

Guru Urges New Dentists to *Choose Wisely*

Practitioners today are inundated with the latest and greatest of seemingly everything. Dental technology has exploded. Restorative materials and options abound. Every new iteration brings claims that this device, material, or new way of completing a procedure is the best-ever, must-have option. While huge advancements have been made and practitioners as well as patients have a host of choices, **Dr. Sergio Rubinstein**, an inventor, international lecturer, and prosthodontist, cautions doctors to be wary of product marketing declarations that are not backed up with testing and specific data.

“Companies may claim this or that product is faster and less expensive, but you need to answer this question: Is the final outcome better? Patients trust our judgment on how to provide the best possible care for them, and if the end result is not achieved with the newest technology, stay with current treatment modalities until new technology claims are proven and documented.”

He cites earlier versions of technologies that claimed dentists could complete restorations in-house, saving time for doctor and patient as well as reducing lab fees incurred by the practice. Marketing for the device emphasized the benefits of completing restorations while the patient waited. Dr. Rubinstein notes that oftentimes those restorations did not fit properly. “As dentists, our goal is to provide the patient with the best possible treatment. While that technology provided some benefits, the ultimate goal was not accomplished.” New dentists need to be cautious that their equipment and technology investments live up to the manufacturers’ claims. “Make sure there is research and testing to back up the advertising,” he emphasizes.



Additionally, Dr. Rubinstein cautions doctors to be wary of large purchases that will become outdated quickly. “We all like to buy the newest technology, but be careful not to purchase equipment that will get antiquated very fast, and upgrades or updates may not be a part of the investment,” adds Dr. Rubinstein. “Not only can it be costly, but you can end up with a dinosaur on your hands. Choose the technology carefully and ask respected colleagues what their opinion is when you are preparing to make a large investment.”

Dr. Rubinstein recommends that new dentists take three key steps to ensure excellent care for their patients and profitability for the practice.

#1. Continuing Education: Clinical and Management.

“There are a myriad of excellent lectures available through meetings and study clubs, as well as company-sponsored lectures. I am a personal fan of speakers such as: Team Atlanta (Drs. Ron Goldstein, David Garber, Maurice and Henry Salama), Drs. John Kois, Frank Spear, Gerard Chiche, Brian Vence, Lesley David, and Adriana McGregor. Attending their lectures or courses will change how you practice dentistry. They are outstanding clinicians and speakers.” Dr. Rubinstein notes that dentists have access to online continuing education through several companies such as DentalXP*, which provides ready access to dental experts from all over the world. “It is important to constantly take courses and read to form your own opinions, and differentiate between what is a sales pitch and what offers true value and is supported with scientific evidence.”

#2. Hire a Practice Management Consultant. “A consultant can guide your practice in the direction and vision you wish to pursue. I used Sally McKenzie [McKenzie Management] many years ago, and still today we benefit from her valuable evaluation and changes she made to my practice.”

#3. Have a Mentor. “We all need a coach, no matter how well educated and talented we are.”

Dr. Rubinstein reminds doctors to surround themselves with knowledgeable, trustworthy people. Never enter into agreements without proper documentation and sound legal advice. And remember as the old adage goes, “If something sounds too good to be true, it probably is, so question it.”

Finally, Dr. Rubinstein urges new dentists to strive to maintain their passion and their desire to best serve the patient. “We are always learning and evolving. The excitement

Dr. Rubinstein's Go-To Products

Komet Sonic tips

“This is a must to finish a clear, smooth tooth preparation and margin prior to taking a final impression.”

NSK™ Electric Handpiece

“This offers some unique advantages that place it in a class of its own.”

DentalXP

“Internet lectures are available through several companies such as DentalXP, which for a small fee will provide you with the best speakers from all over the world at your fingertips. This site is priceless.”*


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of dentistry should always be maintained and should never be replaced by a comfort zone of complacency. Strive to be the best dentist for the patient that elected to sit in your chair. Dentistry is a wonderful profession and must be seen as a privilege where you can actually change peoples' lives."

**Dr. Rubinstein is a lecturer for DentalXP *