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Aesthetics, Occlusion & Comprehensive Dentistry

Simplified

How to Score a Triple Play with your Aesthetic Dentistry

Envision your ideal aesthetic case: a case in which you prepared the perfect foundation, both periodontally and coronally, to receive your aesthetic work. Your lab artistically created the perfect porcelain aesthetic and functional restoration. Your team communicated, collected and assisted in the delivery of this extraordinary work, the bite is perfect, eliminating the possibility of chips, cracks and fractures following completion of your aesthetic case and the patient is well-pleased, not to mention... ecstatic! How did you feel at the culmination of your perfect aesthetic case? How did your team feel, and finally, how did your patient feel?

Be a leader!

*Be the change you want to see
in your own practice!*

Imagine how it would feel to experience perfection with each and every aesthetic case and imagine how word would travel about your exceptional skills and extraordinary care! My guess is that you would never be in need to fill your schedule ever again!

How does this happen? After more than 35 years practicing dentistry, and more specifically, after over 20 years studying and perfecting my practice of aesthetic dentistry, I consider myself somewhat of an expert in the practice of aesthetic and neuromuscular dentistry. Ultimately, my intention is to share my experiences, as well as impart knowledge and wisdom that will enable you to tweak your practice and exceed your current expectations, your team's outlook, and your patient's anticipated outcome of their treatment.

Recently, while lecturing at the IAPA meeting, I presented what have been several critical aspects of delivering exquisite cosmetic results and achieving an extraordinary cosmetic practice.

TEAM

As the Head Coach of your team, it is important to hire the "right" team members for the appropriate positions. This is best accomplished in our dental practice utilizing the DISC personality profiling system. The DISC assessment will identify specific personality traits in your potential team members that will best suit the position they are playing. The DISC analysis tool is based on the DISC theory of psychologist, William Marston and centers on four different personality traits: Dominance (drive), Inducement (influence), Submission (steadiness), and Compliance (cautiousness). Every potential team member takes the DISC assessment to determine their fit on

our team whether it's administrative, clinical, or coordinator.

EDUCATION

Extraordinary clinical skills are imperative when looking to create an aesthetic dental practice that stands alone in the community; high above local, regional and national associate aesthetic dental practices. Of utmost importance is to select a post-graduate, educational institution that will meet your educational and clinical expectations and teach you the clinical skills necessary to perform extraordinary aesthetic and neuromuscular dentistry. Devote your time and attention to attending courses, both didactic and clinical, and most importantly, give back. After learning and practicing your new skills, the next phase is to ensure consistent improvement and excellence with your skills and begin to give back through explaining or teaching, demonstrating clinically, guiding or coaching, and enabling your fellow classmates to "pay it forward" as you have. Be a leader! Be the change you want to see in your own practice!

DISCIPLINE

A good team player requires self-discipline! Previously, I addressed seeking out the right team members utilizing the DISC assessment tool. In addition to selecting the right personality for the position, it is also essential to look for team members that are consistent, effective communicators, well-educated, trained, and enthusiastic! Invest in the BEST! Taking care of your team members will pay off exponentially at the end of the day. If your team members are well taken care of, your patients will be well taken care of!

