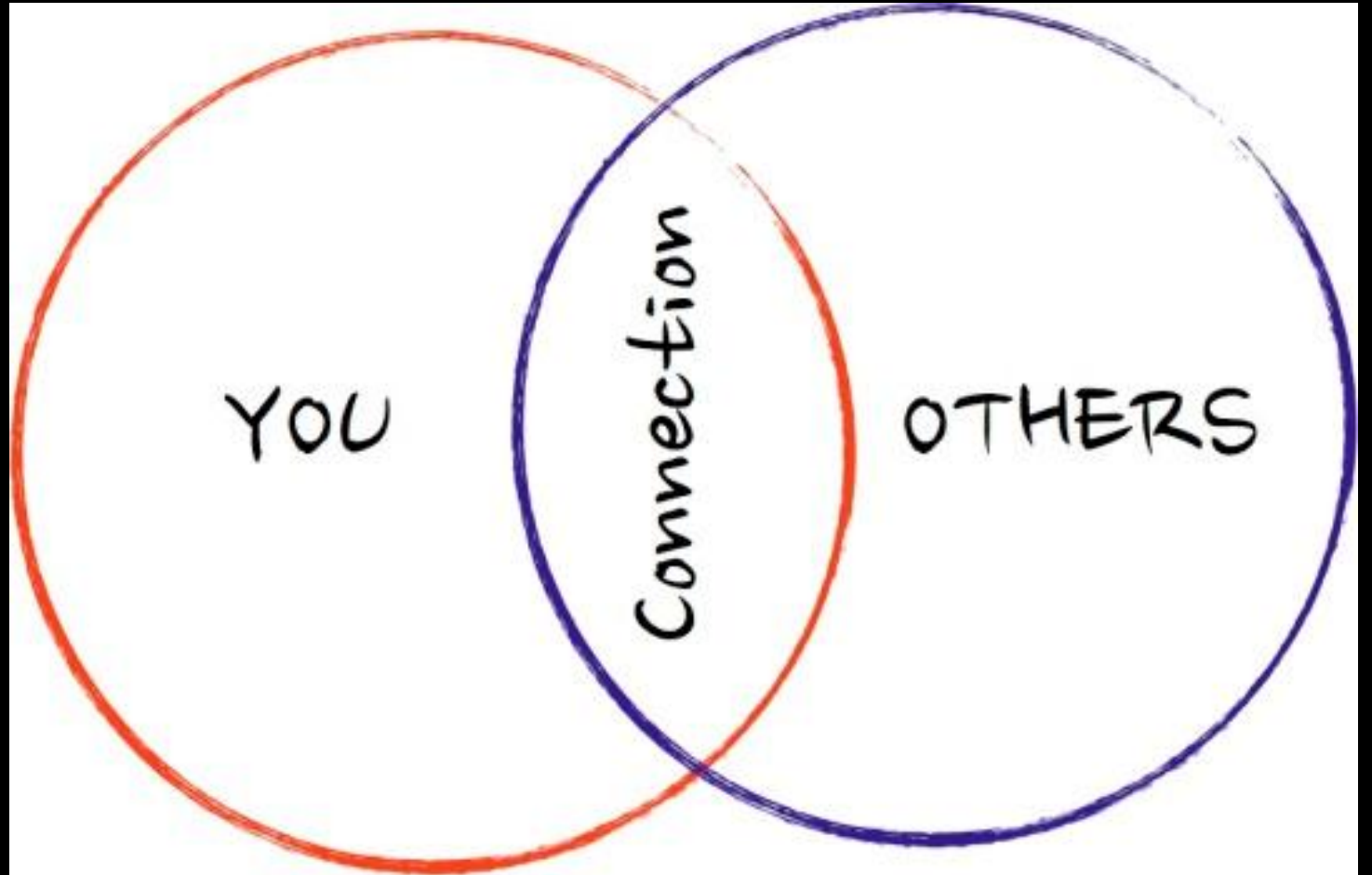
Rules of Business and Referrals

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 following follows:

WHEREFORE, Petitioner prays for it to be declared that the marriage is irretrievably broken and that the following is the best arrangement for the parties and their children:

- a. dissolving the marriage;
- b. dividing the property of the parties in accordance with the attached Property Settlement Agreement resolving the issues of the parties and their children.

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
- We judge OTHERS by their behavior, we judge ourselves by our *intentions* (which no one can see)



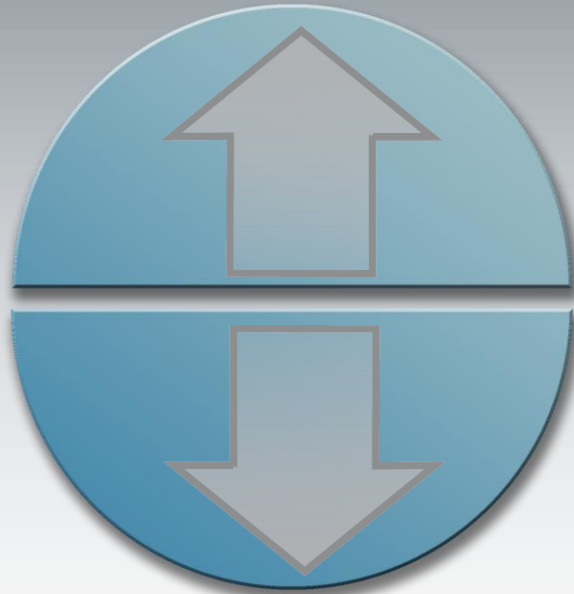
Understanding Yourself ...

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

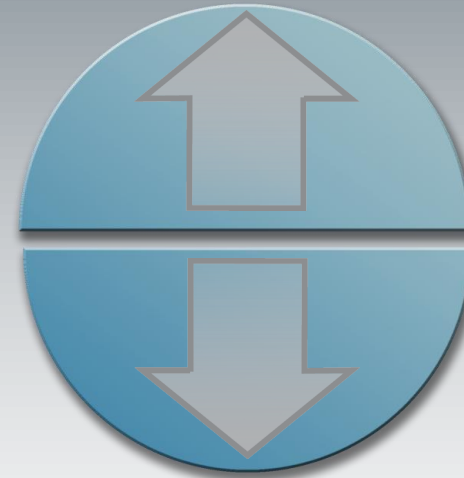
Their focus is on talking things out.

Reserved/Passive

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

Their focus is on thinking things through.

