

CONTEMPORARY ZEROBASE

Our Goal: Aim Higher To Be Exceptional - Dr. Carl F. Gugino

Volume 1, Issue 1

Newsletter

January 2015



3 KEY CONCEPTS IN TODAY'S WORLD

1. INDIVIDUALIZATION

Is the ability to adapt to the needs or special circumstances of an INDIVIDUAL or the basic difference between individuals.

2. PREVENTION

The action of stopping something from happening or arising. This is one of the key concepts in today's health care

3. SIMPLICITY

Simplicity is a thing that is plain, natural, or easy to understand. Technology and Information overload demands this today. Simplicity is the ultimate sophistication and therefore difficult to achieve. Simplicity requires systems. Keep things simple through systems. -Drucker

INTRODUCTION TO TODAY

KEY POINT: *To enhance the ZeroBase Bioprogressive Philosophy by evaluating and monitoring the practice of orthodontics in today's rapidly changing times, going from Analog to Digital. We are living in a global, digitally connected world.*

According to futurist and author David Houle we are now living in the Shift Age, a transformation decade-2010-2020. The Shift Age is one of those times when much of humanity is changing how we live, how we think, how we interact with each other, and what we do. Tools defined the Agricultural Age - Machines defined the Industrial Age - Technology defined the Information Age - Consciousness (Innovative Thought) and conceptual thinking will define the Shift Age.

The field of Orthodontics is moving into the digital era even faster than most have anticipated. However, digitization is not just an industry fact; it is also an opportunity to meet the many new challenges in a competitive market.

We have maybe gotten into a state of innovative fatigue. This is why we really need to begin using our right brain, our imagination –and our holistic thinking. **Holistic** -- something that can be understood only as a whole and not simply by understanding its parts

Our future will be the result of the choices we make today.

You can no longer be an average orthodontist with average skills you must become: Distinctive and remarkable with a **unique service**. You must stand out from the pack, not simply because you want to, but because you do.

You have to create a **unique delivery** process where you and your **team** become predominantly **patient, service and health centered**. You need to keep your expenses under **control** and use an **efficient** and **effective** team to create outstanding results.

To develop a **unique delivery process** you need to be a continuous student of the 3M's of Orthodontics: Management, Marketing, Mechanics (Bio-Mechanics).

GUGINO'S WHAT-HOW-WHY- IF

The 1st driving force of any practice is "WHY".

Why something inspires you, engages you, gets you up in the morning thankful you have something important to do.

The 2nd driving force is the organization or "the HOW".

How do you make yourself stand out?

How does every process, procedure, encounter and system in your practice make you different?

(Planning) **What** you do is essential, but **how** you do it is what makes you stand out from the others.

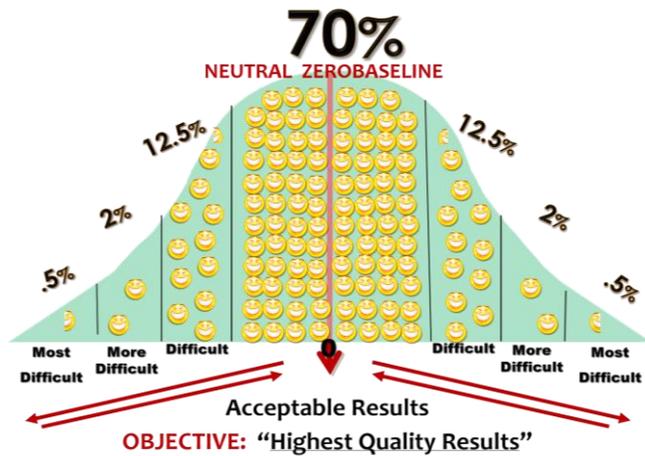
Quality treatment is always #1 but service becomes extremely important as people understand service better than quality treatment. Good service throughout treatment is an opportunity to make people understand what quality orthodontic treatment is, through quality communication.

The ZeroBase Orthodontic Philosophy is **an individualized diagnosis, treatment planning and patient management system, based on concepts derived from the data.** With them all playing a pivotal role in the clinician's ability to exercise optimal standards of care.

