

## Inside this week

### Avoid practice 'passivity'

Should dental practices simply "sit tight" until the economy improves? Absolutely not! Even if the economy is down, you hold within your hands the power to grow your practice. **Page 4**

### Shrapnel detection in veterans



Few of the medical reports and studies that describe patients treated for shrapnel wounds, including potential toxicological implications, are illustrated from an oral and maxillofacial perspective. **Page 6**

### Using electric handpieces

Following a regular maintenance schedule will ensure the safe use of your electric handpieces. Staff members should learn how to clean these instruments, and record the dates of regular cleanings. **Page 11**

### Occlusal or buccal mirror?

Get the best of both options with PhotoMed's mirror that has an occlusal and buccal handle in one unit. Such speed and flexibility is also detachable for easy sterilization. **Page 11**

## How one dentist improves patient health by using early detection

By Robin Goodman  
Group Editor

**R**on Schefdore, DDS, in Westmont, Ill. was the first dentist certified with a Clinical Laboratory Improvement Amendments (CLIA) Certificate to perform moderately complex blood tests in a dental office. For accuracy and to eliminate dentist liability he uses the new FDA-approved blood kits to screen for hsCRP, full panel cholesterol and diabetes risk assessment. He also created the Healthy Heart Dentistry program that is taught to dentists across the United States. Recently, Dental Tribune caught up with Dr. Schefdore for a little chat.

*How long have you been practicing dentistry and why did you choose to become certified to perform diabetes screening in your dental office?*

I have been in private practice for 25 years. It will help if I can give you a little history. I realized at the beginning of my career that scaling and root planning were not enough to keep my periodontal patients well long term. So 20 years ago I added an electric brush and interdental cleaners to their home care, which improved treatment outcome.

Eighteen years ago I added stabilized chlorine dioxide mouthwash and toothpaste (Closys) and periodontal nutraceuticals to patient home care. This really improved treatment outcomes and long-term periodontal health. However, there was still a portion of my patients that did not respond well to treatment



Dr. Ron Schefdore

or I had to rescale them after two to three years on compliant patients. I knew there was another missing piece of the puzzle.

Recently it was shown that periodontal disease can elevate chole-

sterol, glucose levels and high sensitivity C-reactive protein (hsCRP). I had the idea that maybe some of my periodontal patients had an underlying medical issue. So I started screening for hsCRP, cholesterol and glucose before and after periodontal treatment.

Patients often complained to me they would have to make a separate appointment at the blood lab, pay \$350 for tests, and have to give the lab a vial of blood. So I looked into performing lab accurate blood tests in my office with only a few drops of blood, and so it would be inexpensive for the patient. Over 50 percent of the patients I sent for blood work would never go.

*When should a diabetes screening be done in the dental office?*

We do not want to practice medicine and we never want to diagnose **See How, Page 2**

## Ortho in months rather than years

**I**n May of 1998, Pennsylvania periodontist Tom Wilcko introduced his now trademarked Wilckodontics procedure at a table clinic during the American Association of Orthodontic's Annual Session. This surgical procedure is now a part of the accelerated orthodontics used for adult patients with mature bones in order to reduce their amount of time in braces.

Ten years later, in the May 2008 issue of Compendium of Continuing Education in Dentistry, a team of USC researchers at the School of Dentistry published a case study that appears to have improved upon Wilckodontics.

Led by Director of the USC School of Dentistry and Advanced Education in Periodontology Hes-

sam Nowyari (DDS, PhD), the team used the Periodontally Accelerated Osteogenic Orthodontics (PAOO) procedure. During the PAOO procedure, an oral surgeon or periodontist scores the bone holding teeth in place and applies bovine bone and bioactive glass particles in the grooves. The bone healing process makes the bone soften, and this is what allows for faster movement when braces are then applied, thus shortening years into months. However, in the newly published study, Nowyari's team used the patient's own bone rather than bovine bone, an improvement that eliminates the risk of any disease transmission.

By Robin Goodman, Group Editor

AD

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## How From Page 1

a medical condition. However, when there is a dental condition present like significant bleeding upon a periodontal exam, it is safe for us to screen and identify patients for a referral to their physician for further evaluation. The lawyers define significant bleeding as 10 bleeding points or more. In most offices this would represent 70-plus percent of their adult patient population.