Outgoing

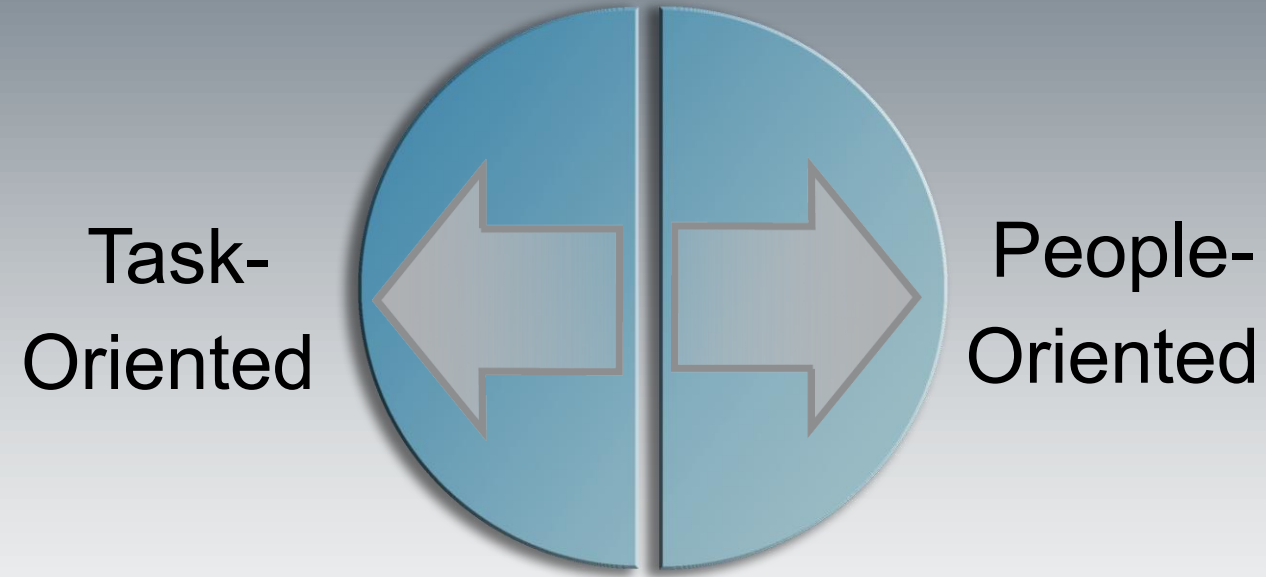


Reserved

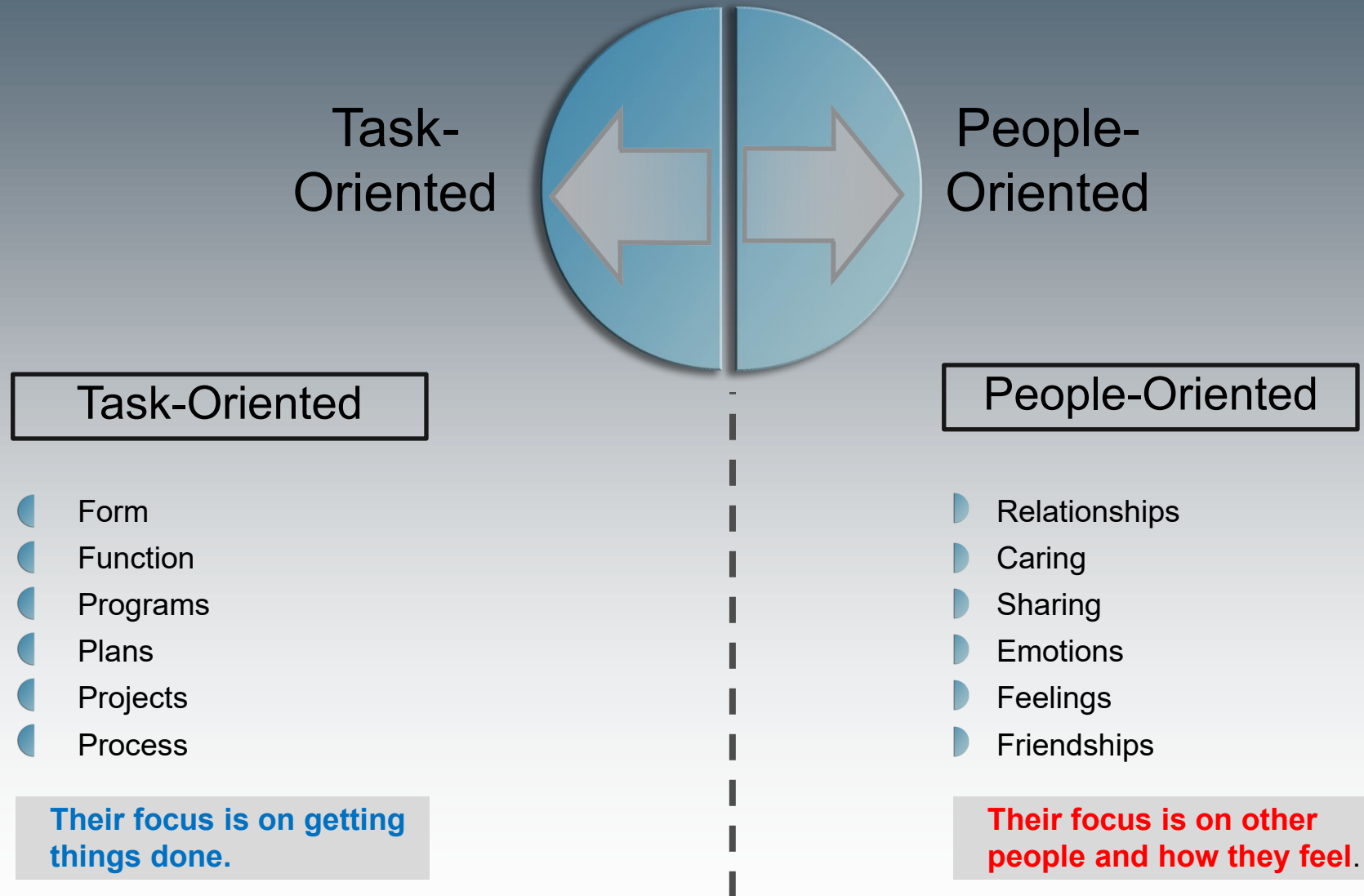
Understanding Yourself...

