

# ft fine touch™ NEWS

a publication of fine touch dental® management corporation

fall 2008-winter 2009

## The Fine Touch Dental® Mission

Fine Touch Dental is a dental management company with a difference. The Fine Touch Dental mission may be summarized as follows:

**To acquire carefully selected dental practices of retiring dentists and transition them to the next generation of Associate dentists.**

This is a unique mission. Permit us to explain further.

In the Spring-Summer 2008 edition of the *Fine Touch News* we highlighted two key trends in today's dental industry. First, there

is a shifting demographic with an increasing number of dentists approaching the age of retirement and seeking the best way to realize on their dental practice for their own retirement while ensuring the continuing oral health of their patients. Second, there is the trend to consolidation that is already taking place in the dental industry due to the competitive pressures on independent dental practices.

Enter Fine Touch Dental with its approach to this consolidation, a way for retiring dentists to turn their dental practice into part of their retirement nest egg even if they wish to continue practising dentistry another year or two... or three...


With the assistance and involvement of Fine Touch Dental's own dental colleague, the acquisition of a dental practice is effected and, under our Transition Program, the transition of dental patients is managed with the primary objective being the best interests of the patients.

In due course, the dental practice is sold to the next generation of dentists with Fine Touch Dental providing the ongoing business management of the practice, continuing to ensure that the new practice owners are not bogged down with matters of business administration and ensuring that the dental practice benefits from the

advantages of being on the right side of dental industry consolidation.

It is a dynamic process and much thought and planning underpins it. To the best of our knowledge there is nothing quite like it. Yes, there are dental management groups that acquire dental practices and manage them. Many tend to retain ownership, some giving the next generation of dentists various incentives to remain with the practice. Others tend to limit their involvement to providing business management services. Some even "franchise".

But we don't approach it as others do. Rather, we acquire dental practices (with a view to transitioning them, not keeping them), we enable the retiring dentist to free up their equity at the outset, we place the best Associate(s) in the practice, encourage a meaningful transition of patients, and then arrange to sell the practice to the Associate(s) under an attractive, ongoing business management arrangement.

Our retiring dentists look at it this way: Release your equity at the outset and continue to practice dentistry. Our Associates look at it this way: It's a test drive, a trial marriage if you prefer, with Fine Touch Dental's money on the line from the time of acquisition until the dental practice is transitioned. This way... everyone wins. 

### Announcements

**This edition of Fine Touch News** features information on our first annual Convention to be held in December.

**Fine Touch Dental has completed** development of its improved Office eManual, which will be accessible from secure dental practice computers.

**Our "Recommend a Friend Employee Incentive Referral Program",** established to help seek out the best new candidates to join our team, is now in effect.

# Periodontal Disease Progression: a New Model



Dr. Herbert McLeod graduated from the University of Alberta in 1975. For 13 years he practiced in Edmonton as a general dentist and was a clinical instructor at the University of Alberta. Additionally he held various positions with the Alberta Dental Association and the Edmonton and District Dental Society. He returned to school to graduate in 1990 from the University of Toronto with a speciality certification in periodontics. Upon returning to Edmonton he expanded his academic duties to include clinical instruction, lecturing and research as well as working full time in his periodontal speciality practice. Dr. McLeod was the periodontist for COMPRU (isrm-canada.com). Dr. McLeod has particular academic interest in diagnostic technologies as well as management of aggressive periodontitis and maintenance of terminal dentitions.

In 2002 Dr. McLeod moved to Ottawa seeking new adventures. For leisure activity Dr. McLeod has interests in reading, sailing, bicycling, cross country skiing as well as designing and building small wood boats.

When I was asked to contribute to this issue of *Fine Touch News*, the selection of a topic was the first struggle I had to overcome when dealing with my “writer’s block”. After several false starts I have decided the best beginning is to introduce a model of periodontal disease that has been instrumental in defining the direction of periodontal research I have participated in and instrumental in how I go about my day to day practice as a periodontist.

The traditional periodontal disease model was a result of the now famous Experimental Gingivitis in Man studies directed by Harald Løe and his associates and looks something like this:

## Traditional Model:

Health ↔ Gingivitis → Periodontitis → Tooth Loss

This model states that people alternate between a state of health and gingivitis which is a reversible and non destructive disease process. Then with no known reason some of the people in the gingivitis group will develop periodontal disease (periodontitis) which can lead to tooth loss. The model implies that gingivitis is an intermediary state to periodontitis. This led to an understanding in the mid 70s that tended to greatly overestimate the actual numbers of people with periodontitis and the number of teeth that will be lost due to periodontal disease.

Harald Løe and his group then went on to complete a less cited series of comparison studies between Norwegians, who practice oral hygiene and receive universal dental care, and Sri Lankan tea workers, who do not practice any form of oral hygiene and receive no dental treatment. Interestingly there was a group of Sri Lankans that, in spite of no oral hygiene and abundant calculus accumulation, did not show significant attachment loss. Also of interest, the group sizes with severe attachment loss were more similar than different when comparing Norwegians to the Sri Lankans. This called for a new model to explain what is going on:

## New Model:


Health ↔ Gingivitis<sup>1</sup>

Health → Periodontitis → Tooth Loss<sup>2</sup>

<sup>1</sup> - approximately 80% of population at age 40

<sup>2</sup> - approximately 20% of population at age 40

In the New Model there are two groups. The largest group are those persons who respond to biofilm accumulation by developing gingivitis. The second group are those whose response to the oral biofilm is to develop attachment loss. Thus the New Model states that gingivitis is a healthy response to the oral biofilm and that periodontitis is an unhealthy response to oral biofilm.

