

≡≡≡ **The Communicator** ≡≡≡

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Ipse Dixit for Editors

Daniel L. Orr II, DDS, MS, PhD, JD, MD



I *ipse dixit*, or “he said it himself” is a Latin phrase used modernly. It is closely related to something many parents and their children can relate to and which puts the phrase into context: *quod ego dico*, or “because I said so (BISS).”

As the father of nine children, I admit that early on, when juggling kids and multi-tasking with other matters, I often used BISS with great effect and efficiency. Over the years, as our offspring approached their teenage years, they began to think that BISS was at least borderline nonsensical. BISS is of course totally nonsensical because, as Merriam-Webster opines, *ipse dixit* is in reality an assertion made without proof, or simply a dogmatic opinion.¹

The kids have progressed nicely and passed me up in intelligence more often than not, even counting the male-brain handicapped youngsters. The five boys are all Eagle Scouts, and so far, 6 of 7 total have served 1.5 or 2 year missions for their faith. One had the highest IQ

test in history in Clark County for an elementary student and later graduated from college summa cum laude. The girls absolutely go toe to toe with the boys. One had straight A's in college until an A- in Polynesian dancing. Several have been varsity athletes in high school as freshmen in sports as varied as cheerleading, wrestling, soccer, and cross-country, with football, basketball, and volleyball coming later. One is a banking Compliance Officer VP, kind of like a HIPAA representative on steroids. As a group they have multiple bachelor's degrees, two dental degrees, a law degree, proficiency in Spanish, Malaysian (enough to broadcast into that nation), Russian (enough to read *Harry Potter* or *Dostoyevsky* in the language), and even two Latin-philies. The youngest has decided she wants to be a marine biologist or an astrophysicist/astronaut, both of which she understands require supplemental oxygen from time to time. Any attempt at BISS-ing the kids now would be met with laughter.

So, in spite of the fancy Latin, in reality *ipse dixit* controversial or confrontational dogmatic opinions are in my experience most often simply both worthless and wrong, especially in politics. *Ipse dixit* bloviations are in large part why most in America revere the Constitution and Bill of Rights, which includes the 1st Amendment, recognizing the inalienable right of free speech. So, even if some highfalutin political pronouncement by an “expert” or authority is proffered, it is still ultimately at best a theoretical, and

often just a drama-laden, fear-inducing, theatrical statement. Theoretical statements should be able to be contested in the arena of ideas, but as we have seen recently in our society, those practicing ipse-dixitism frequently use their fleeting powers to try to ban other's opinions. The bans are enforced by officialdom's many onerous punishments including loss of position, employment, assets, freedom, or even life. To my knowledge, throughout history, speech banners have never ultimately been proven to be on the side of truth.

Ipsi-dixiters need to ban the speech evolving from contrary minds because they cannot logically argue effectively for their own nonsensical thoughts. They often accuse their foes of their own sinister volitional conduct. They generally underestimate the intelligence of their adversaries, when in reality the adversaries are more thoughtful, logical, and circumspect. But no truth will convince true believer autocrats; in fact, when confronted with truth, they often angrily betray their true incompetence. Still, ipse-dixiters are not at all hesitant to employ the strategy of a lie (any conduct intended to deceive) or simply cheating at the game in question to “win.” The lies often are temporarily effective because so many of the ruled are not intellectually involved, being content to just go along—until it is their own ox that is gored. Ipse-dixiters generally suggest bans for safety or the general good of all when in fact safety or the general good of all are the furthest things

from their selfish thoughts, and oxymoronic for the reality of their doctrines. Their ultimate goal is not at all for the benefit of others, but to feverishly try to cling to their own ephemeral powers. Power is ultimately related to honor, and liars always lose their honor at the end of the day (although at times months, years, or decades later), every single time.

Ipse-dixters were first publicly identified in the Roman Empire, thus the Latin phrase, credited to Marcus Tullius Cicero. Cicero unsuccessfully argued to uphold Roman representative democracy (Republican) principles during the crisis years before the Roman Empire transitioned from a republic to dictatorial empire shortly after Julius Caesar's assassination in 54 BC. Cicero himself was later assassinated by political enemies for the crime of expressing ideas contrary to the politically correct power brokers of the time. Immediately after his death, he was decapitated, and his hands and tongue, his singularly effective means of persuasion, were also removed.²

An important question for those of us in the bully pulpit of Editorship is whether we will go along with the ipse-dixters or professionally hold opinionators accountable to prove their theories, such as by asking them difficult questions.

