

## Snap-On Smile: Dentistry or Psychology...or Both?

By Louis R. Kaufman, DDS

My numerous years as a DDS have taught me many lessons in human nature, not the least of which is that a patient has to psychologically commit to a treatment plan before it can be implemented. No matter how well we craft a whole mouth restoration plan for example, if the patient doesn't emotionally commit, the plan will languish.

I am sure that, like me, you have a number of patients for whom you have laid out restoration plans that they understand and accept but never get started on. Their excuse is that they cannot afford the work or they simply do not care enough about their teeth or looks to rate the plan important. Such patients have led me to approach treatment plans in a new way. I now look beyond the patient's teeth to the patient themselves... I now work on getting the patient emotionally engaged in the plan, so that they develop the commitment and the desire to make it happen.

If I show the patient what they will look like when the restoration is complete, they are far more likely to engage. I'm not talking about providing them wax-ups or digitally created before-and-after images. I'm talking about letting them actually experience the "final result" in their everyday lives. I'm talking about Snap-On Smile...

Snap-On Smile is a flexible, removable tooth-borne appliance that snaps over a patient's natural teeth. They can function normally while wearing it and speak, eat, drink and smile normally without fear of it coming loose and causing embarrassment. It provides the patient an affordable "test drive" of how much their restoration will impact their life... and is an incredible builder of self-esteem.



Patient J. came to me from another dentist and had excellent dental health. He was missing a tooth and wanted an implant, but couldn't afford it. He needed to go on interviews and get a job first, but lacked confidence in his appearance. He wanted me to "make something that doesn't cost a fortune". I explained Snap-On Smile and we took impressions.

To make a short story shorter, his appearance radically changed with Snap-On Smile and his confidence soared. He's out there job hunting and looking forward to the day he can have the implant done. Snap-On Smile will also become his implant temporary while the implant site heals.

By providing him Snap-On Smile, I removed the stigma of the missing tooth and gave him the opportunity to go through his everyday life with a white, healthy-looking smile. There is no way he will go back to living life with a gap in his smile. He looks too good in his Snap-On Smile and is now emotionally committed to getting the implant. Enhanced self-esteem is easy to get used to.

Being able to actually show what a dramatic difference Snap-On Smile can make to a person's appearance has been a significant practice-builder for me. If a patient hesitates about accepting Snap-

On Smile, I am able to demonstrate the radical difference to any patient at any time, because one of my staff has a Snap-On Smile—perhaps “seeing is believing” is an old adage, but it’s validated time and again in my practice.



Here’s how that happened. One of my assistants was unhappy with the fact that she had small, irregular childlike teeth, Snap-On Smile presented us with the opportunity to almost immediately address her concerns, so we placed an upper arch of Snap-On Smile. The transformation was immediate and she is extremely satisfied with the results. She happily snaps her smile in and out so that patients can see for themselves how simple the appliance is to handle and wear. There is no better way to make a treatment plan real for a patient.

Snap-On Smile allows the patient to view themselves in a new light. It allows them back into the mainstream of life with improved self-esteem and confidence, and that brings them a giant step forward on the path to a permanent solution. They have a new respect for themselves and their appearance. Snap-On Smile not only changes smiles, it changes minds. There is no going back for these patients.



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