The implications of the new model are significant in that it helps the practitioner make better diagnostic and treatment planning decisions. It also sets the stage for the real culprit responsible for most tooth loss, namely caries, which just happens to be the topic I will be discussing at the **first annual Convention** on December 12, 2008. See you there! 

# Fine Touch Dental's first annual Convention


One of the distinct advantages that arises automatically with a group of dental practices is the ability to take advantage of regular meetings on a range of issues of interest to dental practitioners.

Since the inception of the planning stage of Fine Touch Dental's business system early in this decade,

there has been emphasis on the importance of holding an Annual Convention.

The Fine Touch Dental System is now ready to hold its First Fine Touch Dental Annual Convention. Information on the Annual Convention, including many of the particulars may be reviewed under

"Upcoming Events" on page 4 of the present edition of *Fine Touch News*.

At Fine Touch Dental we look forward to this First Annual Convention and the many Annual Conventions to follow over the years ahead as the Fine Touch Dental System grows and matures. 

## The Mentor's Corner

Welcome to the first installment of *The Mentor's Corner*, a series of writings on mentorship, a key component of Fine Touch Dental's **Transition Program**.

The effective transitioning of dental practice patients from a retiring dentist to an associate dentist is not unknown, of course, and is sometimes done very well, but that tends to be the exception rather than the rule. The prospects of success of any transition can be enhanced with careful planning and well-managed execution, thereby improving the process for retiring dentists, associate dentists and, most important of course, the patients.

A key component of the Fine Touch Dental Transition Program is mentorship for all Associate dentists. The aim of the program is to facilitate the patient transition process to enable the Associate dentist to assume increasing day-to-day responsibilities of patient care.

We know that there is typically a loss of 5% to 15% of a patient base upon sale of a practice. This is a matter of major concern, of course,



Dr. Webster is a graduate of the University of Toronto, faculty of Dentistry. He has made post graduate continuing education a priority in order to be current with all the newest and most advanced concepts in dentistry. Dr. Webster has received advanced training in sedation dentistry, TMD/TMJ bite disorders and all aspects of restorative dentistry, such as whitening, bonding, veneers, ceramic crowns, inlays, and mercury free dentistry.

Dr. Webster will be a regular contributor to our *Fine Touch News* publication as our Mentoring Officer and will provide information and updates of interest to retiring dentists and dental Associates.

including for Associate dentists hoping for a good transition of patients.

Indeed, minimizing patient loss is one objective of the Fine Touch Dental Transition Program, and the mentorship made available to the Associate dentist is a critical element in realizing that objective. Another objective is to give patients confidence in the Associate and thereby to enable the Associate to provide the best possible dental care over the months and years to follow.

Supporting the Associate dentist via the mentorship process involves everything from one-on-one private sessions to seminars, study clubs, annual conventions and continuing education activities. In this way, mentorship is best tailored to the

needs of each Associate and, thereby, supports the Transition as the Associate assumes an ownership position in the dental practice over time.

One example of mentorship in action is the retiring dentist reviewing a patient chart with the associate dentist prior to the recare visit. The Associate would be briefed on the patient's status and the retiring dentist would personally introduce the patient to the Associate dentist, who would then perform the recare exam. This is an excellent way to launch the new dentist-patient relationship on a solid footing.


Another example is to coordinate the building of professional skills.

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# The Mentor's Corner (continued from page 3)

This can include having the Associate observe and assist in complex procedures at the outset and then reverse the roles to achieve "hand's on" results. Combining this approach with the seminars, study

clubs, annual conventions and continuing education activities referenced above, can be most effective and rewarding for all concerned.

Watch for more from *The Mentor's Corner* in the next issue of *Fine Touch News*, as we explore transitions and mentorship in increasing detail. 

## Upcoming events

Fine Touch Dental is pleased to announce its First Annual Convention which will be followed by the First Group Holiday Season Dinner & Party on Friday December 12th, 2008 at the Centurion Centre at 170 Colonnade Road.

### Annual Convention - Itinerary of Events:

- 1:00 pm - 1:20 pm CEO's Welcome and Introduction of Dr. Clarke Webster
- 1:20 pm - 2:00 pm Financial Presentation - RBC Royal Bank
- 2:00 pm - 2:30 pm Break
- 2:30 pm - 4:15 pm Keynote Presentation - Dr. Herbert McLeod, Periodontist
- 4:15 pm - 4:30 pm Closing Remarks
- 7:00 pm Holiday Season Dinner & Party for all dental practice personnel + guest, and special invitees

**PLEASE NOTE:** The Fine Touch Dental Annual Convention is a private, invitation only event for the members of dental practices that are part of the Fine Touch Dental family.



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Newletter layout and design: Glenn Crawford, *Jack Of All Trades Design*

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