

Periodontal Maintenance

Lifetime Achievement

Goal

- Control inflammation

INFLAMMATION



Goal

- **Control inflammation**
- **Preserve attachment levels**
- **Preserve bone levels**
- **Keep those teeth for life**

PMP

- **Not every case is solved.**
 - **Poor patient compliance**
 - **Systemic factors**
 - **Unknown etiology**
 - **Adverse health factors**
 - **Periodontal pulpal problems**

QUACKERY

CHAPTER XII

“Teeth cleaned for 50 cents!”

No dentist, however skilled and ingenious he may be, can on an average thoroughly clean a set of teeth in less than an hour, and when the mouth is very filthy, must he work even two and three hours. It requires this length of time to clean a set of teeth because, as shown in the preceding chapter, cleaning the teeth does not consist in merely giving to exposed surfaces a bright polish, but in thoroughly removing the tartar from beneath the gums, where it has accumulated in thick incrusting cakes.

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CHAPTER XII.

QUACKERY.

EVERY family has its black sheep, all professions their quack, and the dentist no exception. He is much more easily than in any other profession, deceit and ignorance may be played off upon the public for a long time, the time of detection or exposure. You are all familiar with his quackship, who may be detected by his numerous advertisements. Here are some of them:

“Teeth cleaned for 50 cents!”

“Teeth filled for 25 cents!”

“Artificial teeth made in 5 or 10 minutes!”

“Teeth cleaned for 50 cents!”

How can a respectable dentist clean a set of teeth in his sun-burnt office, where a professional man lives as befits his station, and meet the current expenses

of his office, and work for fifty cents? No dentist, however skilled and ingenious he may be, can on an average thoroughly clean a set of teeth in less than an hour, and when the mouth is very filthy, must he work even two and three hours. It requires this length of time to clean a set of teeth because, as shown in the preceding chapter, cleaning the teeth does not consist in merely giving to exposed surfaces a bright polish, but in thoroughly removing the tartar from beneath the gums, where it has accumulated in thick incrusting cakes.

How can you fill a tooth for 25 cents? How can you clean teeth for 50 cents? How? Through the use of destructive agents. By the application of a powerful agent he can do the work in a few moments. But for the reasons that I have already explained, in those few minutes the action of the acid has wrought a vast destruction in many years of wear and tear could effect. This is how the quack works, and that is why he can work cheap.

“Teeth filled for 25 cents!”

How can any reputable dentist afford to fill a tooth for that sum? Few! Listen to the experience of a gentleman who has had a hundred teeth filled. “I had my teeth filled by the dentist, and the pain was intensified a thousand fold. I suffered from

Adding Value to Maintenance Visits



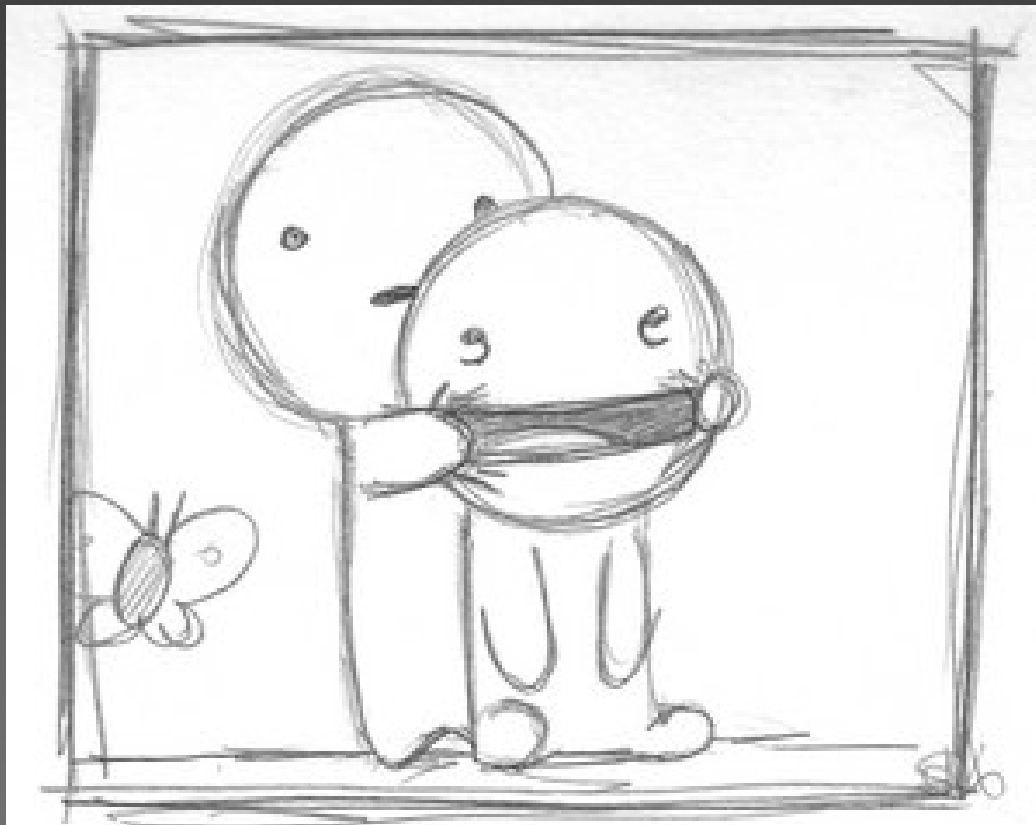
VALUE

- For many people, dentistry falls under “discretionary expenses” in their budget
- no amount of education or arguments for them to “value dentistry more” is going to make a difference
- Patients see dental care as either “priority” or “discretionary” based solely on their value system — not yours.

ECONOMIC VALUE OF TEETH

-Sherry Glied and Matthew Neidell

- Earnings not always just talent and effort
- “Beautiful” earn more than “Ugly”
- Tall people earn more than shorter people
- Teeth unlike height and looks in general can be fixed



I CAN ALWAYS MAKE
YOU SMILE.

DAILY

- Thank every patient and make sure each has your undivided attention
- Treat every patient as a new patient
- Identify patients as source of referral
- Identify patients for an update status exam
- Review schedule day before
 - route patients between doctors and hygiene to fill any openings
- The ultimate goal is for the patient to leave thinking: “I made the right choice by coming here.”

ROUTING SLIPS

- Depending on your software and the amount of data that you enter, the routing slip is worth its weight in gold, because it provides you with a concise profile of each patient
 - financial and insurance information
 - Utilization of the recall tracking and scheduling module in the computer for date of last recall or current date due along with other family members` due dates
 - Use this information to activate and schedule overdue family members

STATUS EXAMS

- Status exams for hygiene and doctors

I HAVE TIME?!

- **Utilize open or downtime**
 - extending personal connection time with the patient
 - update records and radiographs
 - complete the periodontal examination
 - enroll the patient in necessary periodontal treatment
 - recommend and dispense professional home care products available in the office
 - ask for a referral
 - discuss tooth whitening or night guards and take impressions for same
 - display patient education modules
 - discuss and answer treatment options and questions

Summary

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