



PERIO POINTERS

Benefits of Optimal Oral Health

1. Pleasing appearance
2. Proper function
3. Comfort
4. Elimination of disease
5. Self esteem

Patients want to look good, feel good, eat well, be healthy and confident.

This is also the time to explain to the patient the systemic effects of periodontal disease and the relationship between periodontal disease and:

1. coronary artery disease
2. carotid artery disease
3. arthritis
4. respiratory infection
5. joint replacements- infection
6. low birth weight
7. premature infants
8. bacterial transfer- infection of spouse
9. pancreatic cancer

In my opinion periodontitis affects every organ system.

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He who loves his work has never worked a day in his life.

Newsletter Spotlight

The only thing we have to sell are the benefits of good oral health. Both you and your staff have to know the emotional hot buttons that motivate a patient to take action. Deciding on dental treatment is based on emotion, not logic. It is based on wants not needs.

Memorize the list of benefits and expand on the one that impacts the patient the most. For example, if the patient is a "health nut" emphasize the elimination of disease by surgical removal of the pockets and the relationship between periodontal disease and systemic effects.

If tooth loss signifies ageing to the patient and that terrifies her, use that as motivation to seek surgical treatment to help retain her natural teeth in function.

You have to have an answer for the obvious objections:

Pain- that is why they make pills

Time- take off the day we do the surgery, the next day you can return to work

Cost- the cost of full mouth surgery to retain your teeth is about the same as the cost to do a bridge or an implant to replace one tooth. I think that makes periodontal surgery a true **value**.

To remove your name from our mailing list, please [call me at 288-1550](tel:288-1550).

Questions or comments? E-mail us at david@kelsheimerperiodontics.com or call 288-1550

