

## **Dr. Daniel Daniel - View from the Chairside: 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 Daniel, dental surgeon from Halifax, Nova Scotia. We hope that by now you have had a chance to view Dr. Daniel's welcome message on our website, but if not, he is here to tell us more about the first series that you 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'm excited to be here again.

Chiraz: So, like I mentioned, you titled your first series of handsOn 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: That's a great question, Chiraz. So, what I found from working all across North America is that dentists have holes in their game. That's right. We have holes in our game. There are things when we went through dental school that we did or didn't learn. And as we progress in our careers, sometimes we incorporate the things we learned and we liked a lot and the ones that we didn't learn or we didn't enjoy, or we didn't really get a great experience of in dental school, we don't really incorporate into our practice. Dentures are one of the most common ones that did not get incorporated in dentists' careers and practices. You see what happened is this, we graduate dental school, I graduated 20 years ago in 1999, we graduated, and we got out. There was a lot of really cool things happening in dentistry. We got into dental implants, we got into cosmetic dentistry.

Dr. Daniel: I mean, and then you got into Invisalign and a bunch of other really sort of cool stuff. We're still getting better at um, taking out wisdom teeth. There's a lot of things we we're doing, root canals, when we got out of dental school, that we sort of focused in on. One of the things that happened in dental school was dentures was a very complicated procedure to understand. So, what happens was when we finished down in school, we got out and started doing dentures and there was sort of like three different things that people would complain about or at least the dentists I work with have kind of complained about to me about their experience with dentures. 1) That they're too complicated, there's far too many steps. 2) That it's unpredictable, which means that they can't control, or they aren't in control of every step to get a predictable result.

Dr. Daniel: And of course, if it's complicated and or unpredictable, it results in the dentist not really enjoying doing the procedure. And then if you don't enjoy the procedure and it's taking a lot of time where you don't charge, you know, and dentures aren't really a very high billing procedure based on the amount of time, because billing is always relative to the amount of time put into procedure. They weren't very profitable. So dentists were turned off. I was turned off. I mean, if I want to go back to my personal journey, when I finished dental school, I got into everything except for dentures. I actually became

indignant about dentures and a lot of dentists I talked to that do pretty, you know, pretty cool things in dentistry, when I ask them about dentures, they're like, what, me do dentures? No. I do implants. I do, you know, cosmetic dentistry.

Dr. Daniel: I do, I do all these cool things, but I don't do dentures. It's almost, over, you know, and through the late 90s and the early 2000s, dentures almost became taboo. They weren't really the cool thing to do for a dentist. So, dentists just wouldn't do them, myself, in that category too. So, if I look back at my career, it wasn't until 2009 when I got heavy into dental implants and I was doing full arch restorations such as like all-on-6, all-on-7, all-on-8, you know, Zirconia and hybrids and whatnot. Um, then I was forced into dentures. Let me explain. When we take out all the teeth, place the implants, in the interim we would have to have an interim prosthesis and they would need a denture. So, it was very much an awakening for me to say, okay, the one thing I've avoided for my entire career, it was 10 years at that point, I've of come full circle to in trying to elevate my career or focus on more comprehensive dentistry, I found that I became forced into making dentures. And trust me, I did everything I could to avoid making dentures.

Dr. Daniel: I was looking at, you know, getting a denturist, outsourcing it, using a prosthodontist, every sort of the avenue. But in the end I was forced just to do it myself based on the logistics and on streamlining the treatment for our patients. So, when I got into dentures, it was a little bit of like, oh my God, how do I approach this? But over time, I took some more courses and I pulled back, or pull out of all the different sort of things that I learned of making dentures, and pulled it into a 3-step technique, which I've kept selfishly to myself, right-up until about 2015.

Dr. Daniel: When I got into more into dental education and working with other dentists then I started, you know, digging into, you know, where their practices are, what things are a profit centre for the practice and what holes they had in their practice or things that we could add in. When I started broaching into dentures, there was a ton of resistance from dentists. Just a huge amount. And I was like, okay, I really need to rewind here and understand why, and their stories validated my own story. That it just wasn't fun, wasn't enjoyable. It was complicated, unpredictable, not profitable and it just basically wasn't a cool thing to do compared to all the other things available in dentistry. However, based on what I've learned and seen in my own practice and what I've done with other dentists and watch them develop their practices, dentures have become the number one profit source and source of personal reward and enjoyment for the dentist I've worked with right across North America.

Dr. Daniel: And to be honest, it's not just me or the dentists I work with, there's a denture revolution happening across North America. I'm talking about people are going full circle straight back into dentures. Now, why do they do that? Because, dentures used to be complicated, they're no longer complicated. The engineered design or the engineered denture presents a 3-appointment denture, appointment 1, appointment 2, appointment 3. Done. Delivered. That's it. That's no longer complicated. It's no longer

unpredictable now that we've engineered it out and scienced out every step, it is predictable. There's step one, step two, step three, finished. And now that it's no longer complicated and is predictable, guess what? We've put the fun back into dentistry. We've put the fun back into dentures. And now that they're fun, and we're spending a very little amount of time to build our dentures, they're also, guess what, profitable. And I'm going to ask you to sit down or to pay real close attention here.

Dr. Daniel: You know, I'm going to say this and you're not going to believe it. Dentures are the most profitable procedure you can do in dentistry today. Yes, the most profitable when you look at what you make per hour. Not they were doing this for the money. It's just, one of the things that we want to attack are the stigmas around dentures, and not just profitable, but also when you look at the complete bucket of dental procedure. If you're going to incorporate, let's just say, Invisalign or implants or cosmetic dentistry or dentures, you've got to look at, well, we've got to market to bring people in who are interested. Then we've got to sit down and do consults and get them enrolled or get them say yes to the idea of that type of dentistry and then we've got to execute on the dentistry that they've, you know, they've agreed, or we've agreed to do for them.

Dr. Daniel: So you look at those three things. From a marketing standpoint, dentures are the easiest thing to get people in for, every 5 to 10 years people need new dentures and they're coming in, they're looking for good dentists just like you to do their dentures. So, the marketing is not hard, it's not expensive, and you can get a constant stream of patients from now to forever coming in for dentures, number one. Number two, the consults are not difficult either. I mean, they need a new denture. You love making dentures. You can do a really beautiful denture in fewer steps. It's an easy sale and it's, it's much easier than most of the other procedures we're trying to look at it in dentistry and then the execution of making the dentures with the engineered denture process, it's now simple, straightforward, one, two, three and done with confidence allowing it to be a profitable and fun procedure for you. So overall, dentures have become in the last, you know, five years, 10 years if you want, but especially last five years, a revolution through North America and more dentists, more and more flocking towards making dentures, and, you know, incorporating in their practice and having a ton of fun with it.

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.