

Introduction: Text of Audiofile

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In the studio, selected segments were added to this introduction after the seminar to provide you with the greatest advantages we could offer by your listening to this tape.

The purpose of this seminar is to demonstrate, in no uncertain terms, the deep and intimate connection between dentistry, nutrition at the doctor level¹ and the financial avalanche that comes with it in this new era of dentistry.

When I was in dental school, I was told that the dean has two lists and if you're not on either one, you're OK. It was my first indication - although I didn't know it - that mediocrity was the goal.

Then, throughout dental school, after each test (and there were plenty of them) the hope was to be "in the hump" - the students' wish to be in the "hump" of the bell-shaped distribution curve of test results. Again, a desire to be in the thick of the herd, to get lost in the crowd, make one's way through dental school and not be noticed; to get out and be free.

It was the striving for mediocrity that was ingrained in dental school and persists to this day.

The evidence presented here will make you think about the role of the dentist as merely a technician versus the role of the dentist as a doctor and what those two roles mean - and how they differ - in clinical practice in the real world.

The dentist who is merely a technician represents the sea of sameness that is the face of dentistry.

Committing to not be average is one of the themes of this seminar. Mediocrity is a crowded field. We invite you to join us where there is always room; here, at the top.

*Nutrition at the doctor level is vastly different from the dietitian and nutritionist varieties.

What makes Doctor-Level Nutrition new and powerfully valuable?

- New diagnostics that are scientific and undeniable.
- Therapeutics that are proven and deeply evidence-based.
- New Evaluation Technologies that are insightful and revealing:
 - The crucial reciprocal relationship between nutritional status and surgical risk will bring a flood of patient referrals from the medical community for this new, telltale evaluation.

Assessing and understanding a patient's nutritional status (a new term) is the single most crucial aspect of any diagnosis because at least 85% of all illnesses have a major malnutrition component and everything (from thought to action to emotion to physical appearance to function) that happens in the human body - every biochemical reaction - is a direct result of one's nutritional status. Yet, today, nutrition is the single most absent element from nearly all doctors' diagnostic and treatment considerations.

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If you call yourself a technician and tell people that's what you are and you promise to respond at that level and just fill the holes in teeth, it may be appropriate but, if you call yourself a doctor and respond as nothing more than a technician, it appears that a discrepancy exists and one is then required to answer the question:

- Where is the doctor's responsibility to the patient and what of professional integrity?

Because dentistry is such a blind item, it places the integrity of the professional in the spotlight and causes one to evaluate the doctor's honor when he charges doctor's fees and only delivers technician treatment.

The essence of this seminar is to show that the dentist is responsible for more than just "teeth and gums" and when he examines the patient as he should, he uncovers a cache of new and crucial information never before evaluated. To ignore this vast amount of pertinent information is the standard but the standard no longer holds up to scrutiny and the dentist must now account for this disparity.

Nutritional status is a barometer of the body's ability to handle stress. Low nutritional status means the patient is a high risk for a stressful procedure like hysterectomy, cardiovascular surgery or joint replacement - as well as other procedures. The doctor never had this evaluation available pre-operatively. Now that it is available, it is de facto mandatory to best protect the patient by having the dentist perform the new oral examination pre-operatively. This will reveal the patient's nutritional status.

The entire contents of the Surgeon General's Report in May of the year 2000 (yes, that long ago) dealt with the health of the mouth and its strong and direct connection to the health of the rest of the body while underscoring that nutrition is the foundation of all health. You will see that the dentist is intimately involved in nutrition.

We do not advocate fringe dentistry. Everything we advise in this tape and throughout our entire new era program is right down the middle of any State's Dental Practice Act.

Dentistry's New Era is the name of the network we our establishing across the country. New Era Dentistry is a fee-for-service network of high-end offices designed to attract the upper echelons of society and those who have made health an important issue in their lives. We're looking for dentists who think they can deliver on the promises we make, promises that attract the market we want as patients.

Now that the Surgeon General has spelled it out, dentists are in legal jeopardy if they do not change their ways. It will be shown that dentists do not do what they should be doing - and that the standard that exists is substandard. However, if they did what they should do, they can assume influence and power that will thrust dentists and dentistry to the forefront of health care.

