

Big Case Dentistry (aka Comprehensive Care) Should Not be a Spectator Event!



Problem – Chief Complaint

Why is there such a large disconnect between CDE, and the actual execution of comprehensive/big case elegant dentistry?



Evidence



- Single crowns - 80% of all fixed prosthodontic procedures - (Christenson)
- Elective procedures - 20% of production (Levin)

Program

- Branding
- Comprehensive case development
- Strategies for moving to the next level
- Questions

Branding



1. Price
2. Menu + Selection
3. Ambiance + Facility
4. Team + Staff Training
5. Creativity
6. Leadership
7. Branding
8. Quality versus quantity
9. Customer satisfaction
10. Customer well being
11. Volume sales
12. Selective clientele
13. Greater customer experience – tips
14. Greater customer expectation
15. Greater job satisfaction, less turnover
16. Customer indifference

Differences?



Emergency: \$ driven only





**Insurance driven - STD
"Crown of the year club" – Blatchford.**






**Comprehensive treatment .
Alternative high end options – budgets
Quality, all systems, service, satisfaction**







Where do your SSC members fit in?
Would you like to change the situation?








How do we move (if we want to do so), from left to right?



Technician, not a Magician!

Einstein

"We do not need to think more, we need to think differently"



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Strategies to Achieve Comprehensive Care (big case dentistry)

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Levine, Kois, Spear, JP 07/11

Comprehensive 5 phase exam

- Periodontal
- Tooth - structural
- Implant – missing tooth/teeth
- Occlusal – (myo-functional)
- Cosmetic - esthetic

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'Big' Case Documentation - 7 essential components!

- Diagnostic radiographs
- Dental and periodontal charting
- > 9 Clinical photographs
- Articulated casts
- Diagnostic wax up or simulation
- "Favorite" Inter Disciplinary team (Oral Surgeon, Periodontist, Orthodontist, Endodontist, quality CDT)

• **No shortcuts!**

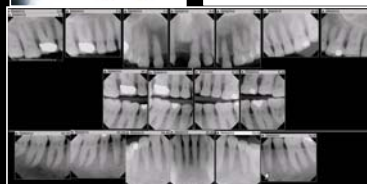
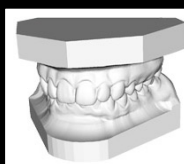
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Required Data

Medical and dental history
Chief complaint
Extra and intra oral examinations
Tooth + periodontal charting (teeth and implants)
Occlusal evaluation
Supplemental tests e.g. biopsies etc.

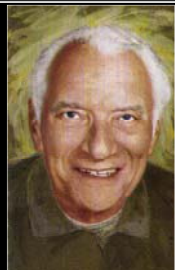
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Bare Essentials for "Big Case Dentistry"



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Diagnosis - Mort Amsterdam DDS



**“One *Diagnosis*
Multiple
Treatment
Plans”**

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Kois Risk Factors Predictability and risk management

- | | | | |
|-----------------|----|----|----|
| • Periodontal | *G | *Y | R* |
| • Biomechanical | *G | *Y | R* |
| • Functional | *G | *Y | R* |
| • Esthetic | *G | *Y | R* |
| • Health | *G | *Y | R* |



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Treatment planning for comprehensive care

- **Disease control**
 - Caries,
 - Endodontic
 - Periodontal and gingival infection
- **Reconstructive Dentistry**
 - Teeth, Bridges, partials, crowns, implants
 - Periodontal: pocket reduction, regeneration, normal periodontal architectural configuration
 - Esthetic enhancement
- **Maintenance**
 - Professional and patient

Phase 1

Phase 2

Phase 3

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Prognosis - Quality



Price Driven
Insurance Driven

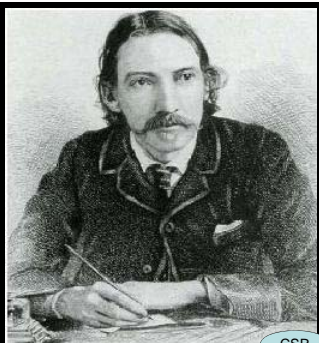


Patient driven,
Insurance facilitated

The art of case
presentation
(selling)

“Everyone lives by
selling something”

R.L. Stevenson



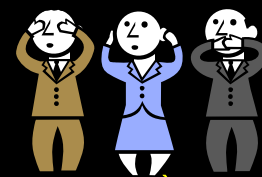
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No No's – Taboo!