Editors, as meritorious advisors, can be difficult to find. In a court-of-law, once someone has prevaricated in the slightest, they are known liars. So, once a falsehood is knowingly published as true, rather than "in my opinion," "at this time," "based on what I've reviewed," etc. and is later predictably found to be false, a huge proportion of writers are never again trusted with power and authority again.

Ipse-dixters need to ban the speech evolving from contrary minds because they cannot logically argue effectively for their own nonsensical thoughts.

“”



Cicero

Editors offer opinions as part of their calling, but we must be careful not to abuse the honor and privilege.

Please consider this writing of my opinions herein based on what I've studied to this point in time. Contrary thoughts are welcome.

Write On!

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Humanism in Healthcare: Enhancing Oral Health Care Delivery

Ann Marie Gothard, AADEJ President



I've had the good fortune to work with The Arnold P. Gold Foundation (Foundation), which was founded in 1988 to sustain and elevate the human connection in healthcare. The nonprofit organization began its work as a change agent in the medical education space and then extended into nursing education and healthcare in practice.

According to the Foundation, "Humanistic care emphasizes the elements of compassion, collaboration, and scientific excellence in healthcare when working with and treating a patient, as well as working with colleagues." The Foundation also contends that clinicians who consider humanistic care in their practices understand that the entire health care journey is unique to everyone.

So, this got me thinking. As editors, what can we do to advance the notice of humanism in dentistry and healthcare in general? When writing about oral health and even the

dental profession, here's a few areas where I think we, as editors and writers, can lend our voice.

Patient-centered care: Humanism in health care emphasizes the importance of prioritizing the needs, values, and dignity of patients. By exploring humanistic approaches to dental care, we can promote a patient-centered perspective that enhances the overall experience for individuals seeking dental treatment.

Ethical considerations: Dental professionals have ethical obligations to their patients, and humanism in healthcare aligns with these principles. Writing about humanism can help raise awareness about ethical issues in dental practice and encourage dentists to consider the ethical dimensions of their work, such as informed consent, autonomy, and respect for patient preferences.

Improved doctor-patient relationships: Emphasizing humanistic values can foster stronger relationships between dental professionals and their patients. By exploring topics such as empathy, effective

communication, and shared decision-making, we can provide insights that help dental professionals build rapport and trust with their patients.

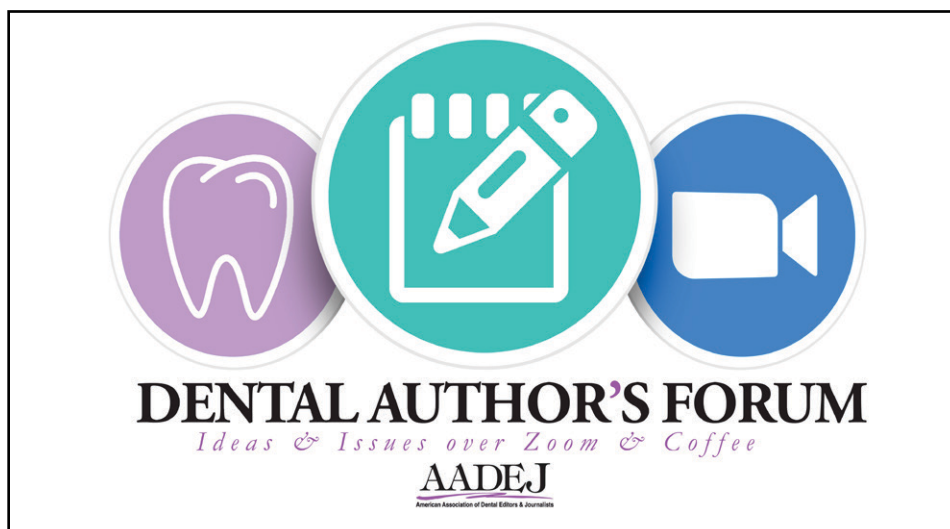
Professional development: Writing about humanism in healthcare allows us, especially editors who are clinicians or practicing dentists, to reflect on their own practice and consider ways to enhance their skills and approach to patient care. By discussing humanistic principles and sharing experiences, we can contribute to the ongoing professional development of our colleagues and inspire them to strive for excellence in providing compassionate dental care.