INDIVIDUALIZATION

Key Point:

Contemporary Zerobase Bioprogressive Philosophy sets the stage for Individualization based on the Degree of Difficulty of each case, to do this we use the Bell Curve.



THE DEGREE OF DIFFICULTY

Contemporary Zerobase Bioprogressive Philosophy uses the bell curve as a gauge of the Degree of Difficulty throughout all of its systems. In all systems we use the center of the bell curve as the Neutral line, or Zerobase line. ALL CASES require Zerobase line questions and Information Gathering for successful Diagnosis and Treatment Design. The further you go from the Zerobase line, the more difficult the case or the patient management.

A positive answer to a baseline question, requires more questions and therefore more information gathering as the Degree of Difficulty Increases. You are personalizing how the patient fits into the various systems in your office. Individualization is our objective in all cases including the 70% to obtain the “highest quality results”. The challenge is taking the diagnosis into the treatment design. Visual Treatment Planning (V.T.P.) helps a great deal in achieving this.

FOCUS ON PREVENTION

IDEAL TREATMENT TIME IS 5-7 YEARS.

Prevention is one of the most important concepts in early orthodontic treatment. Functional and Mechanical Unlocking is necessary as in all orthodontic treatment.

The earlier you treat, or unlock, the more the face adapts to your concept, the later you start, your concept has to fit the face.

Awareness/Wellness Training:

Definition of a Functional Problem: Anything that jeopardizes physiological development, normal function, or the overall health of the stomatognathic system is a functional problem.

Assumption? – Every patient who has a malocclusion has some degree of dysfunction.

FUNCTIONAL MATRIX

1. Breathing Swallowing
 2. Muscles
 3. Posture
 4. Elimination of all potential habits
- “It Needs To Be Neutralized”**
- Gugino Defined 1984

Approach to Functional Problems: Some approach “facial dysfunction” by treating occlusion, others treat the muscles or the TMJ, while others treat the psychological aspects. A Zerobase Bio-Progressive approach to dysfunction encompasses all of these modalities as a whole approach to treatment. The Concept of Awareness/Wellness Training with the Functional Matrix and Elimination of any potential problem.

Nutrition is a major factor and should be incorporated as an important part of Awareness/Wellness Training. We should be part of the health care team.

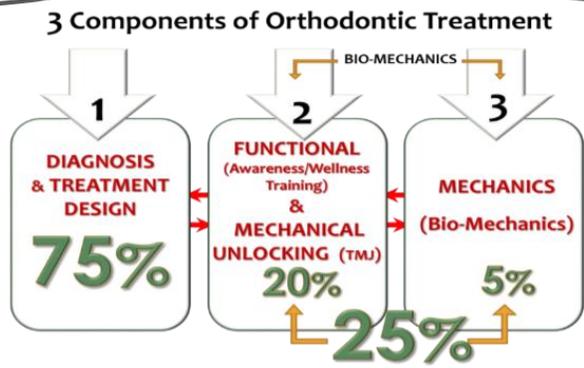
SIMPLICITY

We are built to resist radical change. Our nervous system wires us for resistance to a big overhaul of any kind. Business culture loves the idea of revolutionary, immediate BIG change. But these turnaround efforts often fail because radical change sets off our brain’s fear response and shuts down our powers to think clearly.

Kaizen is a more effective path to change. Kaizen which means “Good Change or Continuous Improvement” bypasses this response by taking smaller steps to change. Therefore bypassing our mental alarm system, allows our creative and intellectual processes to flow without obstruction. **THE RESULT:** Change that is lasting and powerful. *The size of your “steps to change” is your choice and style. –Dr. Carl Gugino*

WHY ?

INDIVIDUALIZE Based on Degree of Difficulty
-To Maintain High Quality



KEY POINT: VALUE OF TIME...

Using the new technologies available, you can enhance saving time and maximize your time where it is most beneficial to your practice and your patients.

TECHNOLOGY:

It is a design for instrumental action, which may be hardware or software-based that increases the reliability achieving a desired outcome.