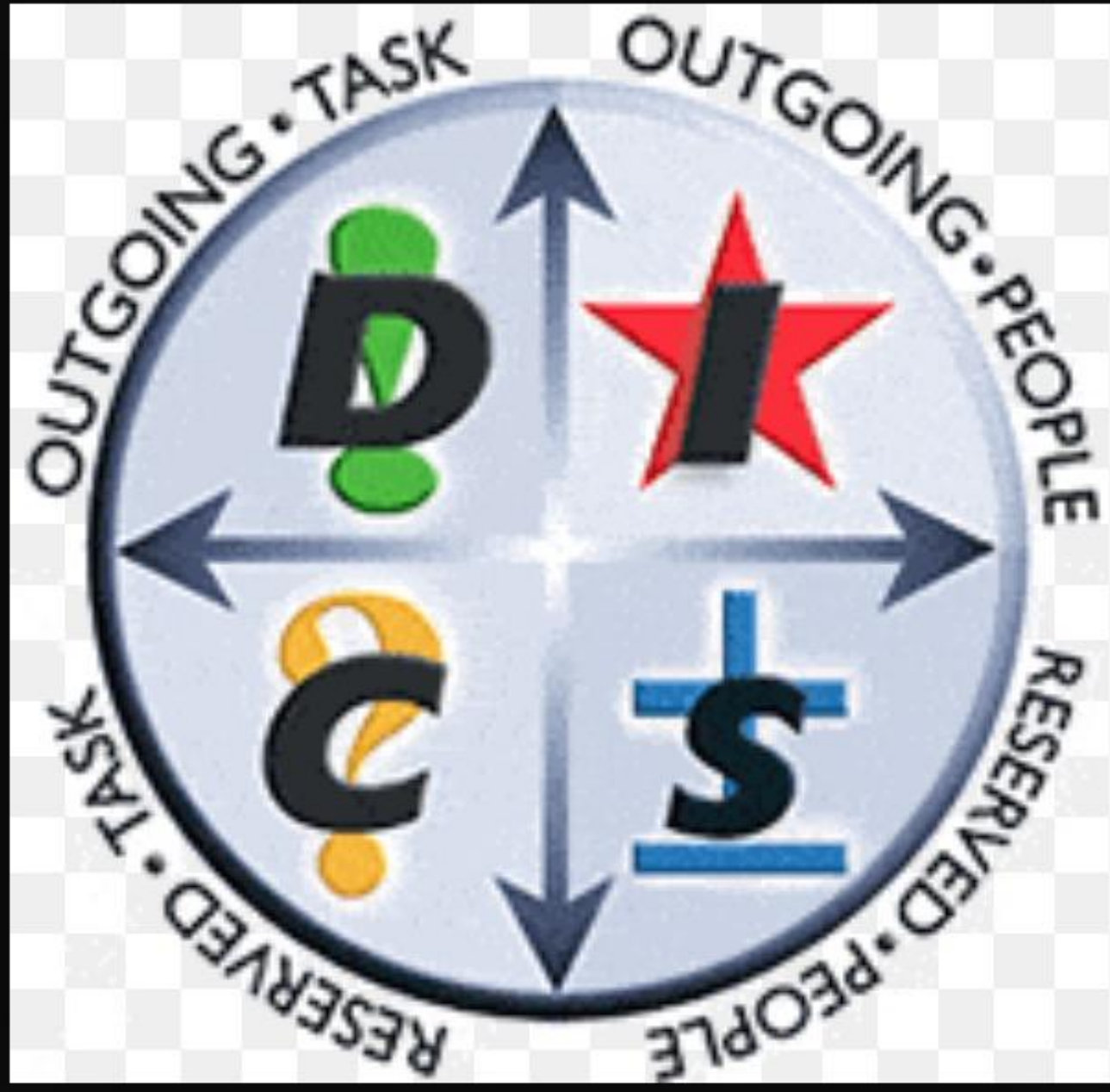
Second Question

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

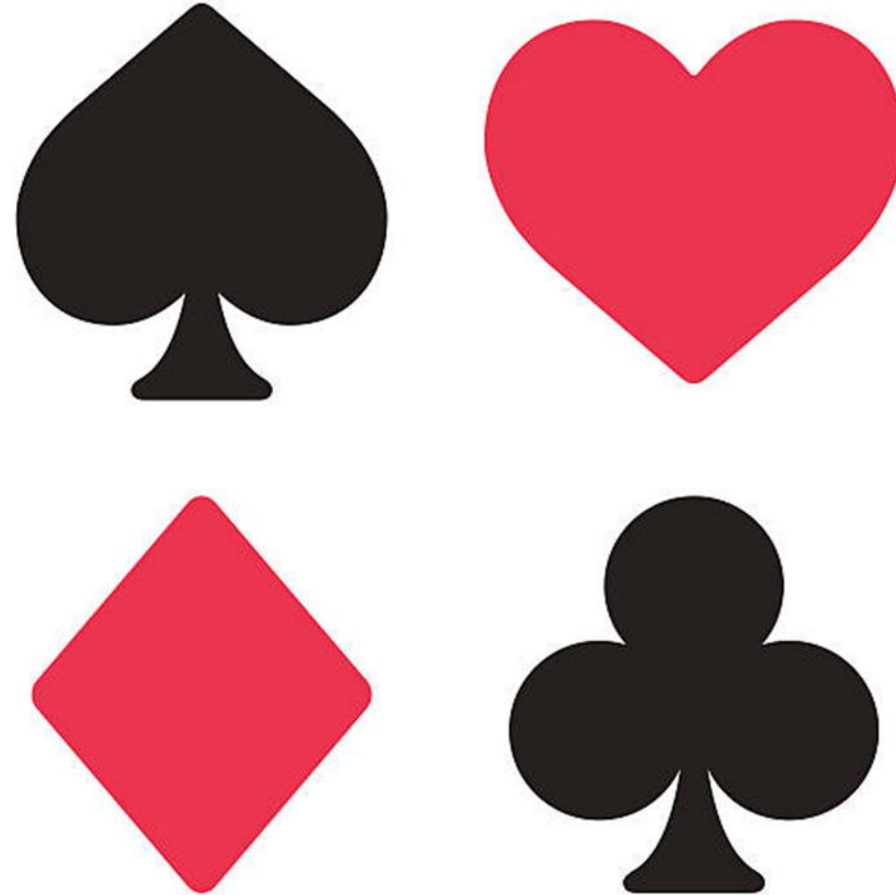


Understanding Yourself ... Traits to look for:





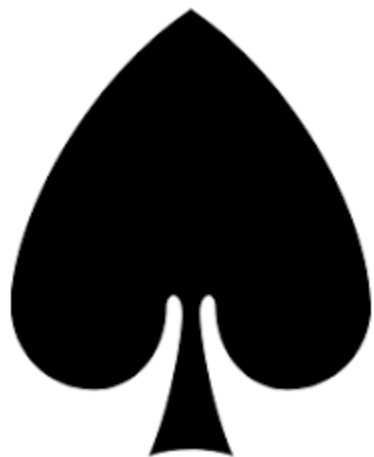
When you combine these two ways to divide the circle, you will see that they give the circle four parts, so you can visualize the four temperament types.



Remember

Most people have _____s. There are four basic personality styles: **S**, **I**, **F** and **T**. 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.

our parts.



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

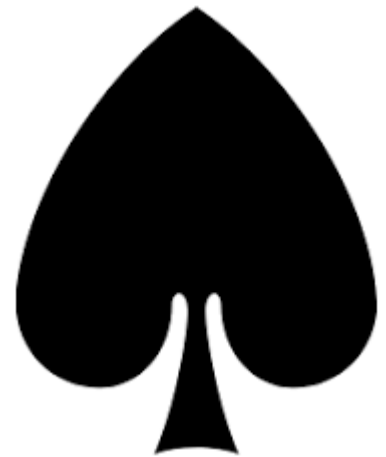


Seeks Control

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



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

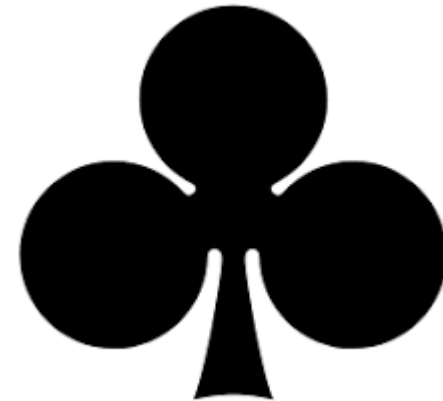


Team-Oriented

Follow-Through

Loyalty

Acceptance





C Seeks an environment that honors logic and facts.

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

Greatest Fear: Criticism



Compliant

Analytical

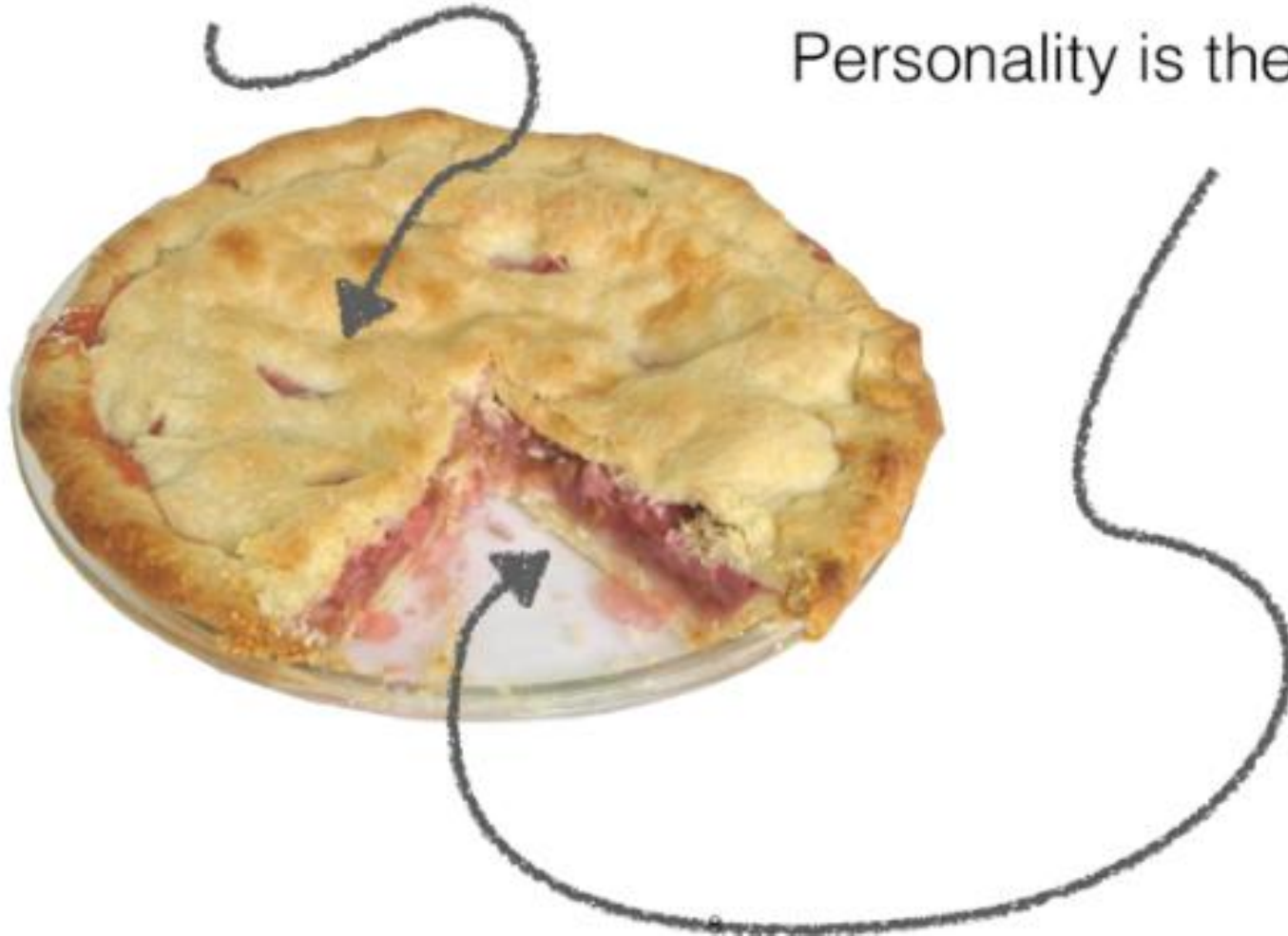
Planner

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.