This tape will be seen as a pivot point in this young century of ours because it will change the focus from health care to health.

In this new era, a top dentist is one who uses his mind as well as being a superior and skilled surgeon who works at small tolerances in tiny areas and does so swiftly and with great acumen.

[The audience at the seminar was composed of doctors from many different disciplines and top thinking lay people from varied walks of life].

Clo-Sys-II

The question of tooth-sensitivity at this time cannot be definitively addressed from an etiologic viewpoint because no one knows for sure why teeth become sensitive. That mineral levels may be low has been discussed but we'd also like to help the patient more immediately. Although Sensodyne toothpaste does help, we found that Clo-Sys-II toothpaste also helps and in a matter of 2-3 days - or less. Clo-Sys-II is made by Rowpar Pharmaceuticals located in Phoenix, AZ.

Audio tape conclusion

If you're a dentist, it may have been disturbing to hear about the things your colleagues are not doing that they should be doing. We suggest that you not be upset but look upon this opportunity as a chance to step up your practice and your professional aura; up to a level that few have yet to encounter. This is a chance to lead your colleagues to a new brand of dentistry where they are looked upon and sought for what they offer and not because they accept insurance payments.

As mentioned before, our organization (New Era Dentistry) is developing a network of high-level dental practices across the country. When someone moves into a neighborhood - and 20% of America moves every year - they haven't the faintest idea how to select a dentist. Our marketing and public education will tell them about the new standards and unique importance of the New Era Dentist and those from the target market will call our network and be directed to our dentists - or will call the New Era Dentist directly.

Dentists must qualify for admission into our organization. Your record must be clean and you must be a good dentist. The parameters you should use to determine if you are a good dentist are the following:

- Your margins must be tight.
- Your esthetics must be pleasing.
- You must have a positive attitude.
- Your office must be neat and clean.
- Your endo fills must go to the apices.
- Your occlusal schemes must be comfortable and functional.

Your evaluation of how well you achieve these parameters is all that matters. Sloppy and technique-poor practitioners will not do well with us. Good dentists, however, will soar.

You can make a lot of money in dentistry no matter at what level you practice. It depends on how well you run your business and if you haven't yet figured it out, your practice is a business. If you attract more people to you and have them spend more money at your office, you will make more money. How you make that happen is a function of your business acumen and the fortunate circumstance that the public hasn't the faintest idea what you do in their mouth.

Money isn't what we offer - although it'll become obvious to you that you'll be in the upper income strata.

Not everyone wants to practice at the higher levels because the higher levels require that you establish a personal relationship with your patients - the doctor-patient relationship. You actually get to know them. Some dentists don't want that. They just want to fix teeth and do the "teeth and gums" thing; factory style; assembly-line style; detached from the person in their chair.

What we offer is not for that kind of dentist.

We offer a different level of practice, one that includes the doctor part of your education as well as the mechanical part. It pays you for what you know as well as for what you do. You bring your practice and your professional aura to a new level but you must have the necessary technical skills to succeed with us. If you don't have those skills, you'll fail. You may damage our organization's reputation slightly but you'll harm yourself much more.

However, if you have those basic skills, you will do extremely well with us and you'll love dentistry and will come to understand why we call American dentistry the best profession in the world - if you do it the right way.

We offer a way to implement the full range of your dental education. Right now, you use the mechanical skills you were taught and so does every other dentist. In fact, that's all dentists ever use.

Of your entire professional education, only 20% of the information focused on fixing teeth. The larger portion of the knowledge you struggled to master is never used. It was shelved and forgotten once your shingle was hung and you began to practice.

You're not the only one not using that vast amount of information. No one uses it. No one is using that other 80%, the part that holds the secrets of the human body, why it gets sick and how it stays healthy. You know that information from physiology, biochemistry and anatomy and can understand things at the cellular level, the molecular level and the atomic level.

You know what holds the body together and how it functions; how the organs interact with each other and the role hormones play. You understand that we really are a soup of chemicals that bump into each other and interact. You appreciate the complexities and have a perspective of the human body to which few people on the planet are privy.

