

Dr. Daniel Daniel - Why Are Dentures Good for Your Practice?

Chiraz: Hello and welcome to CDA Oasis. My name is Chiraz Guessaier. We are back with Dr. Daniel Daniels dental surgeon from Halifax, Nova Scotia. We hope that by now you have had a chance to view Dr Daniels welcome message on our website. But if not, he is here to tell us more about the first series that he will be presenting on Oasis that is titled the Engineered Dentures. So, Dr. Daniel, welcome once again to CDA Oasis.

Dr. Daniel: Thank you Chiraz, I am excited to be here again.

Chiraz: So, like I mentioned, you titled your first series of hands-on videos, the Engineered Dentures. Why did you pick the topic and why do you think that dentists avoid dentures? And why is it a mistake?

Dr. Daniel: Absolutely. well, you know, what I found in the last few years when I switched from doing more clinical to education and been working with dentists all around North America is that there are holes in our game. There are certain procedures that dentists have been avoiding in a lot of this comes from or a big source of the avoidance, comes from what we learned and didn't learn in dental school.

Dr. Daniel: So, we talk about dentures, dentures, for most in our dental society, have become almost taboo for the GP practitioner. They got the stigma. It's almost like, oh, you know, I'm a dentist, I do implants, or I do invisalign, or I do cosmetic dentistry. I don't do dentures. And what we're failing to realize is that there's an incredible amount to not only learn, but to be gained from dentures. And there's a whole revolution of dentists today doing dentures and they've turned to dentures; it's become not just a huge profit source, but a huge source of reward or personal satisfaction for dentists. So, I'll give you a bit of background. As dentists, we went to dental school, we learn dentures. There's three things that really stuck out. Number one, it was incredibly complicated. There was a multitude of steps that had to happen from the beginning to the end. Number two, we found them unpredictable.

Dr. Daniel: When you do these steps you really don't have any control over the final outcome. And because there were a lot of stats that are unpredictable, we didn't enjoy them. They weren't fun. And least of all, they were definitely not profitable when we got out of dental school because they took so long and they were so stressful. So, what happened to most dentists like myself and most dentists attending dental school, we started avoiding doing dentures like the plague. Me personally spent the first half of my career avoiding dentures and almost feeling a little bit indignant if someone said, Oh, do you do dentures? I'm like, no, no, no. I do cosmetics. I, you know, restore implants. I do all this stuff. I don't do dentures. But it wasn't until I kind of turned the corner in 2009 and saw the light and it was really me getting into the implants that got me, you know, having to do dentures.

Dr. Daniel: And I saw the light, it really turned on a few light bulbs in my head and said wow, there's a lot more to this here. Right? So, so over the past few years and when I started moving

to education a few years ago and we started talking about dentures and bringing it out to the world, we found the difference it was making in practices was massive. So, what we've done is we've made dentures go from an unpredictable to predictable, from a lot of steps to three appointments and then I put the fun back into dentures. See when you're doing dentures and you can control the appointments, you can have predictable results and your patients are happy, you made some fun. And when they're fun, it's something you want to do and it doesn't hurt that doing them in three steps make them incredibly profitable.

Dr. Daniel: So, now when dentists talk to me and they're looking at implants, they're looking at cosmetics or working at invisalign and they're looking at the overall process, I have to market to a patient, you have to do consults and we have to kind of sell the concept with integrity of course to the patient and even actually have to do the procedure. When we look at all three of those buckets, dentures become the most easiest of the three because you've got a full market of people out there. Everybody has a denture, needs a new denture, usually anywhere from every 5 to 10 years they're coming for a new denture, so you don't really have to market. They're coming to you. You don't really have to sell with integrity. They know their denture is no good, they need a new denture and that's an easy, easy part. And lastly, of course, doing the dental procedure, no needles, no sedation, no extractions. There's really as very much it's an intraoral procedure, but the lightest step, all the different procedures, the hardest is when you do your impressions.

Dr. Daniel: So, once you kind of get your mind wrapped around that and dentists are seeing the light, it's almost like a revolution between Canada and the states. Dentists that are now rushing back doing dentures and find them to be the most amazing thing they've discovered in their practice. So, to answer the second part of your question is why we start off with the Engineer Denture? This is going to be the number one thing that dentists can incorporate right now today can make a massive difference in 2019, so as next year comes, I want our dentists to be as prepared as possible to be as successful as possible. So, we're starting off with the Engineer Denture. What I'm going to do is record our separate overview just, so dentists get a full sort of like, you know, 30,000 foot view of the entire process and then have broken down to every step, step one, step two, step three. We'll walk them through the entire procedure in individual steps, they should refer to the overview so that way it makes sense. It gives every step context for the overall procedure.

Chiraz: Thank you so much for this brief intro and we will proceed with the presentations and I hope to see you again for our next series.

Dr. Daniel: Thank you.