If you are familiar with the saying "The pen is mightier than the sword," you'll understand the notion that our ability to think and write about humanism in health care can have a positive impact within the dental industry. It can also contribute to a more patient-centered and ethical approach to dentistry, while also supporting the professional growth and development of dental professionals.



AADEJ—From Seminars to Facebook

Denise Maihofer, AADEJ Secretary-Treasurer and Interim Executive Director



Time flies when arranging three different educational programs, one of which includes our Annual Meeting in Orlando. Hopefully, members have marked their calendars and saved the dates of October 4 and 5, 2023 for what is shaping up to be another great offering of dental editor seminars. Although we're still finalizing our speaker grid, Wednesday afternoon, October 4 will be devoted to a full three hours of investigation and discussion on the topic of Artificial Intelligence (AI). We have four excellent speakers lined up: Dr. Richard "Hal" Halpin, Med, EdD, EMBA, Director Educational Technology, UTHealth Houston School of Dentistry; Aaron Glick DDS, FAGC, D.ABDSM, Fellow at Texas Medical Center Innovation; Bruce Lieberthal, DDS, Chief Innovation Officer, Henry Schein; and Noah Levine, Editorial Director, MJH Life Sciences Dental Products Report. Each will be offering their own take on AI and addressing concerns such as the

morality of AI, striking a balance between progress and responsibility, how AI changes the way information is collected and shared, and more. On Thursday, Cameron Parks, an intellectual property attorney, will speak on Protection of Intellectual Property in the Age of Artificial Intelligence, as well as other legal issues. We are also planning to offer an additional seminar aimed at enhancing writing skills. Included in the Meeting registration fee is the annual luncheon, Thursday, October 5. Although the remaining seminars have yet to be finalized, information will be coming soon. Look for updates in our Eblasts, Nota Bene, Communicator, and on our website, AADEJ.org.

Additionally, for the third year in a row, AADEJ will provide a dental editor's seminar at the Greater New York Dental Meeting (GNYDM) which takes place November 24–29, 2023. We've created another outstanding morning series beginning on Monday, November 27 at 9:00 a.m.

AADEJ will present the series: "The New World of Journalism—From Podcasting & Videocasting to Art & Cartoons." This program is designed to expand interactive communication by going beyond the written word and will include oral, video, and visual media. Kathryn Humphries, Art Director Harper's Magazine; David McCarty, MD, FAASM; and Chance Bodoni, DDS will share insights. Registration to the GNYDM is free, and this exciting Monday morning seminar series is offered free to AADEJ and ACD members. Check out our website for details.

Please note that all these seminars will provide many of the CE requirements needed to complete a Certified Dental Editor (CDE) certification, which AADEJ offers exclusively. Specific information on this certification is also on our website.

Last, but not least, watch for our upcoming launch of AADEJ on

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Facebook. We are also making plans for a monthly forum for dental editors with open discussions on varied topics each month. Grab a cup of coffee and Zoom in for some interesting discussion, and share ideas and common concerns with fellow editors from across the country.

As we move into 2023 and toward our Annual Meeting, we are looking for individuals who want to become more active with *AADEJ*. There will be a few opportunities available on our board, and we are always looking for additional members for our Membership, Program, Website, and Award Committees. We have a great

Board and engaged committees that enjoy collaborating on all things that make up *AADEJ*. Their combined efforts provide our members with information, education, and support throughout the year. If you're interested, feel free to email me at:

Denise.aadej@gmail.com for more information. I'm always happy to chat, answer questions, and share information on the various opportunities for involvement. Consider encouraging journalist friends to join the *AADEJ*.



Glimpse into History

Paul Revere: First Forensic Dentist

Mali Schantz-Feld, MA, CDE



His prowess in working with gold and silver wires led to his technique for holding new teeth in place.

“”

Listen, my children, and you shall hear
Of the midnight ride of Paul Revere,
On the eighteenth of April, in Seventy-Five:
Hardly a man is now alive
Who remembers that famous day and year.

“The Midnight Ride of Paul Revere” by Henry Wadsworth Longfellow commemorates Paul Revere’s race to warn Samuel Adams and John Hancock that British troops were on their way to what they thought would be Lexington. Dr. Joseph Warren, a doctor and colonial supporter, summoned Revere to undertake the dangerous ride. At this time, Revere also arranged for the following famous signals in case he was prevented from leaving Boston.¹

*One if by land, and two if by sea;
And I on the opposite shore will be,
Ready to ride and spread the alarm
Through every Middlesex, village and farm,
For the country folk to be up and to arm.*

Paul Revere’s role in the American Revolution has attained fame through poetry and prose, but he also had another notable distinction—he was not only a general dentist, but also has been proffered the title of America’s first forensic dentist.

