

## How to be a Wiser Dental Consumer



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## How to choose a Dentist

- Word of Mouth
- Call a Periodontist or other Specialist in the area
- Call the local dental society

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## Red Flags

- Large Internet /Yellow Page Ads
- Tacky advertisements

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*I take 200 hours a year of CE, I have my Accreditation, and I want Cosmetic Cases.*

**I AM THE EXPERT**



**Top Dentists 2014 5280**

**DENTAL 2000**  
CREATING THE WORLD'S MOST BEAUTIFUL SMILE

**SINGLE DENTAL IMPLANT \$689!** THIS WEEK ONLY!  
Expires 02/09/15. Cannot be combined with insurance fees. New Patients Only. Excludes extraction, bonegraft, etc.

**Please call to book your FREE consult today!**

**DENTAL IMPLANT** CROWN ABUTMENT IMPLANT

**INCLUDES Implant, Abutment & Crown**

**2 IMPLANTS \$1300\*** THIS WEEK ONLY!  
Includes FREE Sedation  
Expires 02/09/15. Cannot be combined with insurance fees. New Patients Only. Excludes extraction, bonegraft, etc.

Services are performed by dentists in American state of the licensee.

Porcelain Crowns \$399 | Deep Cleaning \$89  
Implant Overdenture \$5000 | New Patient Cleaning & X-Ray \$35

**DRIVE A LITTLE, SAVE A LOT.**  
**949.373.5110**

IRVINE 13 Great Rd. Ste. 210 B. CA 92614  
LAGUNA NIGUEL 30012 Crown Valley Pkwy. Ste. B. CA 92677  
dental2000.com

**DENTAL IMPLANTS**

**\$395\*** per Implant  
+Post +Crown Total \$1,795 \$1,785  
New patients only  
Must bring in all of the files of consultation.

\*Crown with your Smile Treatment  
\*\*Must schedule a consult first to complete



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### BAD BREATH?

Research shows over forty-million Americans suffer from Chronic Halitosis (Bad Breath). An embarrassing condition that doesn't have to control your life!

**WHAT CAUSES BAD BREATH?**

- Periodontal (gum) disease
- Dental caries (tooth decay)
- Build up of Plaque
- Infections in the nose, throat or lungs; chronic sinusitis; postnasal drip; chronic bronchitis; acid reflux, or disturbances in your digestive system.

**LASER GUM TREATMENT**

First and Only FDA approved.  
(See breakthrough in dentistry)  
Can be an option for you!

**CALL TODAY!**  
**760-621-3381**

**HOW CAN LASER THERAPY HELP YOU?**

- Removes bacteria and diseased tissue.
- Removes plaque and aids in sealing the pocket so new germs cannot enter.
- Helps in the healing of gums to prevent bad breath.

**ADRIATIC DENTAL**

**Dr. Valentina Obradovic**  
**San Marcos/ La Jolla**  
Blair Boulevard Road  
960 W. San Marcos Blvd. Ste 119  
San Marcos

760-621-3381

VALENTINADOS.COM

**Experience You Can Trust!**  
Dr. Valentina Obradovic has over 20 years experience in treating complex dental problems with the latest developments in conservative dentistry.

"She is particularly known for having pioneered the use of non-surgical laser gum treatments in San Diego County and for her emphasis on advanced cosmetic and restorative dental techniques. Most insurance accepted!"

**SPECIAL OFFER!**

PRIVATE CONSULTATION WITH DR. OBRADOVIC - NO OBLIGATIONS:

- Full Examination
- Digital Intraoral Camera Images
- Digital X-rays, (No Needled top to 6)
- All of your questions answered

\* \$2000 Value - FREE with this ad.

## Painless Dentistry

**IMPLANTS \$67500**

• TO REPLACE MISSING TEETH  
(CROWN/NO CROWN)

• TO RETAIN LOOSE DENTURES OR  
PARTIAL DENTURES

WITH COUPON - EXPIRES 12/31/11



PainlessDentistry.com  
Painless Dentistry offers high-quality dental care services to the residents of Lansing, ... Voted #1 office in Michigan (by our dental staff) ... Dr. Keith West. person.

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## Avoid Cyberchondria!



- Beware of the internet
- Lurk only on reputable websites (university or legitimate academy based)
- The best source for dental advice is a dentist

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## How do you vet a dentist?

