



Advanced Prosthetics Institute

CENTER FOR EDUCATION OF COMPLEX DENTAL ISSUES

Demystifying Complex Care: A System Based Care Approach to Treating Biofunctional Disorders & Dento-Medical Issues **Course Objectives and Action Plan**

- **Primary considerations**
 - Establishment of new comprehensive Clinical **Identity**
 - Development of a “Biofunction” Practice **Philosophy**
 - Staff onboarding
 - Education of existing patient base
 - Generation of public awareness
 - Public education
- **Tools for Success**
 - Education in Biofunctional Philosophy
 - Recognition of Biofunctional Disorders
 - Proper diagnosis
 - Proper categorization of underlying contributors (**cause**) and related symptoms (**effect**)
 - Clinical skills training
 - Clinical strategies
 - Marketing strategies
 - BPS (Biofunctional Practice System)
 - Post Course Clinical Support
 - Online Website Forum
 - Facebook Forum
 - T Scan (Digital Bite Analysis system from Tekscan)
 - Systemic acid reduction (alkalization) protocols and supplementation system
 - Nutrient and hormone deficiency analysis system (suggested not required)
- **Target Market**
 - All individuals with potential acid or inflammatory illness
 - All individuals with TMJD
 - All individuals with Occlusal Disease
- **New Referral Sources**
 - G.I. Docs
 - ENT
 - Pain Management Docs
 - Neurologists
 - General Medicine Practitioners
 - Medical Emergency Facilities



Advanced Prosthetics Institute

CENTER FOR EDUCATION OF COMPLEX DENTAL ISSUES

- Physicians Assistants
- Nurse Practitioners
- Chiropractors
- Massage Therapists
- Referring General Dentists

- **Biofunction Patient Demographics (New Patient Types)**

- TMJD
- Chronic Facial Pain
- Chronic Headaches (Migraines)
- Sleep Apnea
- Occlusal Disease

- **Potential New Services Added (Comprehensive Care Approach)**

- TMJD, Headaches and Chronic Facial Pain Therapy
- Interventional Treatment of Occlusal Disorders (Equilibration)
- Stage 1 Interventional Nutritional Therapy
- Sleep Apnea
- Treatment of Abfraction
- Intervention/Treatment of Non Perio Recession
- Connective Tissue grafting
- Dental Implants
- Bone Grafting
- Ridge Augmentation
 - Onlay grafting
 - Ridge Splitting
 - Block Grafting
- CAS (Crestal Approach Sinus Augmentation)
- Caldwell Luc (Lateral Wall) Sinus Augmentation
- Treatment of Dental Demise (Prosthetic Reconstruction)
- Treatment of Terminal Dentition
 - Removable Prosthetic Reconstruction
 - Surgical Prosthetic Reconstruction
- Secondary Procedures (Natural Progression)
 - Pocket Reduction therapy
 - GBR
 - Surgical Third Molar Extraction
 - Implant Removal and Retreatment
 - Treatment of Peri-implantitis



Advanced Prosthetics Institute

CENTER FOR EDUCATION OF COMPLEX DENTAL ISSUES

- **PRACTICE SUCCESS FORMULA**

- Education + Marketing + Practice Management Tools + Needed Equipment + Support =

- **Accelerated Practice Growth**
 - **Magnified Profitability**
 - **Extreme Overhead Control**
 - **Clinical Excellence**
 - **“Walk on Water” Syndrome with Patients and Community**
 - **Self-Perpetuating Marketing and Referrals**



Advanced Prosthetics Institute

CENTER FOR EDUCATION OF COMPLEX DENTAL ISSUES

Monday Morning Action Plan

• ACQUIRE NEEDED TOOLS

- BPS (Biofunctional Practice System)
 - Contact Laurie Beaman (API):
 - Office: (928) 776-0239
 - Email: outreach@AdvancedProstheticsInstitute.com
 - Direct Purchases:
 - www.advancedprostheticsinstitute.com/marketplace
- Tekscan T-Scan™
 - Tekscan Representative: Shane Varga
 - Cell: 1 (617) 470-9225
 - Email: svarga@tekscan.com
 - ✓ Note: Take advantage of Tekscan's generous course discount.
(1 week grace period on equipment purchase for application of course special pricing)
 - ✓ Post grace period purchases can be completed at
www.advancedprostheticsinstitute.com/marketplace
- Dental Success Institute Mastermind Membership
 - Contact Ashlee Evans (DSI)
 - Cell: 1 (928) 910-3599
 - Email: truedentalsuccess@gmail.com
- Supplements Biotics Research
 - Contact Representative: Daniel Boenning
 - ✓ Cell: 1 (602) 690-9636
 - ✓ Email: Daniel@danielboenning.com
 - ✓ Purchase through link at
<https://www.advancedprostheticsinstitute.com/products/>
- Nutrient Deficiency Bloodwork:
 - Vibrant America Clinical Lab <https://www.vibrant-america.com/>
 - Contact Representative: Breanne Murcek
 - ✓ Cell: 402-968-1200
 - ✓ Email: bmurcek@vibrant-america.com