Following in his father’s footsteps, Paul Revere was a silversmith, eventually taking over the shop after returning from service in the French and Indian War. When John Baker, an English dental surgeon, set up a dental office in Boston, he was one of the first trained dentists to arrive in America.² Learning from Baker,



“Portrait of Paul Revere” by John Singleton Copley

Revere shined at his new craft. Silversmithing and dentistry shared many complementary features—pumice that he used to polish silver could also be used to clean teeth. His prowess in working with gold and silver wires led to his technique for holding new teeth in place.

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"The Death of General Warren at the Battle of Bunker's Hill" by John Trumbull

In 1768, Revere placed an ad in the Boston Gazette heralding his ability to replace lost front teeth with artificial ones. His false teeth were fashioned from ivory or animal's teeth. Besides replacing teeth, he also touted that he could, "fix them as well as any Surgeon-Dentist who ever came from London, fixing them in such a manner that they are not only an ornament, but of real use in speaking and eating."³

One of Revere's patients was Dr. Warren. In 1775, Revere had crafted a dental prosthetic of ivory and gold wire to replace his upper left canine and first premolar. Warren was commissioned as a Major General in the Massachusetts Provincial Forces but also joined the colonial forces as a private soldier to attack Bunker Hill in Cambridge, Massachusetts. During the Battle, Warren was killed and buried by the British in a mass grave near Boston. His family wanted to honor Warren by burying him in an individual grave, and nine

months later, when the British left Boston, Revere was tasked with the difficult job of identifying the famed soldier. It was a "challenging feat due to the mutilated and comingled state of the remains."

Revere examined the remains of the soldiers by searching for his dental prosthetic. He successfully confirmed Warren's identity, and by this final tribute to his friend also became the "first instance in this country of an identification of a military service member using dental remains."⁴

With that act, Revere became the forerunner to the forensic odontology profession. Since then, forensic odontology has become a powerful tool for identifying human remains in battles, natural disasters, and crimes. Forensic dentistry and a significant story of our nation's heritage center on the skill and heroic deeds of Paul Revere. Longfellow's poem concludes:

*For, borne on the night-wind of
the Past,
Through all our history, to the last,
In the hour of darkness and peril
and need,
The people will waken and listen
to hear
The hurrying hoof-beats of that
steed,
And the midnight message of Paul
Revere.*

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Is Content Really King?

Jeremy Tuber, Vice President, AADEJ



Every month, I have the same hand-wringing problem—scrounging around and hoping to procure enough articles to fill a monthly publication. I suspect most professionals in the Fourth Estate have a similar challenge, but why?

Everyone knows “content is king,” and everyone can create content now, so why is it so difficult to find articles to fill a monthly dental publication? We are surrounded by so much content that author James Meyers in his book *Becoming Essential* cleverly used the term, “infobesity” to describe people being bombarded with content daily.

Nevertheless, month after month, editors scrounge for articles—all the while being bombarded with content. I feel like a castaway set adrift in the Pacific Ocean: there’s “water, water everywhere, nor/but a drop to drink.” If you didn’t understand the reference, just don’t drink saltwater if you’re thirsty.

A camel-back-breaking straw recently resulted in actually putting some thought into our problem.

After receiving a content submission from a vendor looking to parlay free exposure by submitting a purposeless, dull piece of content, the thought that the work may have been created via artificial intelligence, churned out like Play-Doh that’s squeezed through the different plastic shapes using their spaghetti/pasta maker, just would not go away.

To be fair to the author, the copy made sense. The article wasn’t poorly written, but there was little to no insight—no value—to the dental readership. It’s like eating a salad with just iceberg lettuce—you’re *pretty sure* you’ve just eaten something, but you walk away feeling unsatisfied.

There is nothing wrong with companies/content creators looking to leverage exposure, but there has to be a tradeoff; you as the author get exposure. In return, you provide readers with *useful* information and

insights they didn’t know before they read your piece.

For example, an article discussing how dentists can be successful in economic uncertainty could be interesting, and possibly helpful during the inflation we’re experiencing. The author suggested that dentists set realistic goals, keep overhead low, and spend judiciously. With respect to the author, does a dentist need an article to know these things?

