

36<sup>th</sup> International Conference on

# DENTISTRY & DENTAL MARKETING

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18<sup>th</sup> Annual Meeting on

## ORAL CARE & ORAL CANCER

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*Jan Wade Gilbert*

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### **We know that the ancient Egyptians used dental implants**

The idea of implants is not new. What's exciting is the evolution of the procedure. The implants themselves and the technology and understanding to place them are, today, on a totally elevated scientific plane and the most dramatic piece of the advancement is the dental CAT scan. Now we can enter the surgical sight virtually and explore and scrutinize the area before we actually enter it. We can design the surgery so it is uneventful, swift and successful. So, why do implants fail? For the same reason the natural teeth failed and the etiologic factors that caused the loss of the natural teeth were never addressed and/or never addressed well. Whereas the surgical aspects of the implant scene have progressed to digitalization, flat panels and pixels, the clinical concepts have remained in the early 1800's. This brings us to the next concept. We begin by stating that we do not believe nature makes design errors – certainly not on a wholesale basis. So, the factory installed equipment with which we were born should function rather well and if it doesn't, it is not a design error but a factor of not feeding those biological systems what they need, in order to do what they were programmed to do: namely, keep us healthy and well. If you see something you should not see or feel something you should not feel, it is an indication that body systems are not functioning as they should for if they were, you would not see or feel that. Thus the term Quin'talano (the essence of science): Keen observation with a trained eye and deft interpretation with an educated mind. Probably the best known story as an example of Quin'talano is the discovery of penicillin by Alexander Fleming. Here we have the first of the 2 topics for consideration: The Examination. The change here is from a dental examination to an oral examination. This new examination adds just 2 minutes of real time to whatever is your routine examination and exposes a plethora of crucial information never before evaluated thus giving you a comprehensive picture of your patient supported by evidence of vital importance and elevating the dentist in the health care hierarchy to higher levels of prestige, aura, responsibility and dignity; commensurate with a dramatic increase in income without adding additional time, effort or staff. Also, no new equipment is needed but new thinking is a must.

### **Biography**

Jan Wade Gilbert is the Founder and Owner of WIAN Industries.

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