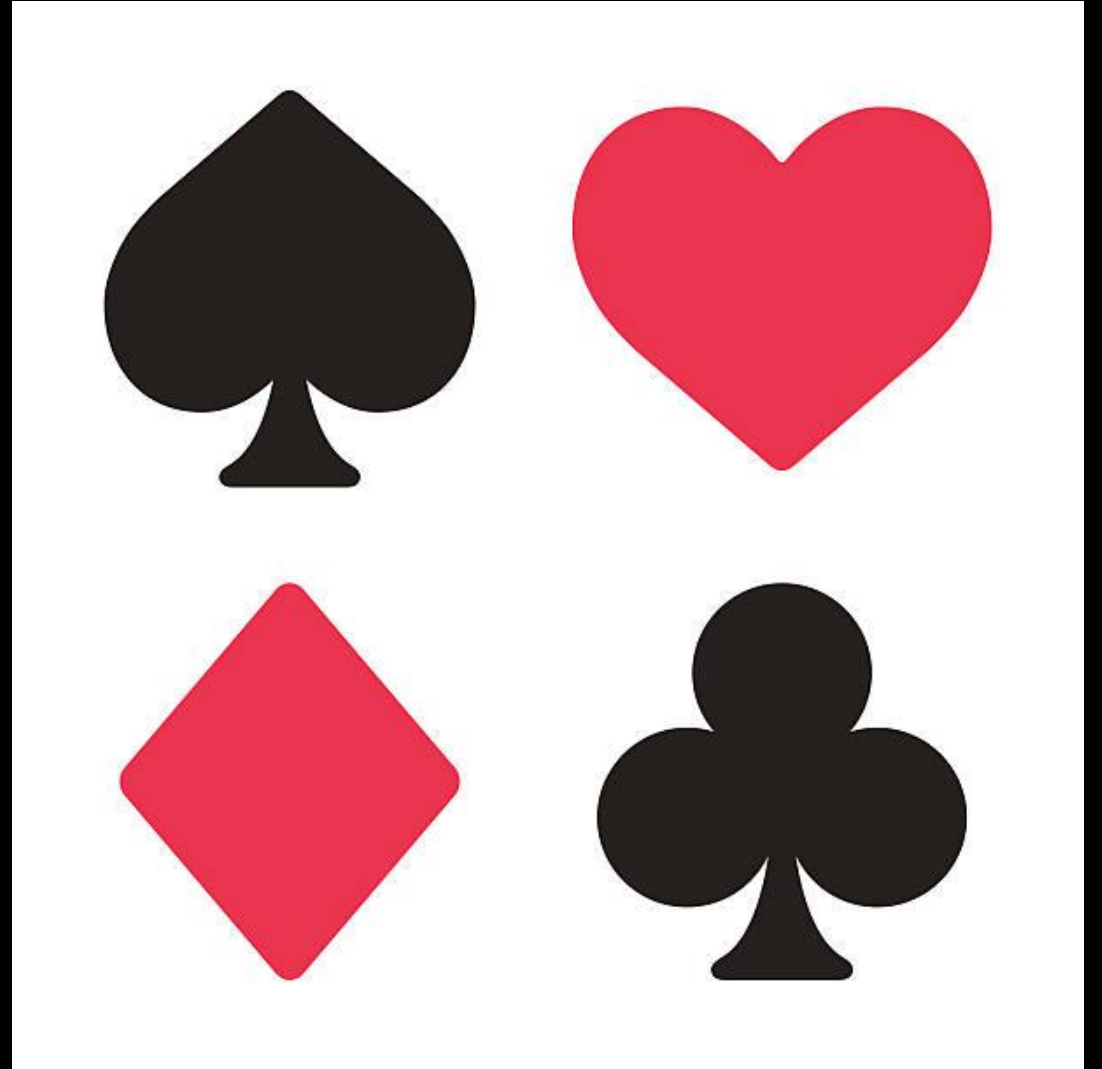
Communicating with a C

- 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.



Big Idea

- A winning hand isn't made of the four same cards—it's made of different cards working together!



In Sales

- I's open the door
- D's close the deal
- S's nuture the relationship
- C's provide the credibility



Patient Assessment

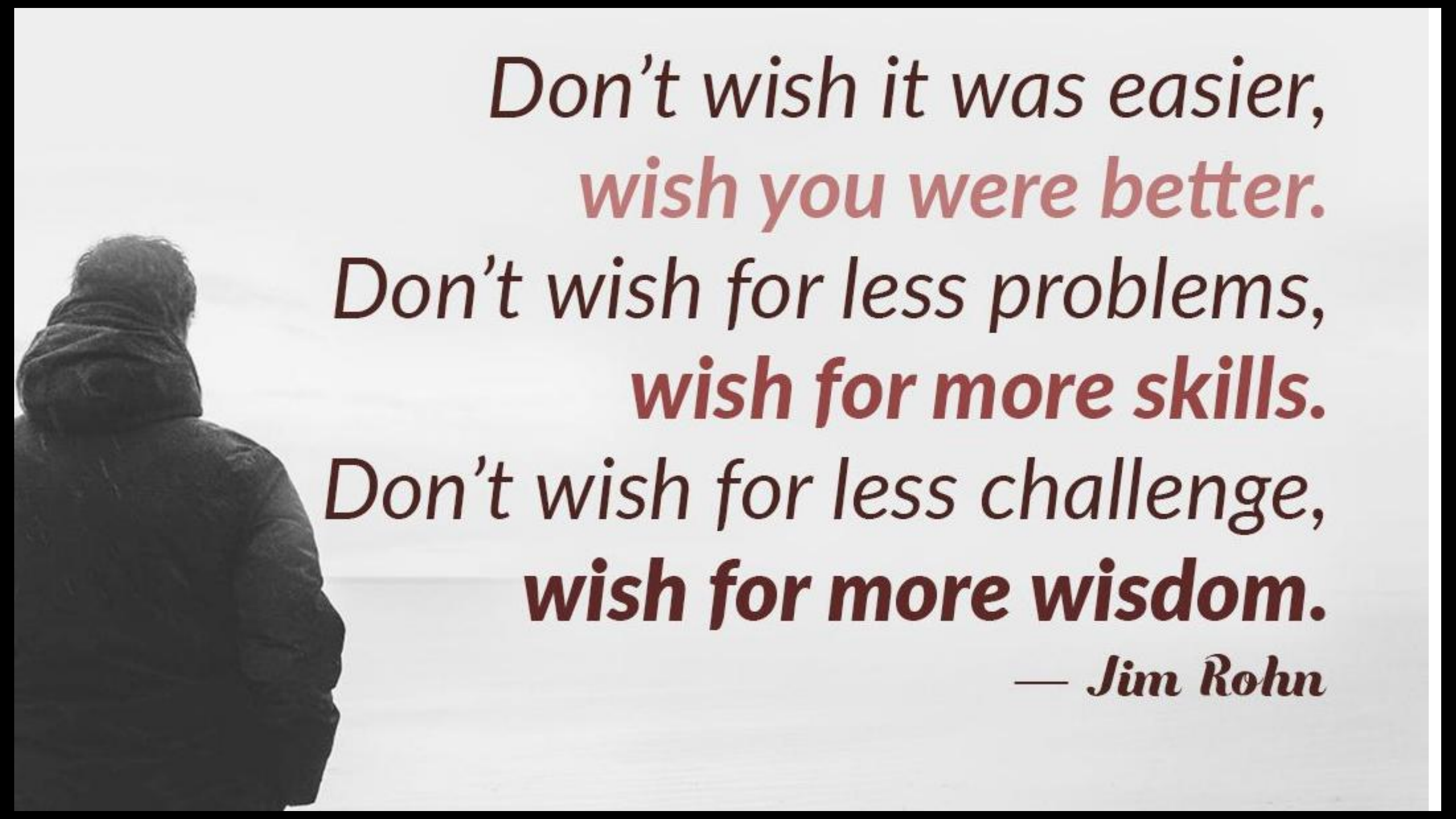
- He is a 42 y.o. male
- He has recently lost an implant, hates his flipper and is uncertain of next steps. He asks a lot of questions and is looking for guidance. He expresses he is tired of bouncing between multiple offices.
- The implant has failed twice, is this a good option for a third try? What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