The article’s focus certainly wasn’t humor or entertainment, so if it doesn’t offer any wisdom to readers, what’s the point?

Exasperated, because our state publication really needed an article to insert into an empty page, the contributor was advised that the work wasn’t a fit. And while that solved the short-term problem of running a self-evident feckless submission, it didn’t solve the ongoing challenge of receiving useful, unbiased, smart pieces for the publication.

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Are content contributors lazy, uninformed, grossly underestimating the intelligence of our readers, or was it something else? Whatever the case, we kept getting unpublishable article submissions, at least with a good conscience, but we still needed a reasonable solution.

Things started to feel more hopeful while examining and then tearing apart the words/concepts of “content” from what are referred to as “thought leadership/subject matter expert (SME) editorials.” These are two vastly different things.

However, for most people, their meanings have become nebulous and even intertwined—and that’s part of the problem. The first step was to define the two terms and then share them with authors who submitted articles to our publication.

Check out this definitional effort:

“We’re more intentional about featuring subject matter expert articles that provide real insight, real advice, for our member dentists...as opposed to content. The difference between the two is that a thought-leadership article showcases your successful efforts as an expert. Successful experts give readers

insider recommendations and understanding in a limited area rather than sharing content that contains common sense suggestions that could be written by an author who just started in your profession.

“Before submitting an article, it might be helpful to reflect on the following questions:

- Will the article provide genuine insight to readers, or will it inform them of things they probably know already?
- Could someone new to or inexperienced to the profession have written this article?
- Can readers tell this article was written by a subject matter expert rather than a novice in my profession?”

Admittedly, the formulated definition is not necessarily a stroke of genius, but just refined or clarified subject matter terms for people contributing articles. Ideally, potential authors will now have a better idea of what is being looked for. Second, a standard is being established, an expectation—that the articles run in the publication must be beneficial to readers. If they aren’t, they won’t be considered.

We’re too early into this social experiment to determine whether it’s effective. But authors have shared that they have appreciated the clarification, and they seem to understand what is being requested. Perhaps they now realized that they are being recognized as subject matter experts. They are experienced, well respected, and they know their stuff, and that’s why their articles are considered. Consider encouraging your writers to let their “content” reflect those well-deserved points.



Final Rest for a Legend in JCDA History—Robert E. Horseman, DDS

March 11, 1920–May 13, 2023

Dan Jenkins, DDS, CDE-AADEJ, Former Editor-in-Chief AADEJ, Former President AADEJ



One hundred three years plus a few months were how long this world was blessed by Dr. Bob's existence among his fellow humans. It is said that the hyphen between the dates of our birth and death are our lives—the hyphen for Bob Horseman should be a very long one! Robert E. Horseman was born in Kansas and his family moved to California when he was 6 years old. His father had wanted to be a dentist. Bob fulfilled his father's dream and more.

During his time during dental school at USC, World War II was taking place, and he joined the Naval Reserve. He also took flying lessons for fun. After graduation, he worked as an associate in Whittier, CA waiting for his orders. A friend of his, a pilot in the Marine Corps, suggested he do the same. Bob adopted that



Horseman, Jenkins

military treatment plan as he thought the Corps only flew in and out of airports—not off and on aircraft carriers. Eventually he learned that Corps pilots flew a lot of missions to and from carriers. He soon found himself on an aircraft carrier on his way toward Japan. Between California and Hawaii, the war ended, and Bob decided to make a career out of dentistry and not as a U.S. Marine Corps fighter pilot!

Bob said that 1947 was the best of his 100+ years—he met and married Claire. Within the next few years their children, Julie, Jill, and Dr. Jeffrey arrived while Bob built up his dental practice in Whittier. In 1971, disenfranchised with the social changes of the 1960s in the US, Bob and Claire decided to move to Australia after attending the World Dental Conference in Brisbane in 1969.

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He set up a new practice and taught at the dental school there. Jeffrey graduated from the University of Western Australia Dental School.

In 1976, a dentist friend in Whittier had back problems and asked Bob to return and take over his practice—so, ever-adventuresome Bob and Claire returned to Whittier.

Bob saw an advertisement for a writing contest in 1976—he entered an article on Perth, Australia; he won the contest and some dollars, or whatever they use in Australia! In 1981, he submitted an article to the Journal of the California Dental Association (JCDA). It was accepted and published. He related, then asked for more; and those monthly contributions did not cease for almost 40 years. When they ceased, it was much to the disappointment of the JCDA readership. For years, Bob's articles were available for reprint via the AADEJ website, thus garnering him a national audience.