The field that opens to you when you incorporate the unused 80% is fertile and virgin and can act as a magnet for new patients who appreciate the fullness of professional treatment. They like to know someone treats them with special concern and cares about them as a person. When that aspect of your education is utilized, it changes who and what you are and everyone associated with you is elevated to that new level.

Right now, everyone is crowded into the arena where only technical skills are used. Just imagine what will happen if you began to use the rest of your knowledge! You'll step into a world that is new and overflowing with opportunity, a land that is strewn with gold, there for the taking.

People think that knowledge is power. That's not accurate. The use of knowledge is power.

Our approach doesn't require any equipment except your eyes and your mind. You'll still be doing the usual things dentists do but you'll add a dimension to your practice that no one else has, an important dimension that will soon become de facto mandatory.

Begin now and capture the lion's share of the market. Begin now and you'll write your own ticket.

If you need to make comparisons to understand what's happening, think of Century 21 and the real estate business. Until Century 21, all real estate agents were just a scattered group of individual offices. Century 21 organized them with a new look and positioning that propelled them to the front of the line. It didn't change much about the industry, just the approach. The others who followed never have been able to catch up or even come close to Century 21.

It'll soon be happening in the Veterinarian business.

Medical doctors have already been swallowed up by the insurance business and cannot recover.

Dentistry is now making its move and you have the opportunity to join the organization that will change dental practice forever and will strongly impact the entire health care field. You can be a leader and reap the benefits of that front position.

This is truly the opportunity of your practice's lifetime. We offer the use of your skills and knowledge in a way neither you nor anyone else ever considered.

If you're the kind of dentist we seek, you take pride in your accomplishments and look upon your results with a sense of having done something that will benefit someone else. Another thing we offer is the kind of practice where you have the time to do the things you do well, without rushing and without the need to hurry to get to the next patient. There's a relaxed overtone to the kind of practice our network offers, the kind we establish with you. It's an atmosphere the patients truly appreciate, one that is so appealing by itself and so different from the way everyone else operates.

It's a noticeable relief to your heart muscle and stomach lining and to the patient's psyche. It's still dentistry with the whine of the air-driven handpiece (or more quiet electric handpiece) and need for anesthesia but the overtones are soothing and calming, the approach is individual and nurturing. It is, in fact, the epitome of first class treatment and very much the kind of dental experience no one else offers.

It isn't just the niceties but the professionalism upon which the practice is built. Right from the beginning, the entry-level services and follow-up procedures of the impressive oral examination and the supersmooth/supershiny prophylaxis are very apparent in the differences and so obviously more beneficial, more professional and much more in tune with the patient's best interests. Because of that foundation, your treatment suggestions made at the subsequent consultation are more readily accepted because competence and caring engendered by the first experiences with your office build a foundation of trust and confidence, which are the backbones of success in any business.

In every discipline, you'll find that one doctor who - and for no apparent reason - does most of the local business in that field and the rest are just part of the crowd. If you're the one exalted practice, you may not be interested in what we have to offer. However, if you want to overtake that one practice and set yourself (and a few of your local colleagues) as the new top doctors, you can do it with us.

If you're like most dentists, in three years, you'll look back and you'll be in just about the same spot you're in now. You will likely still be working out of the same office, same location and will have just about the same practice you now have, perhaps a little better. Without any change, you're on your way toward being in the same condition in three years as you are now with maybe a little bit of growth.

On the other hand, in those same three years, you can become the top practitioner in your area and be in command of your professional world and its future. With a little mindset change, you can be the sought-after practitioner because of what you offer, not because you take insurance.

In 3 - 5 years, you can become "the" dentist in your area with most of your patients coming from the upper echelons of your local society and those who have made health an important issue in their lives. That description encompasses our target market. It's the same people who drive the better cars, take the nicer, longer vacations, eat (more often) in the finer restaurants and live in the finer homes. Each locale has its own upper class and it's that segment of the local population that we target for your office.

Those are the people who will be your patients in 3 - 5 years if you upgrade your practice now. Upgrading has nothing to do with teeth or technology.