- Member of organized dentistry?
  - ADA, State, Local, Specialty organizations, American College of Dentists
- Hospital Affiliations?
- Par with Delta Dental?
- For specialists, Board Certified (Diplomates)?
- Board of Dentistry
  - Malpractice, Misconduct, Board actions

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## Types of Dental Practices

- Private practice (solo, group)
- DSO, DMO (Franchise Dentistry)
- FQHC (federally qualified health clinic)
- University based clinic (dental school)

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<b>Dentist Owned and Operated Group Practice</b>	An aggregation of a variable number and/or type of dentists in a single practice that may be located at a single or multiple sites completely owned and operated by dentists, usually organized as a partnership or professional corporation.
<b>Dental Management Organization Affiliated Group Practice</b>	A group practice that has contracted with a dental management organization to conduct all of the business activities of the practice that do not involve the statutory practice of dentistry, sometimes including the ownership of the physical assets of the practice. There are several types of dental management organizations and there can be significant variations in the nature of the agreements between the dentist and the dental management organization.
<b>Insurer-Provider Group Practice</b>	A group practice that is part of an organization that both insures the health care of an enrolled population and also provides their health care services.
<b>Not-for-Profit Group Practice</b>	A group practice that is operated by a charitable, educational or quasi-governmental organization that often focuses on providing treatment for disadvantaged populations or training healthcare professionals.
<b>Government Agency Group Practice</b>	A group practice that is part of a government agency. It is organized and managed completely by the agency. All dentists are government employees or contractors and operate according to agency policies.
<b>Hybrid Group Practice</b>	A group practice that does not clearly fit into any of the above categories and can exhibit some character

## GP vs. Specialist

### ADA Recognized Specialties:

- Endodontics (Root canals)
- Pediatric Dentistry (Children)
- Periodontics (Diseases of the gums, oral medicine, implants)
- Oral & Maxillofacial Surgery (Extractions, oral medicine, implants)
- Orthodontics (Braces)
- Maxillofacial Radiology (Imaging and interpretation)
- Prosthodontics (Comprehensive dental / orofacial reconstructions)

## Sizing up the dentist

- What are your expectations?
  - Episodic vs Wellness treatment

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## First Visit

- History
- Chief Complaint
- Examination
- Images (Radiographs)
- Diagnosis
- Treatment Plan

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## Treatment Recommendations

- Essential Care vs Optimal Care



- Options
- Consequences of Treatment vs no Treatment

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## Treatment Recommendations

- Will specialists be used? Why? Why not?
- How many procedures has the DDS performed?
- What are the complications?
- How will the complications be managed?

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## Financial Arrangements

### Clear Communications about costs

As a consumer, you do not know the costs of doing dental treatment

Most new patients have not kept up with the costs of Dental care

Cost of procedure vs out of pocket costs

## Patient Comfort

- Good technique
- Nitrous Oxide gas / Local Anesthetic
- Oral Sedation
- Conscious Sedation



## Red Flags

- Questionable advertisements / claims
- Treatment planning the insurance vs the patient
- Emphasis on procedures rather than health
- Emphasis on selling cosmetics
- The “we can do it all” mentality (Superdentist)

## Selling pressure

“You have a problem that only I can fix and it has to be done right now or bad things will happen and it will cost more later”.

## Dental problems

- Cavities (Caries)
- Gum Disease (Periodontal Disease)
- Fractured teeth
- Pathologic Conditions (CA, cysts, tumors, dermatologic conditions, TMD)
- Cosmetics

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## Common Procedures

- Radiographs
- Fillings
- Crowns / Bridge
- Implants
- Periodontal (Gum) Treatment

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## Radiographs

- What type of image?
  - FMR, PA, BW, PAN, CBCT
- How often?
  - Should be individualized based upon past disease experience
- What are you looking for?
- Red flag words: “Routine” or “insurance covers it”

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## Fillings

- New Cavity or failing restoration
- Amalgam (silver) or Composite (white)



- Red flag words: “old restoration”, “mercury fillings”



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## Crowns / Bridges

- Crowns (caps) are metal or ceramic restorations which cover the tooth. Used when there is significant loss of tooth structure.



- Bridges replace missing teeth

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## Implants

- An artificial root used to support a crown, a bridge or a removable prosthesis to replace missing teeth



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## Periodontal (gum) Treatment



- Oral Hygiene Instruction
- Scaling and Root Planing (Deep cleaning)
- Surgical Therapy
- Red flag words: **LASER, Antibiotic injection, Irrigation**

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## How to be a good dental patient

- Pay attention / ask questions
- Show up for your appointments, on time
- Be familiar with financial policies and costs. Understand your insurance benefit
- Follow post-operative recommendations
- Call early if there is a problem
- Take care of your teeth!



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## Communicate with your dentist

- We are not clairvoyant
- Dentists are there to help you
- Take responsibility for your choices

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## Recourse if there is a problem

- Talk to the dentist
- Call the dental association / Peer Review
- Call the insurance company
- Call the state board of dentistry

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## The 3 things you must do to keep your teeth

- Brush and floss daily
- Visit your Dentist regularly
- Mind your own business

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