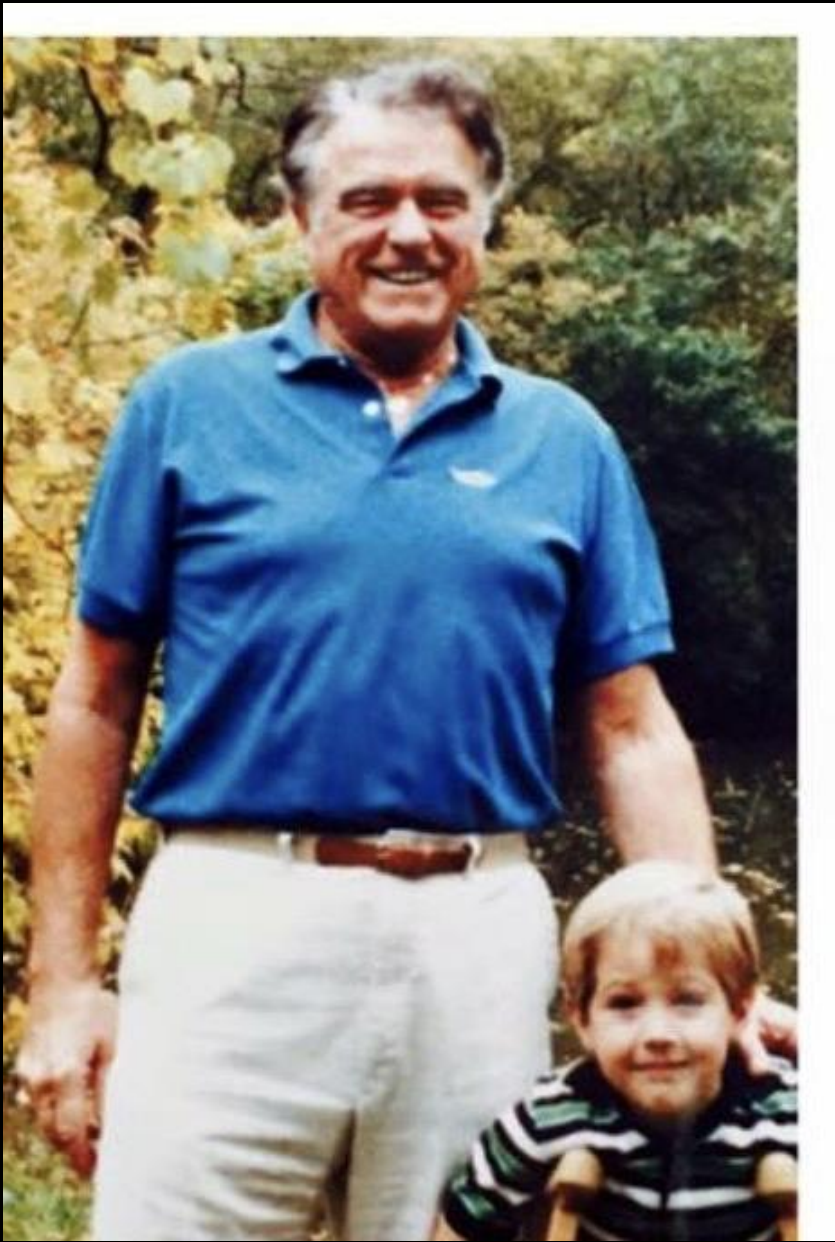
A person wearing a dark, hooded jacket is seen from the back, looking out over a misty or snowy landscape. The person's head is slightly bowed, and their hands are tucked into their pockets. The background is a soft, out-of-focus expanse of white and grey, suggesting a winter scene.

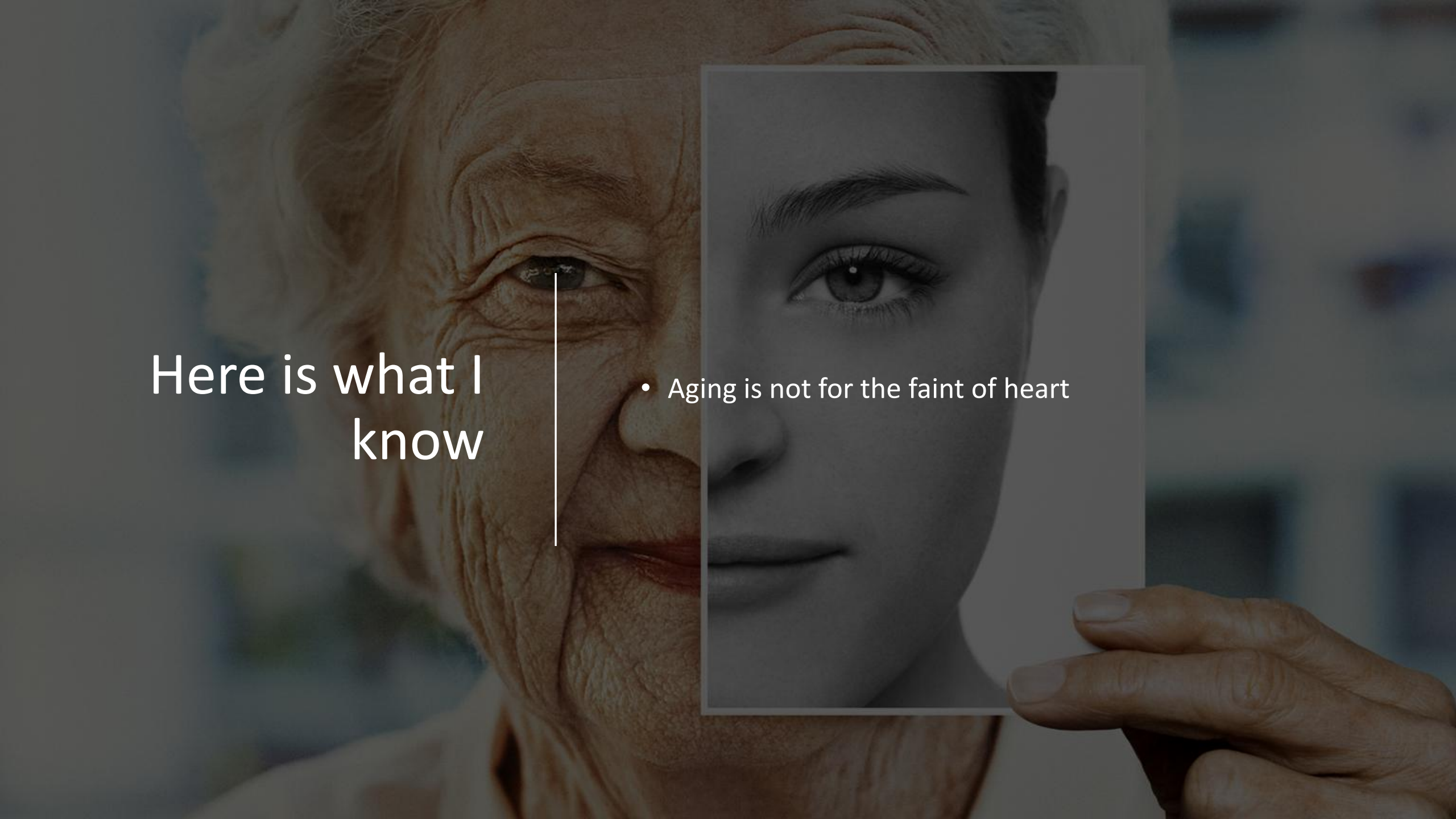
Don't wish it was easier,
wish you were better.