What we offer is the key to success. It's what will separate you and your practice from the rest of the lookalike, me-too offices that surround you. In 3 - 5 years, that distinction will place you at the top of your profession and the top of your socioeconomic parameters.

In three years you will have surpassed your dreams and ventured into new concepts of dental practice that will then seem so obvious. Three years will pass no matter which way you turn. This is your opportunity to design your future instead of just letting it happen to you. Not everyone will grasp that concept. Those who do will join with us and will look back and be incredulous that they ever contemplated not joining.

Things won't suddenly change when the 3-year mark is reached. It'll have been changing all along from the moment we begin. Check the benchmarks and parameters we'll give you and you'll know you're moving exactly as planned.

Three years ago, where were you? Now it's three years later. It didn't take that long, did it? Three years from now will take just as short - or shorter. You can be on a different stratum, set apart in such a positive manner that it'd be worth it just for the increased stature and prestige.

It isn't just the income. You can make a lot of money in dentistry if you run a factory type insurance mill and do it well, like any well-run business. You can do it that way if that's what you want.

However, if you want to enjoy the just rewards of having earned a doctorate and putting that knowledge to extraordinary use and being acknowledged for that, then our offer is the one you should choose for your future. The alternative is just not as appealing.

In 3 years, your family will be in a much stronger position and a more secure position because of the solidity of your practice and the aura it and you convey. That's what being part of our network means. That's how it will affect your life.

I'm an experienced practitioner looking for others like myself who want to align as a network of finer offices across the country. Financing is all set if I can find others like myself who are interested in being part of this high-class network. We'll all maintain our individual practices and identities but we'll also carry a distinctive logo that identifies us as top practitioners who can fulfill certain promises we make; promises that draw specific patients to us.

Anyone looking for a high level of care and the fulfillment of those promises will know to call a dentist who is part of the network and displays our specific logo.

With a powerful, appropriate and distinctly appealing marketing program, streams of new, highly qualified patients will call all of our offices because they were attracted by what we promised and what we offer, not because we're on an insurance provider list.

If you then deliver what's promised, you'll keep the patient and further bolster the organization's credibility, which will bring even more patients and ensure greater longevity and expansion of the network.

As word spreads, more of your patients will be from the upper echelons of your local society and those who have made health an important issue in their lives, our target market.

It doesn't take much to join our group at this point in time because we need dentists around the country who can fulfill the promises.

Ours is not an organization of sloppy or technique-poor practitioners.

Ours is not an assembly-line operation.

You'll be part of a first-class organization that delivers first-class, doctor-level services.

If you don't already know how to fulfill the promises, we'll show you. Any dentist can succeed if you have the initial qualifications.

There's no equipment to buy or products to sell. It's a matter of professional integrity, personal honor and dignity. It's doing dentistry the way it's supposed to be done and the upgrade has nothing to do with teeth, technique or technology. It's based on the essence of science (called *Quin'talano*): keen observation with a trained eye and deft interpretation by an educated mind. Every concept and directive is right down the middle of any State's dental practice act. We don't advocate fringe dentistry.

Right now, we need dentists to fill the roles and reap the benefits. Everything else is ready. Once we're established and known, membership will then be more competitive because our need for additional dentists will not be enough to satisfy those who later want to join our network. Now, you need little more than an ability to fulfill the promises and a desire to practice that upgraded brand of dentistry.

Nothing like this has ever been done before. No one ever targeted the upper echelons. Everyone went for the lowest common denominator - insurance.

No one ever went after the upper echelons because nobody had anything to attract them away from the lookalike, me-too practices that abound. We have it.

You likely have many questions. We have the answers and will spend as much time and effort as necessary to fully answer your questions. We've been working on this program for years: testing, screening, refining, preparing. We developed every detail of our organization from scratch and will tell you whatever you need to know to join with us and become part of our nationwide network of high-level dental practices.

This is truly the opportunity of your practice's lifetime. Right now, there are plenty of openings but many have ordered this tape and we expect to soon fill the current openings we have available.

Thank you and welcome to New Era Dentistry.

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