



Ask the Broker

“You don’t know what you don’t know!”

Everyone with a bit of personal insight knows that this old adage is true!

Dental transitions are very much like the PRACTICE of dentistry in that we all know that years of “practice” is usually the key to excellent dentistry. While we were all confident that we received great training in dental school, most of us realized that only years of practicing in one location was truly the yardstick on how ‘great’ we really were. We learned to make better decisions on what truly would work in the long run, and in the short run for that matter.

Dentists are highly intelligent people and have earned that “Doctor” in front of their name. However, it does not mean that we would be the best option to set a broken arm, or take on that massive remodel at your summer cabin. We would hire a Specialist who is trained in their field, knows what to expect and can anticipate and avert any crisis before it occurs.

Our most satisfied patients are the patients that felt the procedure was quick and painless, and almost effortless. That is usually the result of years of honing our dental skills. In fact, when that does happen and the patient questions why the bill is so high, I assume that we all explain that it is our experience that allowed us to complete the procedure in that fashion. We’d never explain all of the things that could have gone wrong, or close calls that we were able to avoid.

Practice transitions are the same. While I wish that they were all short and painless, the litigious nature of our society and the financial stresses on the young graduate are making transitions more difficult than ever. It is important to have an experienced broker on your team who has been in the trenches for years and has had experience in all types of dental transitions. So hire a reputable dental broker to guide you expertly around the twists and turns *that you’ve not anticipated*. And if you choose to hire an attorney, choose one that specializes in dental transitions.

And remember - You don’t know what you don’t know!

Questions? E-mail wps@succeed.net



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