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

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

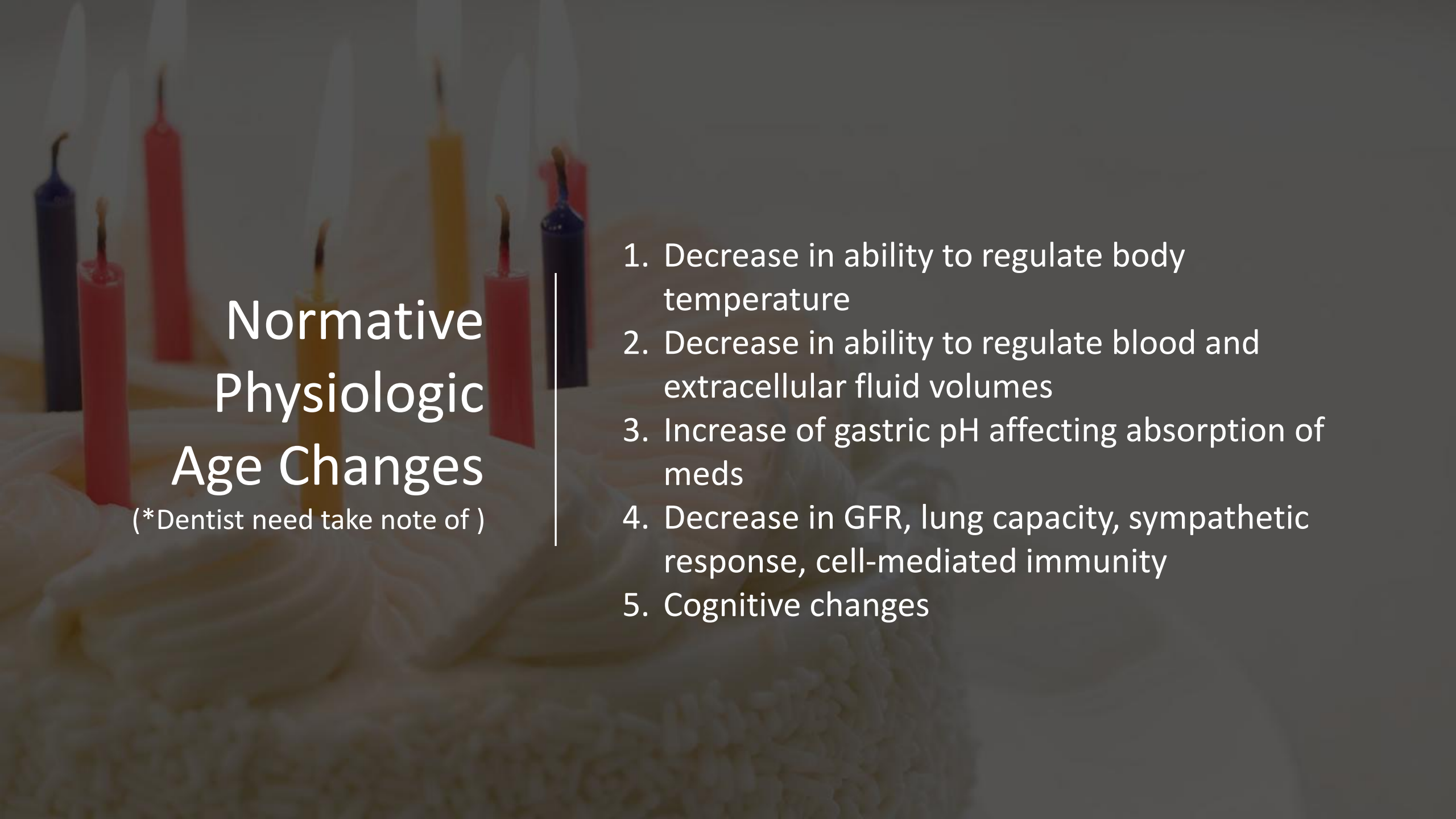
— *Jim Rohn*





Here is what I
know

- Aging is not for the faint of heart



Normative Physiologic Age Changes

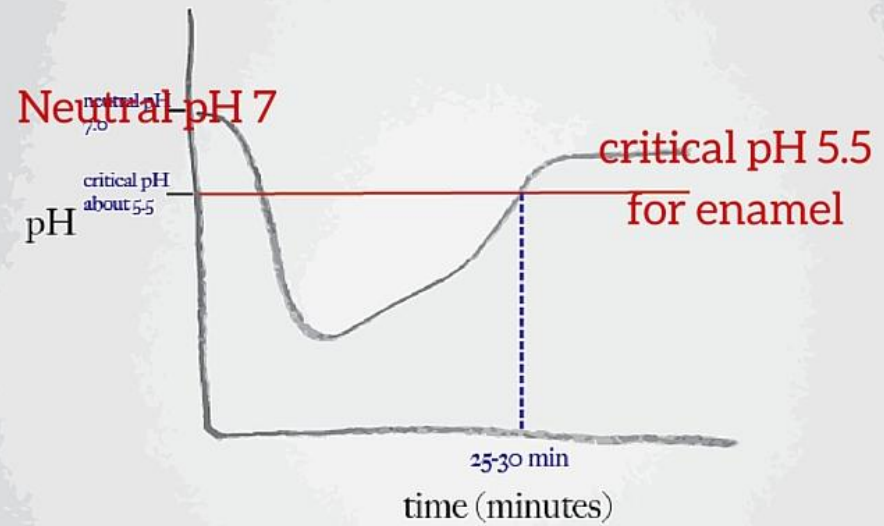
(*Dentist need take note of)

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

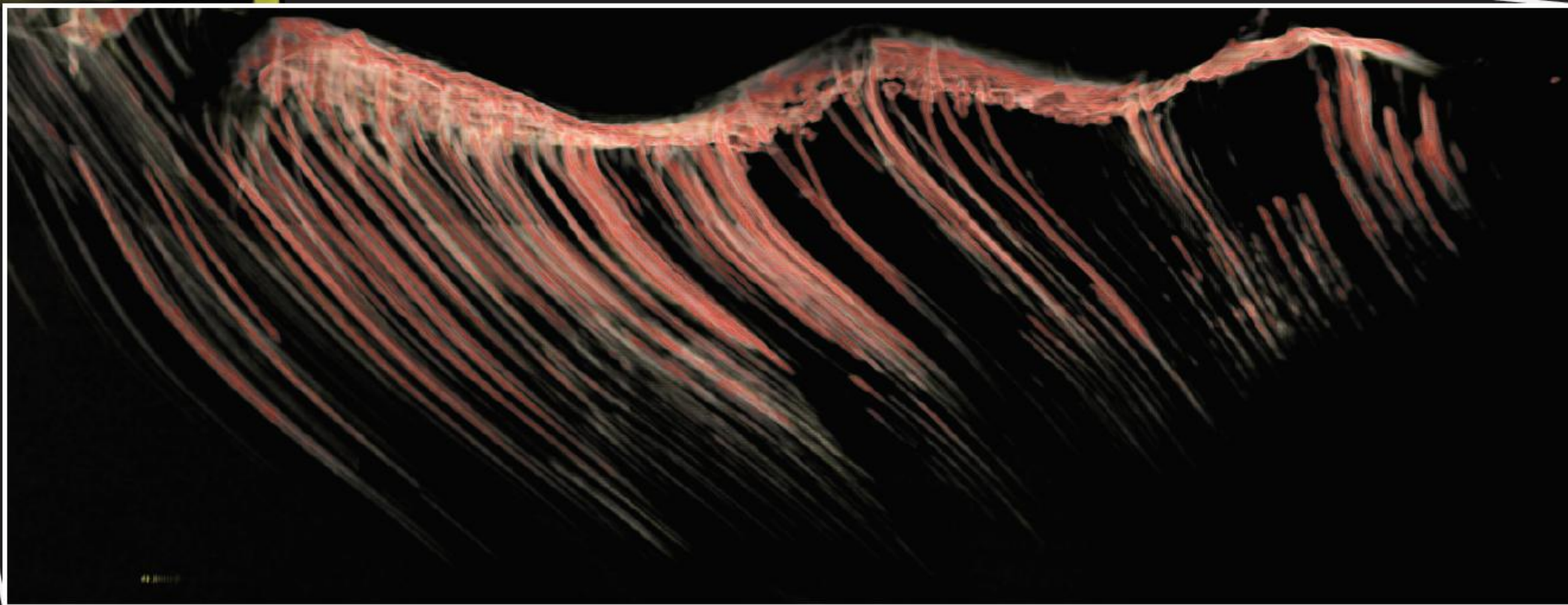
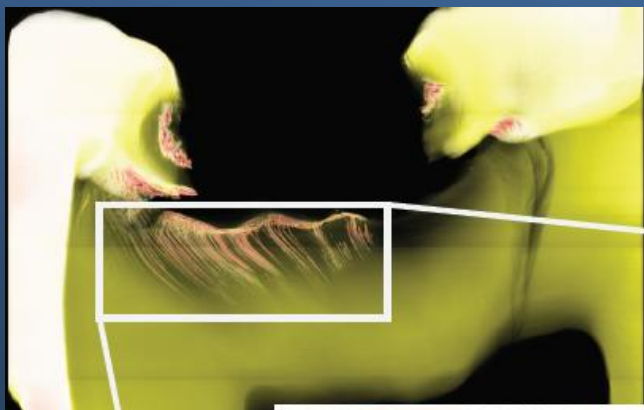


Roughly 348 Meds Cause Xerostomia

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.



