

# MyDentalChannel Study Guide for **The GOLD Practice Network**



## How to Plug In & Profit With the New Study Group



## **GOLD Practice Network Study Guide**



### **Oral Cancer Series With Dr. Jonathan Bregman**

#### **Contents**

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*"It's a about time!...early oral cancer detection<sup>tm</sup>"*

**Part 1: Four motivating factors to perform a complete oral cancer screening**

1. Malpractice risk
2. The right way to do dentistry
3. Saving lives
4. Practice enhancement

**Part 2. What is the new/changed target population for oral cancer screening?**

1. Who we screened ten years ago: by age, gender, risk factors
2. Who do we screen now: age, gender, risk factors
3. The new epidemic and how it has changed early oral cancer detection

**Part 3: What about the basic oral screening examination**

1. What is the basic examination that we were all taught?
  - a. Extra-oral
  - b. Intra-oral
2. Who does the basic bimanual and visual examination under white (room/operatory) light?
  - a. The new patient experience
  - b. The preventive recare patient
3. Record keeping:
  - a. What is and is not medico-legally sound
  - b. Who records the information and how: protocols
  - c. The new patient v the preventive recare patient

**Part four: What are the new available screening tools that are adjunctive to the basic visual/bimanual examination?**

1. What are the new adjunctive tools:
  - a. What is FDA clearance for these devices? How do they differ?
  - b. The rinse/light adjunctive technology: ViziLitePlus and MicroluxDL
  - c. The direct tissue fluorescent visualization: VELscope
  - d. The newly released technology: Identify3000

2. The "brush test" NOT a brush biopsy
  - a. The basic technique
  - b. For what clinical situation
  - c. For what patients

**Part 5: How to deliver the message of a positive clinical finding in screening or biopsy plus the seamless referral/follow-up**

1. Haven't we all delivered a difficult message to patients repeatedly over time?
  - a. Environment needed
  - b. Verbal skills
2. Seamless referral/follow-up
  - a. What has to happen before the first patient is referred to a specialist
    - i. Doctor to doctor communication
    - ii. Office to office communication
  - b. Follow-up post referral
  - c. What types of specialists do we need 'in our toolbox'?
    - i. Oral Surgeon or Periodontist
    - ii. ENT
    - iii. Dermatologist
    - iv. Plastic surgeon

# Step 1 - MY PAGE: How to Connect With GOLD Practice Members & Save Your Favorite Experts

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**Why Create Average Results  
When You Can Unleash  
Your GOLD Practice?**



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## **Discover the New Digital Study Group, the GOLD Practice Network:**

 [Click here to visit:](#) Limited Seating Available

*"As a dentist for over 20 years, I have never seen the market shift so rapidly. Now, when you most need help and advice, who has the time to travel to seminars? That's why I created **the Digital Study Group -- GOLD -- combining new, continuing education with the tradition of the Study Group.**"* John Buzza, DDS

**Sound interesting? Wait till you see it in action!**

Called the GOLD Practice Network, this Digital Study Group will enable you to keep up to date without having to travel. I invite you to be one of the select, "first on board" to get the power and profits this Group will help you achieve.

**Here's why the GOLD Practice Network study group will be critical to your business survival:**

- The Study Group model is successful; you need to interact with other Experts and Dentists, and DO NOT have to be limited to where you live.
- With the GOLD Practice Network, you and your team don't even have to leave town. You can ask questions and learn at your convenience, using just a computer and a phone.
- Limited Seating is available so we can keep this small enough to help you, and large enough to share access with Experts and Dentists from around the country.
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