

Guru Urges Dentists to Expand Services



Dr. Richard Golden is perhaps best known as the inventor of the Physics Forceps, dental extraction forceps that enable dentists to simply and predictably extract virtually any tooth in any condition, in a very short period of time, while preserving the buccal bone and socket.

As a successful entrepreneur, dentist, and company founder, he has a bit of advice for new dentists seeking success in today's marketplace. "New dentists need to work toward becoming "the 'Target' of dentistry. In other words, dentists need to offer as many services as possible under one roof for their patients."

That being said, Dr. Golden acknowledges that for dentists early in their careers, it's essential that they recognize that dental schools provide the basic building blocks for a dentist's career. "Much of a dentist's learning will be obtained after they graduate and start practicing, like many other professions." He notes that performing extractions is a good example. "Students are often taught by specialists who may overly complicate the methods, or teach instruments they may have learned many years ago, and make extractions seem like a hard or stressful procedure. In general, newer dentists have only performed five to 10 extractions in their dental school career. All it takes is one bad experience upon graduation, such as breaking a root tip, and a new dentist may give up doing them. In my experience from teaching my live-patient, hands-on CE course, many dentists are terrified to extract certain teeth, but with the right instruments they often learn that extractions can be a quite simple procedure."

Dr. Golden emphasizes that continuing education is critical to helping new dentists increase their comfort level with various procedures that will enable them to expand their services. "Even specialists are offering a wide range of services in today's economy that I have not seen in the past.



PHOTO COURTESY OF DR. RICHARD GOLDEN

More and more specialists are attending our CE courses to learn extractions. Many periodontists and endodontists still have to do extractions."

And for that, Dr. Golden naturally recommends the Physics Forceps. What is unique about the Physics Forceps is that it requires a different approach than most doctors expect. "Instead of squeezing the instrument and moving your arm, the Physics Forceps works simply and easily by using only your wrist. This is different than what many doctors are used to. When doctors first start using the instrument, they need to take a little time to learn the proper technique to be successful."

In addition to the Physics Forceps, Dr. Golden recommends that new dentists equip their operatories with high-speed instruments, digital radiography, and a complete surgical set. "I wouldn't urge a new doctor to invest thousands of dollars in equipment they don't know if they will use. Once you are comfortable and efficient in the basics, start expanding your services and becoming comfortable in other areas — like root canals, extractions, implants, perio. Those are adjuncts to basic dentistry."

Even after practicing for many years, Dr. Golden is still learning himself and recently incorporated a new service, Six Month Smiles, into his own practice. "I took the two-day course and I could not believe how easy it is to do braces for adults. It's a learning experience, but after taking the course, they work with you, and I've had great success. It's been a great way to provide a service that people want and to make more money."

Beyond equipment and services, Dr. Golden has found that three other key factors have a direct influence on doctor success. "Make sure you have a well-trained staff. Learn about marketing and advertising. Marketing and advertising are essential to attracting new patients on an ongoing basis. And always have a positive attitude. You are there to perform a service and to make patients happy. This is a business, so even though you are a doctor, you have to treat it as a business. If you let your ego get the best of you, you stop building your practice and start destroying it." **END**