

Committed to a Dream

By Peggy L. Sprague, RDH

When you are committed to a dream – truly committed, it is amazing what can happen. There is magic in persistence; and persistence is one of the key ingredients to success.

In 1979, Jan Lazarus and I felt a strong need within the dental community for assistance in overcoming what seemed to be insurmountable patient objection towards optimal dental care. We particularly felt this need in the dental *team*. So, over 20 years ago, we asked ourselves, “How can we effectively create a path that makes a difference in our colleagues’ careers to allow full utilization of their professional training and receive the deserved respect from their Doctors and peers?”

Our journey to answer that question has been full of interesting challenges that have presented various opportunities. When we began, prescribing four quadrants of root planing was *not* the standard of care so establishing parameters for Initial Periodontal Therapy in the general practice is something that we’ve been committed to for 22 years now. Needless to say, we’re very proud to have played a part in the fact that most practices have now adopted the basics of periodontal therapy as standard protocol for their patients’ health.

The dental team has unbelievable opportunities to help patients achieve clinical health and aesthetic/restorative possibilities. They also have the occasion to develop their professional careers while continuing to add extraordinary value to the practice. As their value as health professionals improves, and as the success of the practice escalates, the team can all share in the increased financial success as well!

Scientific Advisor

We find that most dental practices present a ‘scientific’ dilemma: with the many advances in science and technology, which ones are pertinent to the practical application in day-to-day dentistry? Given the continuing advances in science and technology, The JP Institute has found it crucial to include a Scientific Advisor as a vital component to our institute for the past 12 years. The principal role of the Scientific Advisor is to continually assess and evaluate current and time-honored research in an effort to ensure JP Consultants protocols are credible and valid.

In addition to our Scientific Advisor, our team of 15 consultants meets twice per year to have a ‘think tank’ so that we may clearly define practical application of the latest research and technology. We have found this wealth of knowledge to be a wonderful asset to our dental colleagues. This vast resource allows Doctors and team members to pose questions and receive credible answers regarding new products; technology; how the advances in dentistry will impact the patient first; and subsequently, how will it affect the practice in time management, systems, and overall productivity.

Laser

We now have the clinical technology of laser treatment, which can be used in many ways for the patient's benefit. Laser treatment is a painless alternative to many of the procedures patients were fearful of in the past. In addition, laser hygiene can be a direct team member (Hygienist) facilitation! What a gift of technology for patients and moreover, what an asset to the private practice!

JP currently has three hygienists within their consulting team that facilitate the use of the laser. Merged with the perfect tissue philosophy, we find that hygienists throughout the country are getting certified to use the laser, however, their confidence for patient application and utilization is lacking. Therefore, this common scenario is yet another very expensive piece of technology that is under-utilized. Confidence and utilization soar when hygienists work one-on-one with a consultant 'coach' who has had five years of hands-on experience using the laser. As a direct result, more patients accept appropriate treatment and the laser is utilized on all periodontal patients!

Microultrasonics

Microultrasonic therapy has also made incredible advancements in patient care. We've seen clinical results (when utilized effectively) that surpass any results in ultrasonic history! Developed in the 1950's, Ultrasonics is a prime example of the consistent dedication to upgrading modern dental technology. The technology of microultrasonics has created thinner tips that allow definitive root debridement.

The research and science in this area of the practice is revolutionizing the whole clinical application in dentistry. Due to the micro streaming properties of the technology, which help to burst the pathogenic cell wall activity and interrupt the biofilm matrix, microultrasonics has been stated as the 'new standard of care' over hand instrumentation. Our surveys indicate that most hygienists utilize their hand instruments 80% of the time and ultrasonics 20% of the time. With the enhanced patient results within the technology, the percentage rates should be 20% hand instrumentation and 80% microultrasonics!

Once again, confidence in the application of the equipment is the number one key in the shifting the use of the technology. Every hygiene consultant on our team facilitates the training of the microultrasonics to these critical levels.

Locally Administered Antibiotic Therapy

The Locally Administered Antibiotic Therapy available today is also a clinical dream come true. The pioneers for these treatment have stood by their product through rigorous FDA testing and have provided new opportunities for reaching and maintaining 'perfect soft tissue' whenever possible.