Dr. Robert Horseman's articles were not just very humorous. His thoughts not only educated many of us—they uplifted our spirits and relieved the pressures of practicing that only dentists know about. We all have missed his column of wit and wisdom since they ceased. But, some of those who had the honored privilege to meet and chat with him will always miss his words combined with his facial expression and the glint in his eyes when he hit his "punch line" of a story.

Many thousands of dentists are appreciative to Dr. Horseman's family for their sharing the time on earth he spent working on his writing.

I wish to express my heartfelt condolences to Bob's family in their loss of a true hero of a man in the military, a hero in dental health care, and a hero in publishing—I'm certain he was a hero of a family man as well.



Dr. Horseman flew the Vought F4U Corsair in WWII



Education

Robert E. Horseman, DDS, Whittier, CA



Is any of this unethical by any stretch of imagination? Well, hardly if you consider that an educated patient is better prepared to make intelligent choices.

Man goes into a store to buy a tie. He emerges ninety minutes later wearing the expression of a stunned mullet. His sales receipt indicates he was sold a complete wardrobe—3-piece suit, shirt, socks, underwear, and cufflinks. He re-enters the store. Forgot the tie.

Woman goes in to purchase a new handbag. Two hours later she has matching pumps, lingerie, and a darling frock with mix-and-match accessories to die for. And a hat—no, two hats plus some cologne, body lotions, and appropriate jewelry.

What does this tell us? Are these people victims of their own feeble-mindedness? Exploitation by avaricious salesclerks? No, of course not! They have been educated. The education has been done altruistically by people with specialized knowledge of what the customer needs.

It is a win-win proposition; the education is in the consumers' best interests, because frequently the customer doesn't know what he

needs. What he wants is subject to whimsy. What he needs is guidance. In providing that guidance—that education—the store wins, incidentally, with a tidy profit.

Or maybe not so incidentally. This has been SOP in the retail world since Day One. What is depressing is how long it has taken dentistry to recognize how pitifully inadequate our attempts to educate our patients have been. We've been dedicating our efforts into explaining what they need. How many patients want what they need? Why not education based on want rather than need, ask the marketing mavens? Seems to work for everybody from Tiffany's to Burger King.

Imagine this scenario if you can: Patient comes in for a prophylaxis, that's all. She wants her teeth cleaned, she needs her teeth cleaned; wants and needs neatly balanced. Cost: (she thinks) about \$50. One hour later she has had her teeth cleaned, impressions made for tooth-whitening splints, her shopping bag filled with a

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tongue scraper, a home hygiene maintenance kit consisting of fluoride rinses, anti-halitosis agents with volatile sulfur measuring device, two kinds of floss, assorted vitamins, whitening splints, a month's supply of bleaching materials, a shade guide to confirm her bleaching progress, and a handful of referral cards to hand out to her friends. She is wearing the expression of a stunned mullet. Cost: about \$500 (for the stuff—the expression is free), but she has been educated, and the cost of education can sometimes be a little high as parents of college kids can affirm.

The above scenario, according to brochures, flyers, and product report magazines deluging our desk, is becoming more common as forward-looking dentists seek innovative ways to educate their patients

with the avowed purpose of improving their oral well-being.

In other professions this is called the “speed-sell.” One would think that long experience with used car and aluminum siding salesmen would inure people to some extent from blandishments of this nature. But it is sometimes difficult for the consumer to tell where the education leaves off and the speed-sell begins, so closely and skillfully are they interwoven. If the ostensible purpose of the message is to improve or safeguard his health, it's hard for the patient/consumer to argue with the messenger.

