

FOY™ Dentures as a Profit Center?

Yeah Right!

by Dr. Rod Strickland



I quit doing dentures in 1997 and didn't start back with them until 2007. Why? I quit because they were very frustrating and unpredictable and because of this, they were very unprofitable. I wanted to set about a new way of making dentures. Something that is radically different from what I was taught in school. Something that was easy, efficient, predictable and gave my patients beautiful results.

After almost a year of trial and error, my technique, the Denture Fountain of Youth™ was born.

When the economy crashed in 2008, it became important to look at our practice in a new light. I wanted to develop an additional profit center. My partner, Brad Durham and I began looking into the denture market. As we thought about and discussed dentures, we began to look at them differently. We began to think of dentures as the Perfect Storm. When you mix the perfect dental procedure, with the perfect market, you get the Perfect Storm.

Let's think about it. Dentures require no shots, no drilling, no micro-margins and no recurrent decay. In general the people who need dentures have the money, they are unhappy with what they have and there is very little competition in the high-end denture market. But, there was still a problem, I didn't like doing them. So I set about developing a new way of making high-end, natural looking, comfortable dentures. After about a year of trial and error and a lot of consulting with Bob Clark at Williams Dental Laboratory, I finally developed a technique that was easy, predictable and delivered beautiful results.

Think of the denture market for a minute. All the advertising I ever see for dentures are for "economy" dentures. Because this is all that is ever advertised, the public's perception becomes tainted. I think the general public believe that "dentures look like dentures," or "what I have is as good as it gets" and "I'm going to have to live with this look for the rest of my life." There are many denture wearers out there who are yearning to look better. I see many times a denture that is made to incorrect proportions. The dentures are too small, the VDO is too short,

the teeth are set too lingual. Sometimes even when the patient is wearing these dentures, their face still looks sunken-in.

I have a lot of training in neuromuscular dentistry, as well as aesthetic dentistry and I wanted to utilize that knowledge. I wanted to design a process as simple as possible and time-efficient without compromising patient care, and in fact, enhancing it. My goals were to make beautiful dentures efficient and predictable. The Denture Fountain of Youth™ utilizes TENS (transcutaneous electrical nerve stimulation) for two purposes.

The first purpose is what I call Muscle Activated Border Molding, or MABM for short. The second purpose of the TENS is to help in finding the proper Vertical Dimension of Occlusion (VDO) and finding the proper relationship of the mandible to the maxilla.

MABM is going to give a phenomenal fitting denture and incredible suction. Because of this increased suction, there is less need to place the teeth directly over the alveolar ridge. TENSing a patient will allow me to find the patient's ideal, natural VDO and maxillo/mandibular relationship. The combination of placing the teeth and building the VDO where they once were creates the Facelift Effect.

There are three visits for a typical Denture Fountain of Youth™ protocol. In visit one, I will do a TENS MABM relines of the maxillary and mandibular dentures. This step also enhances the internal marketing of the process by allowing the patient to leave after the first appointment with their old denture that is much better fitting and functioning. I am utilizing the upper and lower dentures as the "custom tray" and I am using them as a template of where NOT to place the teeth. I can evaluate the problems that are still causing some of the sunken-in look and instruct the laboratory how to correct it. The second visit is a wax try-in where esthetics are confirmed and a final impression and bite registration is made. The third visit is delivery of the "Naturalized Denture Fountain of Youth™."

I titled the article, FOY™ Dentures (**F**ountain **O**f **Y**outh) as a Profit Center so I bet by now, you are wondering if they have been profitable. I will say they have been more profitable than I ever imagined. In

my practice, dentures have accounted for an increase of about \$700,000 per year in collections.

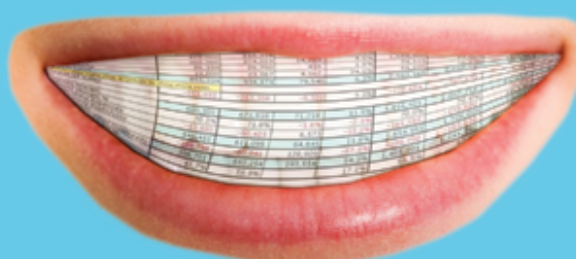
Over the last 2 years I have trained almost 100 dentists throughout the USA, Canada and Australia. Many of my alumni have told me that Fountain of Youth Dentures™ have given them the highest ROI of any CE course they've ever taken.

You can call Dr. Strickland directly at 843-290-8584 or visit www.NichePracticeSeminars.com

Editor's Note: Be sure to order a copy of my DDS interview with Dr. Strickland by calling 800-337-8467. Also we are working on getting him to speak at our "Destiny 2013 Spring Break Seminar. Stay tuned for details!

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