



**KENSINGTON  
DENTAL CARE**  
Personalized & Comfortable

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To Whom It May Concern:

When I first purchased my practice one of the important skills that I unknowingly needed to improve was case presentation. As an associate all the treatment plans and cost were discussed beforehand and all I had to do was concentrate on was my dentistry. However 10 years ago, as a new business owner *I knew that if I did not sell any dentistry, I would not be doing any dentistry.*

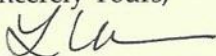
I quickly realized the only way to sell dentistry is to present it. But the question was how? In those early years I would introduce myself to the new patient—basically ask them how they are doing, ask if they had any teeth problems, then take x-rays if they allowed us to. While the x-rays were developing I would probe their teeth, and then examine their mouth looking for cavities and defective restorations. At that time we would perform a cleaning and we would allow just 30 minutes for the new patient exam. As usual because of time constraints I would raise the patient's chair and immediately start discussing what dental treatment they need. Sometimes this approach worked, but most of the time it didn't. It usually resulted in necessary dental treatment unscheduled and me second guessing whether I should have suggested watching a tooth because of fear of losing my new patient.

It was not until I met Jim and Susan Gundelach, that this situation began to improve. They showed me that it was obvious that much of my stress could be alleviated by improving my case presentation skills. They introduced me to the 3-D System (co-authored by Dr. Endre Selmeczy). It is a well studied program, where asking the right questions will bring valuable information to help the patient self diagnose or initiate the diagnosing process therefore leading to higher case acceptance. The three D's are Dating, Discovery, and Decision Making—in this order. Dating is the opening part of the exam where the patient is free to talk about any topic they want, including dentistry. Discovery is documenting the condition of the oral cavity. Decision making is deciding what plan of action the patient would like to choose. These principles make sense, and although I did some of these already, I would have never come up with all these ideas on my own. In order for these principles to be effective, you have to use all of the ideas and present them in the proper order. It is important not to deviate much from how the Gundelach's teach it, as tempting as it can be.

Prior to using the 3-D system my case acceptance rate for new patients was 30%. After one year of learning the 3-D I am now up to 75%. One month it was nearly 100%. I also noticed that the cost per treatment plans has also increased. More importantly I do not feel like an uncomfortable salesman trying to sell dentistry that the patients feel that they do not need. Knowing what I know now about the 3-D system, I am glad I was introduced to it. Case presentation is a skill that all successful dentists must master but yet is not taught in dental schools. The 3-D system is an invaluable part of my dentistry. Once you implement it, document and evaluate your numbers and you'll know what I mean.

Thanks Jim and Susan.

Sincerely Yours,



Louie B. Mendoza, D.D.S.