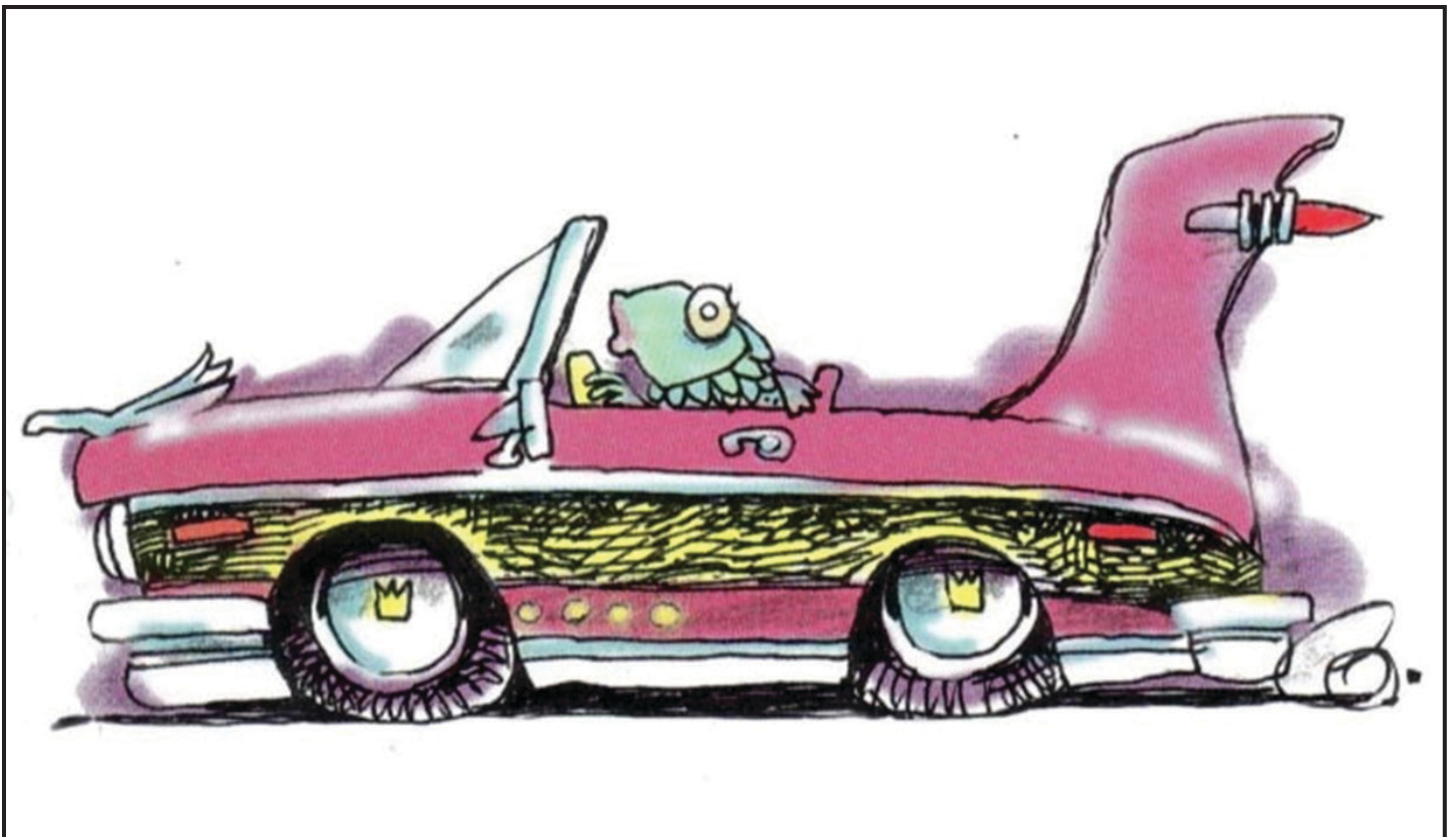
That's why a customer will drive away in his new car with \$10,000 worth of leather 8-way power seats and dealer-enhanced pin striping he really didn't know he needed. That's why a dentist can insist that 100% of his patients receive the bleaching procedure as a part of their

treatment plan and another has a hygienist so adept at speed-selling, he had to inaugurate an intricate extended payment plan to handle the \$20,000 extra a month she generates.

Is any of this unethical by any stretch of imagination? Well, hardly if you consider that an educated patient is better prepared to make intelligent choices. After all, nobody held a gun to his head. Perhaps it all depends on the curriculum and who is doing the educating.

Maybe our comfort level with high-powered marketing will increase with time. Shoot, even the general acceptance of global warming and Presidential perjury took a while.

Editor's Note: Thank you for decades of insightful fun Dr. Horseman. "Education" is an example of many works previously offered for republication by the AADEJ a decade ago. Perhaps we can bring that Dr. Bob option back?



Contribute to *The Communicator*

The Communicator encourages commentary from the AADEJ membership in addition to new works for consideration for publication. We are currently looking in particular for historical dental or writing-related articles.

*Please forward comments and submissions to the
Editor-in-Chief at dlorrii@gmail.com*

Thank you!