OFFICE TECHNOLOGIES

- Management Software
- ZeroBase Software
- On-line consultations
- Web-based Registration
- Computerized Check-In
- Computerized reminder calls
- Palm Scanner/Print Scanner
- Cloud based Storage

DIAGNOSTIC & TREATMENT TECHNOLOGIES:

- 4D CBCT - ConeBeam
- 4D Denture Scanning
- 4D Facial Photography
- 4D Printing
- 4D Computerized Visual Treatment Planning
- Tele-dentistry
- Soft Tissue Laser
- AcceleDent
- Propel

TIME:

- Diagnostic & Treatment TIME
- Treatment TIME:
 - Doctor
 - Assistant
- Communication TIME
- Office TIME
 - Important to Individualize Fee on the Degree of Difficulty to keep as close as possible to present economy.
- Respecting Patient TIME in todays busy world
- TIME-Correct use of Tele-Dentistry

UNLOCKING:

- Awareness/Wellness Training**
- AWARENESS/WELLNESS TECH**
 - sEMG
 - Lip & Tongue Pressure Gauge
 - Capno
 - Rhinomanometry
 - ApneaLink
 - Pulse Oximeter
 - Visual computer/internet
- TYPES OF MECHANICS**
- Unlocking Mechanics
- In-office Orthodontic Appliances
- Teledentistry: Based on Degree of Difficulty
 - Any Aligners Smart Clips
 - Any Mechanics Mini Anchorage
 - Damon RMO Synergy Bracket
 - SureSmile Lingual Orthodontics-Incognito

SYSTEMS

To enhance your office and management you need a system based approach in every aspect of your practice.

To meet the challenge of putting concepts into practice, three things are necessary:

Knowledge, Experience, Artistic ability

Knowledge is an understanding of concepts and information necessary to make informed decisions. The interpretation of the information is aided by experience.

Experience is the practical and conscious application of the knowledge. The "Quality" of the experience is much more important than the "Quantity". The manner in which experience is interpreted is critical and determines its usefulness. The Contemporary Zerobase Diagnostic and Treatment System is a logical flow of information and knowledge gathering that allows you to gain experience in an organized manner.

Artistic Ability in orthodontics involves knowledge and judgments of proportions. Art is the ability to use the Philosophy, Science and Technology we learn to deal with our patients with the maximum efficiency and effectiveness. It flows from the experience of imaging subjectively and being able to objectively evaluate what is seen as a result of that experience. Those who realign their practices in an innovative manner, and strive for excellence, will reach substantial benefits.

RED ALERT: TELE-DENTISTRY

**New Development:
The SmileCare Club & Crystal Braces**

A new online service that uses at home customers' cell phones to take a photo of their mouth and send it to the company. They can also set up an online consultation with one of their doctors. They then send you an impression kit to capture an imprint of the teeth, from which the custom set of aligners are created. They send back a custom treatment plan showing exactly how the teeth will move with each new set of aligners and the customer never has to go into an office. How can we best incorporate this modality into an Ortho or GD practice? Utilizing advanced technology for the initial visual pre-office consultation over the internet.

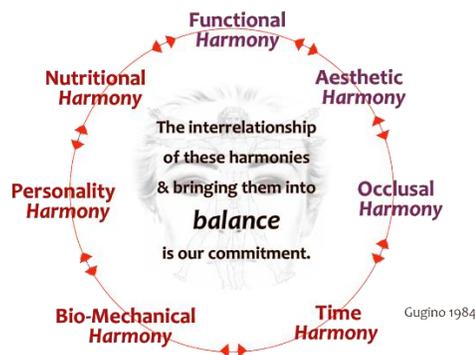
In The Next Newsletter:

More information on these subjects

PREVENTION:

- *Prevention and Nutrition Today*
- *The 7 Harmonies and Nutritional Training*

"The doctor of the future will no longer treat the human frame with drugs, but rather will cure and prevent disease with nutrition" - Thomas Edison



- *Are we Doctors of Medical Dentistry, or Doctor Technicians ?*
- *"The Hot Buttons" or New Technologies available today...*
- *The Future is here: **ALERT: Tele-dentistry ConeBeam, 3D Scanning and Printing***

GOOD OR BAD



**Tech needs to
be used in the right way...**