*Please tell us how testing for cholesterol and high sensitivity C-reactive protein levels come into the picture then.*

According to Dr. Ridker of Harvard and his studies, elevated cholesterol and hsCRP substantially increase patients' risk of heart attack and stroke. Add fibrinogen and other periodontal byproducts to these high levels and research shows us that the risk goes even higher. Because five different cancers, a variety of inflammatory conditions and being overweight can elevate hsCRP, physicians advise me to refer the patient to them after the periodontal conditions are resolved so they can make an accurate diagnosis.

*Are there any liability issues for the dental*

## Attend Dr. Schefdore's Webinar!

*Be THE Exceptional Practice!, by Dr. Ron Schefdore*

October 2 — 7:00 pm E.S.T. — \$95 fee

Learn how to improve patients' oral and overall health; grow a quality practice; why, when and how to screen periodontal patients for diabetes; obtain a professional blood lab report to use as a cross referral tool with physicians; remove the liability of blood screening from your office; treat periodontal disease from a bacterial, nutritional and underlying medical point of view for long-term periodontal health, overall wellness, and increased profits; establish the ideal practice.

Register at [www.dtiinstitute.com/webinar/diabetes](http://www.dtiinstitute.com/webinar/diabetes).

*office by performing these tests?*

My malpractice carrier told me if I used the over-the-counter meters and tests and gave the patient an inaccurate report that they would not cover me in case of a claim. This is another reason we switched to the Biosafe FDA approved tests.

*What sort of reaction have your patients had to the tests?*

We train dentists on how to present the periodontal treatment, products and blood tests so the patient will thank the dental staff at the end of the appointment for being "the dental office that cares." Our acceptance rate by patients is very high. Perceived need is the reason people buy. Appreciation is the reason people refer. For the most part, people buy emotionally and justify later by logic. We do not suggest taking advantage of patients through scare tactics or manipulation. Learning the step-by-step professional patient presentation and proper scheduling has proven to increase production and referrals from existing patients as much as 50 percent!

*Please tell us about relative costs of doing these tests in a dental office vs. having them done at a hospital.*

The three tests cost the dentist \$70 and at the hospital they would cost \$350, a vial of blood, and a separate appointment. Since the tests are part of my periodontal treatment they are included in the "package price" for total treatment when presented to the patient.

*If a dentist wanted to start doing these tests himself, what steps should he take?*

Go to [healthyheartdentistry.com](http://healthyheartdentistry.com) and order the five-patient starter pack. If they want free staff training, then order the nutraceuticals wholesale at (800) 910-5523 and the blood tests.

*How has your staff reacted to performing such tests in the dental office?*

This Healthy Heart Dentistry program excites the staff and gives them a real sense of purpose when they see blood chemistry improve or having a part in saving a life with early detection. Go to [Pharmaden.net](http://Pharmaden.net) and see one of our patient videos. He was diagnosed with colon cancer due to our referral. The cancer was caught very early and he did not need chemotherapy. This is a great time to be a dentist. What top dentists would not want to incorporate blood screening into their practice?

### Contact info

Dr. Schefdore graduated from SIU School of Dental Medicine in 1985 and practices general dentistry full time in the Chicago area. He has written numerous articles for dental publications and is the author of "Better Service, Better Dentistry, Better Income". He is the chairman of Pharmaden Nutraceuticals, president of Healthy Heart Dentistry and Glycemion Corporation. If you would like to see a recent NBC news report with Dr. Schefdore entitled, "A visit to the dentist can save your life," please visit [video.nbc5.com/player/?id=273378](http://video.nbc5.com/player/?id=273378).

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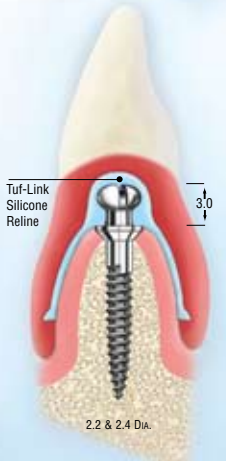
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