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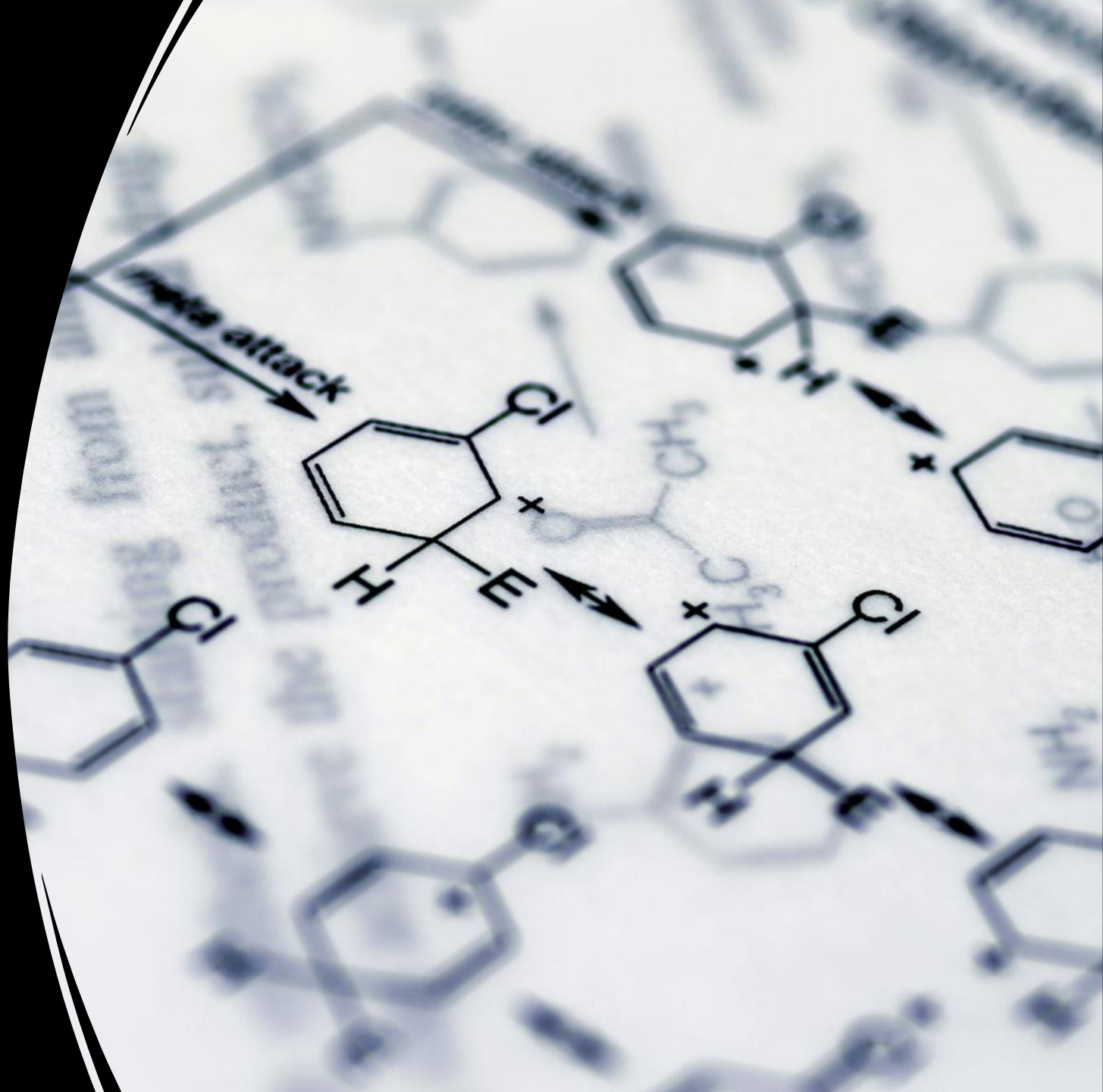


One Drop of SDF

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



BEST PRODUCT SPOTLIGHT



CENTRIX

Two Tools, One Smarter Approach to Early Decay

Two of Centrix's DPS Best Products work together to deliver a "one-two punch" to early lesions—providing an easy way to treat sensitivity and encourage remineralization

Tim Bizga, DDS, FAGD, remembers the days when he would note the earliest signs of decay in a patient's otherwise healthy tooth yet would hesitate pick up the handpiece, knowing that drilling might mean sacrificing far more healthy structure than the very small lesion itself.

"That's what we had to do before," recalled Dr. Bizga, who practices in Parma, OH. "Unfortunately, it meant carefully watching the decay until it progressed enough that I felt comfortable moving forward with drilling and restorative treatment."

But since incorporating SilverSense SDF and FluoroDose into his workflow, there's a better solution. Calling the duo a "one-two punch, if you're a boxing fan" for treating early decay, Dr. Bizga has found SilverSense SDF and FluoroDose to be a dream team for caries care.

Strengthen with SilverSense SDF

"I was intrigued when I saw SilverSense SDF, and I said, 'Wow, a liquid I can paint on carious infected teeth that can arrest decay and even harden and condition softened dentin,'" he shared. "I tell my patients that we're going to 'paint medicine on their teeth.'"

In addition to being FDA-cleared to treat dental hypersensitivity, SilverSense SDF offers a pain-free way to treat infected lesions without staining healthy enamel or dentin. The 38% silver



diamine fluoride formula fosters remineralization, inhibits calcium dissolution from hydroxyapatite, and prevents demineralization of enamel and dentin.

"This is an exceptional tool," Dr. Bizga shared. "Besides young adults and children, I see many elderly patients who develop root caries, and they're often not very large or accessible. Now, I have a liquid tool that will arrest the lesion."

Lock in Benefits with FluoroDose

To help with a metallic taste that some patients report as a result of saliva mixing with SilverSense SDF, Dr. Bizga reaches for FluoroDose, a 5% sodium fluoride that's available in 6 patient-pleasing flavors: Caramel, Bubble Gum, Mint, Cherry, Melon, and the recently released DragonBerry, named in honor of Centrix's founder, the late Dr. William B. Dragan.

FluoroDose offers a smooth, nonlumpy texture; dries clear in seconds upon contact with saliva; and adheres to the teeth for 4 to 6 hours for optimal fluoride uptake.

"Taste is always the initial thing patients notice," shared Dr. Bizga, "so these wonderful flavors of FluoroDose minimize the unwanted taste patients can sometimes experience following an application of SilverSense SDF. I've found a layer of FluoroDose drives that treatment application of silver diamine fluoride deeper and seals it in. Plus, FluoroDose adds a high dose of fluoride to the affected area."

Case No. 1—A Young Adult Patient Skips the Drill

To illustrate the value of using both SilverSense SDF and FluoroDose, Dr. Bizga recalls 2 patient cases, beginning with one of his young adult patients.