Perioscopy

Fiber optic imaging has revolutionized the results of endodontics for many years. This same technology is utilized for Perioscopy, which is an incredible opportunity for subgingival visualization and instrumentation. The future clinical results for periodontal therapy can be incredibly enhanced by sustaining this as an integral part of clinical care for our patients.

Advancing Your Visual Technology

Changing patients' perceptions of our profession and changing the value of our care has been an interesting challenge. We are grateful for the technology of our intra-oral cameras; computerized probing; digital radiography; and multimedia patient education systems for their visual clarity and persistence in having the patient understand our message loud and clear.

Las Vegas Institute

Fifteen years ago, Dr. Bill Dickerson hired The JP Institute to work in his private practice in Las Vegas. He was pleased with the additional refinements that were implemented with his current Soft Tissue Management Program, resulting in the increase of both Periodontal and Restorative/Aesthetic support. When he decided to open the Las Vegas Institute for Advanced Dental Studies, he invited JP to teach as part of the curriculum. LVI is not only an incredible institute to learn the methodology and techniques of advanced aesthetics, but is also been instrumental in the development of many new techniques.

Dr. Dickerson was instrumental with fulfilling part of our dream. In addition to our in-office consulting and our regional workshops, we have created and currently offer *The Team and Evolutionary Hygiene* courses now taught at LVI. Our affiliation with the Las Vegas Institute has given JP a wonderful opportunity to speak to progressive-minded doctors about how they can refine their patient care and achieve amazing profit margins for the practice.

Increasing Aesthetic/Restorative Case Acceptance

The aesthetic developments combined with functional advancements for the patient, with the now 'instant changes' that can occur, have revolutionized dentistry and how our patients relate to dentistry! Thanks to the dentist's combined dedication to the artistry created within the laboratory (like the work MicroDental produces), we can ensure the most amazing aesthetic results for the patients!

Besides the opportunities for dentists and teams within advanced technology training, JP has been on a mission to assist the dental team in the knowledge of restorative/aesthetic dentistry and why it should be a part of each case and every presentation. The most significant results have come from the coaching necessary to incorporate an enhanced confidence level within the communication skill set for successful case presentation. Once the team gets past the roadblocks

to success, most offices experience an immediate 20% increase in scheduled treatment with the focused mentorship in this area.

Customized Administrative Support

For 10 of our 22 years, we at JP Consultants have continued to advance our curriculum beyond the refinements of our periodontal team coaching. The total synergy needed to complete our clinical support was to perfect our curriculum with customized administrative/team refinements. To do so, we have sought and procured the expertise that would be an immediate blend with the JP curriculum. These specific areas of expertise are: The New Patient Experience; Advancing Your Financial Presentation Skills; Chairside Case Presentation; Implementing the Treatment Coordinator Effectively; Treatment Pending Systems that Work; and Creating the Five-Star Service!

Staying committed to the journey

As part of our future commitment to our dream, the vision for The JP Institute is to continue to reach the dental community with inspiration, motivation, and hands on training. We intend to accomplish this through in-office consultations; workshops and seminars; hands-on technology training; and support products. We promise dentistry the latest developments in technology; sound business strategies; management systems; and advanced communications skills that are proven to work. And maybe, just maybe, we can be a part of that continuous 'shot in the arm' that motivates you to make a difference in dentistry. Remember, when you are committed to a dream—truly committed—amazing thing can and will happen!

So, what's to stop us from touching the lives of every patient (daily) about our chosen careers in dentistry? Nothing will stop us.... and nothing can stop you.... except yourself.

The JP Institute centers its service on customizing a curriculum to meet each practice's vision and goals. We offer hands-on training in effective utilization of clinical technology, philosophy, and clinical mentorship merged with advanced business and management systems. Our direction within our curriculum is to assist dental offices in providing Five-Star Service and clinical excellence while creating amazing profit margins. An analysis of your practice clinical and economic potential is available to readers through The JP Institute. We invite you to call 800-946-4944 and ask for our Complimentary Practice Profile.