• PERSONAL ACTION ITEMS

- Review course material (personal study)
- Purchase BPS (Biofunctional Practice System)
 - Contact Laurie Beaman (API) for access, overview and implementation
- Purchase T-Scan from Tekscan
- Arrange In Office Training with T-Scan Rep/Trainer



Advanced Prosthetics Institute

CENTER FOR EDUCATION OF COMPLEX DENTAL ISSUES

- Consider Fees and insurance participation with appropriate staff (Note: insurance does not cover T scan analysis. Some participate with Equilibrations)
 - T scan analysis (We charge \$98)
 - Limited bite adjustment (\$208) (rarely used)
 - Full Equilibration (\$610)
 - Don't forget additive dental procedures
- Call Liability Insurance Broker – determine if irreversible TMJD treatment, or applicable surgical procedures affects coverages and fees
- Identify 5 patients with abfraction, enamel crazing, and wear facets to educate and recommend the T Scan analysis, equilibration, and splint therapy treatments
 - Don't forget additive procedures. Class V composites, Connective tissue grafts for recession areas etc.
- Focus on short term recovery of upfront investment (ROI)
 - ROI break even point = \$12499.00 total investment not including education
 - Average Number of Patients required (7-9)
 - Recovery time frame (2-4 weeks)
- Set date for staff trainings
 - Introduction of Biofunctional philosophy, staff vision and implementation, documentation and protocols.
 - Establish roles:
 - Scans – assistants and hygienists
 - Equilibrations – Dentist
 - Occlusal Orthotics – trained assistants and hygienists (Dentist must perform proper centric jaw record recordings)
 - Additive and Subtractive procedures – Dentist
- Instruction to Assistants and hygienists
 - Performing (5) proper T scan analysis (Maximum Intercuspation, Centric Relation, Right Lateral, Left Lateral, Protrusive scans)
 - Proper impression techniques and Model Pour ups
 - Upper empergum or PVS
 - Opposing alginate
 - Proper orthotic delivery techniques utilizing treatment discussed treatment objectives
- Introduction of New Patient Onboarding Educational Power Point – all staff (Found in BPS)
- Familiarize yourself and front office with tools in BPS
 - Organize public educational event
 - Consider marketing concepts (Use BPS Tools and consult with Laurie Beaman API)
 - Review BPS (Biofunctional Practice System)
 - How to organize an event
 - Provided Event Power Point



Advanced Prosthetics Institute

CENTER FOR EDUCATION OF COMPLEX DENTAL ISSUES

- View Print Articles to promote event
- Venue arrangements
- Event Cost analysis
- Assign a team member to be the director of promotions and marketing. (highly recommend bringing on a new team member with some marketing background. (15-20hrs/week to begin)
 - Job Description
 - Internal marketing programs
 - External Marketing and Community outreach
 - Establishment of care team and marketing to medical community
 - Print Media Development
 - Event coordinator
 - Online Presence manager
 - Social Media Marketing
 - Website SEO oversight
 - Establish an early morning or evening weekly marketing meeting for training, program development and implementation
 - Establish your support team
 - i. Gastroenterologist
 - ii. ENT
 - iii. Massage Therapist
 - iv. Chiropractor
 - v. Nutritional Counselor
 - vi. Endocrinologist
 - vii. Oral Surgeon
 - viii. Endodontist
 - ix. Prosthodontist if needed
 - x. Periodontist
 - Develop Medical Marketing Materials (use examples and templates in BPS)
 - i. Referral pads
 - ii. Brochures
 - iii. Explanatory video
 - iv. Use Business Development plan in BPS for guidelines and ideas on this topic
 - Make arrangements with a facility that can draw blood and send out for nutrient deficiency testing. Plan to counsel with your patients over results and provide needed supplements
 - i. Order Supplements from DSD International / Dan Boenning
 - ii. Create codes in practice management software for each supplement item
 - iii. Create an excel inventory tracking sheet
 - 1. Assign a front office team member to order and track inventory.

Congratulations - you are fully integrated in Biofunction!!