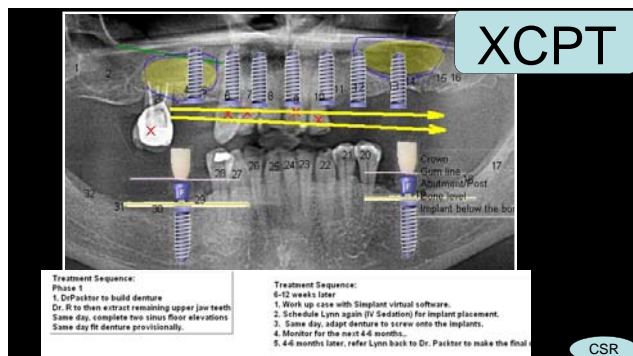
Watch

Recheck 6m.

(Supervised neglect!)



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Key Words (for all team members)

- Longevity
- Predictability
- Esthetics
- High end, quality
- Comfort of treatment delivery
- Our skill set and our limitations.

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Execution

- Baby steps
- Hygienist
- Time allocation
- Collaboration
- Grow the concept

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Chinese Proverb

“A journey of a thousand miles must begin with a single step”

RDH is the KEY

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Summary – Big case development

Interdisciplinary team

Records

RDH

Handout: sscofatlanta.com



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The Great Aim of Education is not Knowledge, but Action.

Herbert Spencer

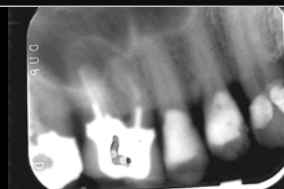
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DOWNLOADS

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Case study – Referral records received - #14 abscess!



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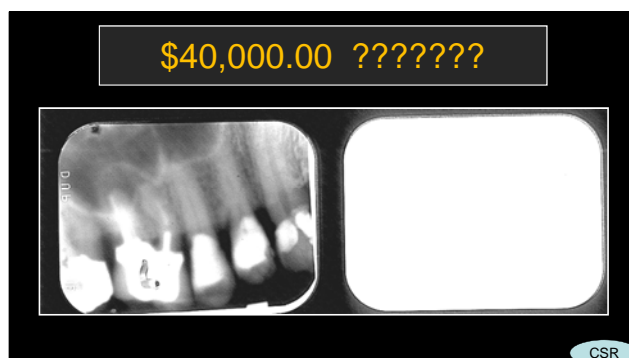
Note the potential



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Roger Levin – Compendium 2001.
You can add \$200,00.00 to your practice.

- Minimum of a 1 year project.
- Overnight changes and radical decision making tend to be more destructive to long term growth, including added staff load.
- Need a systematic step-by-step approach to each system, training for the systems, and documented policies for the systems.

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Baby steps
"If your people won't
change, change your
people" Rhonda Mullins

RDH

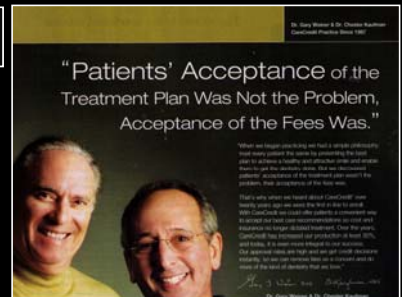
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Duke Basketball Preparation "Interdisciplinary"

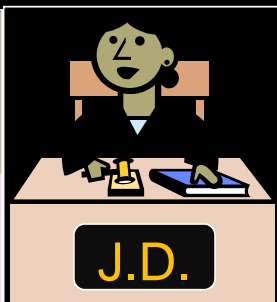


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Care Credit



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U. Of Michigan Grad. Pros.

- Comprehensive dental care is administered in conjunction with other specialty disciplines and students are extensively involved with all aspects of the process.
- Essential equipment to be supplied by the student includes a *camera*

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Consequences of Comprehensive Care

- Greater job satisfaction
- Potentially greater income with less volume
- Less risk and liability
—(Putting out fires).

"Interdisciplinary Team"

- Trainer
- Financier
- Nutritionist
- Equipment specialist
- Transportation
- Physical therapist
- Personal physician
- Etc. etc.

Treatment Execution



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