"My college-aged patients leave home caries free, but after being away from the watchful eyes of their parents, they tend to disregard oral hygiene and return with signs of decay," he shared. "For these cases, I use Oral-B's Super Floss and apply SilverSense SDF to the spongy, foamy portion of the floss. I floss underneath the contact and scrub it up and down against the lesion. Then I dry it off and apply FluoroDose over the top for the taste and to seal it in. Based on what I've seen with my patients, I then consider those lesions arrested, treated, and less likely to advance.

When the patient returns, I take new bitewings. My treatment seems to hold ground, which means I don't have to drill."



"These 2 materials offer a treatment option for early incipient lesions that can be tough to access..."

—Tim Bizga, DDS, FAGD

broken-out amalgam on the second molar," Dr. Bizga said. "We were nearing the time of year when there's a lot of holidays, so he told me he didn't want extensive work done on the tooth.

"After cleaning, I applied SilverSense SDF, which metabolically shuts down all the bacterial activity. I then filled with a glass ionomer restorative. It's a sophisticated interim palliative-type treatment for the tooth that allowed the decay to be halted and the patient to be on his way. We'll monitor the tooth and possibly address it at a later date.



Case No. 2—Making an Older Patient More Comfortable

"Another case concerns an older patient who had an open contact and a partially

HEALTHY TEETH, HAPPY PATIENTS

Centrix's Prevention for Life program helps clinicians prevent dental disease and patients maintain good oral health at every stage of life. These online tools show practices how adopting prevention protocols can increase revenue while supporting comprehensive patient care. Downloadable resources include:

- **Patient Risk Self-Assessment:** Patients recognize their own risk factors and explore recommended treatments, which fosters more meaningful conversations
- **Practice Health Calculator:** Shows how integrating prevention protocols can increase revenue while supporting patient care
- **Risk Assessment Forms:** Help practices streamline appointment time by conducting assessments alongside exams, boosting treatment planning accuracy, and ensuring proper coding for maximum reimbursement
- **Recare Interval Guidance:** Offers support for determining individual risk status and patient needs

Sign up for a free monthly newsletter today! Scan the QR code to check out more Prevention for Life resources.



















Prevention needs to be INDIVIDUALIZED



I prefer “extra protection”





Colgate® PreviDent® 5000 ppm

Proven prescription fluoride toothpaste with great taste.



PreviDent® 5000 ppm Booster Plus
(1.1% Sodium Fluoride)
Toothpaste



PreviDent® 5000 ppm Sensitive
(1.1% Sodium Fluoride and
5% Potassium Nitrate)
Toothpaste



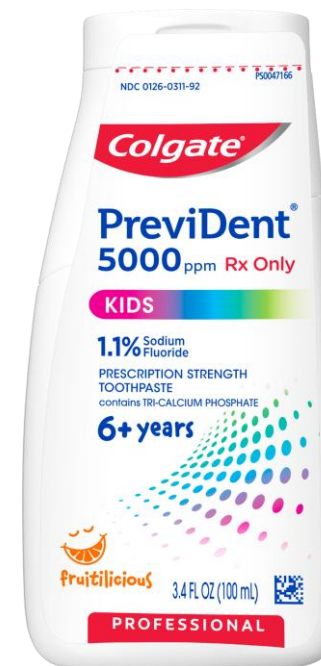
PreviDent® 5000 ppm Enamel Protect
(1.1% Sodium Fluoride and
5% Potassium Nitrate)
Toothpaste



PreviDent® 5000 ppm Dry Mouth
(1.1% Sodium Fluoride)
Toothpaste



PreviDent® 5000 ppm Ortho Defense
(1.1% Sodium Fluoride)
Toothpaste



PreviDent® 5000 ppm Kids
(1.1% Sodium Fluoride)
Toothpaste

INDICATIONS: A dental caries preventive and sensitive teeth toothpaste.

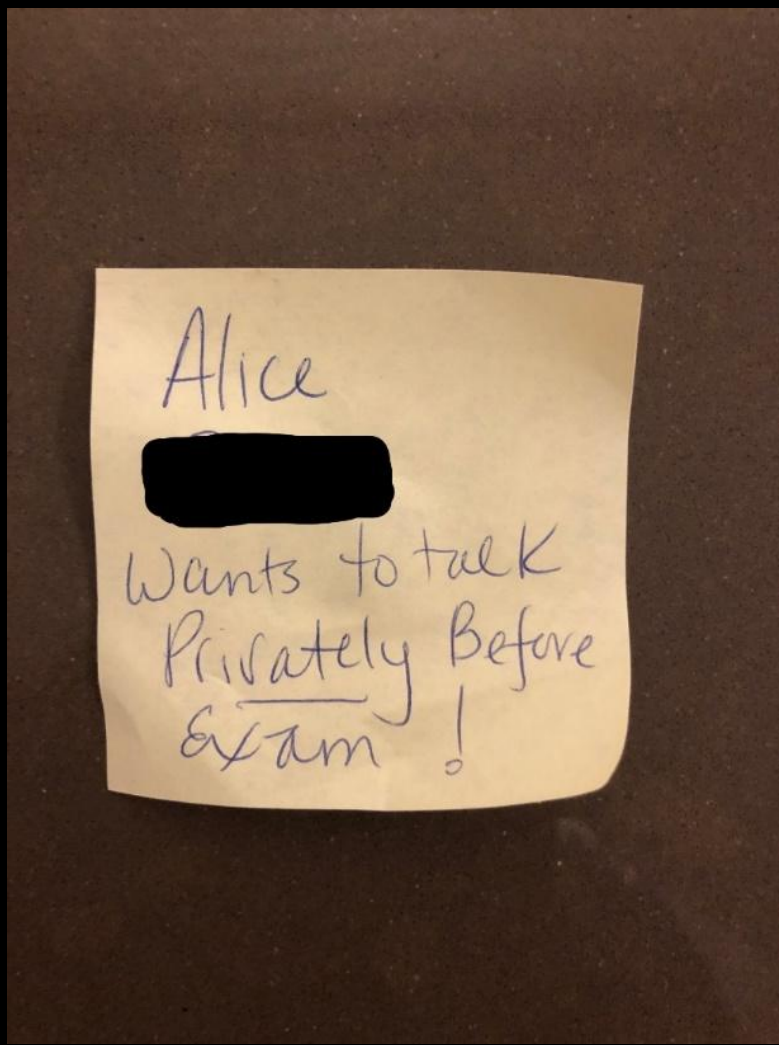
IMPORTANT SAFETY INFORMATION: Do not swallow. Keep out of reach of children. Acute burning in the mouth and sore tongue may be experienced by some individuals. If accidental ingestion occurs, side effects may include nausea, vomiting, diarrhea, and abdominal pain. See Package Insert for additional safety information.

Alternatives





SUMMARY



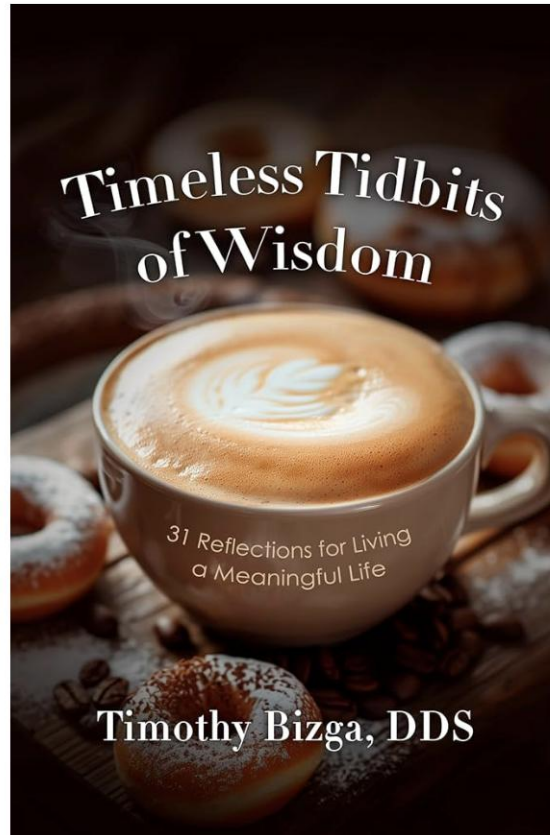


Search or ask a question



[Timothy Bizga](#)

Timeless Tidbits of Wisdom: 31 Reflections for Living a Meaningful Life



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Dr. Tim Bizga

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