

ENDO INC

ROOT CANAL SPECIALISTS

NORTH SHORE

A publication of Drs. Maloff, Makkar, Tsai, and Keerthy

www.endoincrootcanal.com



ENDO INC. RECEIVES BEST OF NEWBURYPORT AWARD

Endo Inc. Root Canal Specialists is honored to be selected for the 2023 Best of Newburyport Award in the Endodontics category by the Newburyport Award Program.

Each year, the Newburyport Award Program identifies companies that have achieved exceptional success in their local community and business category. These are local companies that enhance the positive image of small businesses through service to their customers and our community. This award recognizes the best of local businesses. These exceptional companies help make the Newburyport area a great place to live, work and play.

Our company is proud to be a part of the Newburyport community and serve its residents and the surrounding areas. We are thrilled and grateful to be recognized for this award.

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IT IS TIME TO BE DECISIVE

Three major obstacles that stand in the way of making clear, confident decisions.

What if the bank won't loan me any money?

What if I can't pay the bank back if it does loan me money?

What if? What if? What if?

Planning for the unexpected is wise, but that type of planning has its place, only after the decision has been made to pursue what is wanted in the first place.

Fear of Criticism: Approval addiction, the need to be liked and approved of by others, is a rampant disease in dentistry. In an industry where sentiments of "I hate the dentist" are heard on an almost daily basis, the desire for approval can be intensified to the point of causing decision paralysis.

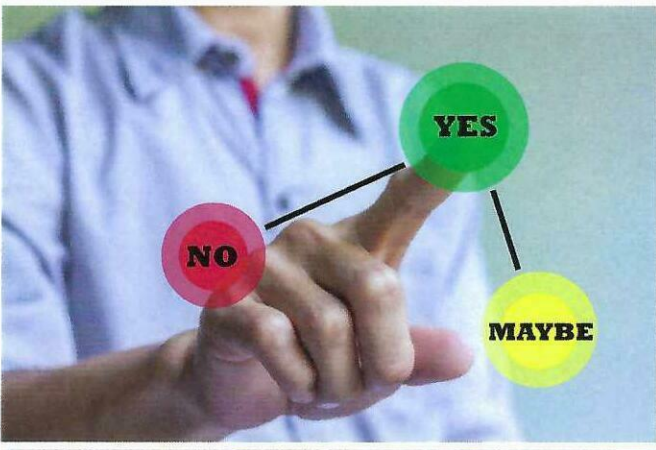
You would be a lot less concerned about what people think of you if you knew how seldom they do! Self-centeredness leaves little time to think of others. Even in a day of being obsessed with social media likes and followers, most really do not give much thought past the split second of a click.

Besides, there's one opinion that matters most, and that's yours! If you are going to entertain any fear of criticism, prioritize the criticism you would have of yourself for not making a decision that's in alignment with your own values and vision.

Fear of the Loss of Love: This is another form of approval - addition or fear of rejection. We naturally want the approval of those who are nearest and dearest to us. Millennia ago when the human race lived primarily in tribal communities, exile was the sure sentence of death. Without the protection of the tribe, individual extinction was almost guaranteed. There was no such thing as the self-made man or woman. Each depended on the other for survival. The instinct to stay connected is as much a part of us as our arms and legs.

Modern science reinforces the fact that connection is essential to our survival. Harvard University researchers have identified the one over-riding factor that has a bigger impact on longevity than any other. It is not diet, exercise, or low cholesterol. It is

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by Steve Anderson¹

Moments of self-doubt have halted progress for all of us. Questions like "Should I open a private practice?" and "Will I be successful?" can cause significant worry and stress. Some are plagued by such questions more than just briefly; they are incapacitated by self-doubt for life.

Most get past the barriers of self-doubt that stand in the way of decision-making and personal and professional progress. What strategies have they implemented for overcoming obstacles that stand in the way of making clear, confident decisions?

It helps to "know thy enemy." Three obstacles that stand in the way of making firm, confident decisions are fear, confusion, and mind-set.

Look Fear in the Face:

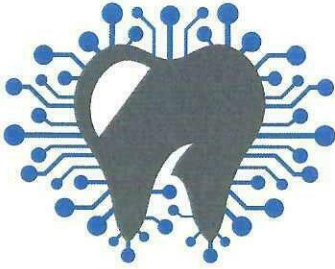
Think and Grow Rich author Napoleon Hill identifies six basic fears that hold many people back, fears that keep one from making a firm decision. Three in particular rear their ugly head early on in life and can persist if not confronted.

Fear of Poverty: The fear of making a "wrong" decision that will lead to financial challenge can be paralyzing. You can't think about not losing and expect to win. You can't think about not being poor and expect to be financially successful. You have to focus on what you want, not on what you don't want. A fear is a goal ! in reverse. It's focusing on what we don't want, thus making it the object of our action. That's why fear is so dangerous and so paralyzing.

The cure for fear of poverty is to focus on what you want, not on what you don't want. Focus on the picture of success, what you want and what it looks like. Ignore the what ifs ...

What if I run out of money?

What if I don't have enough patients?



JUMP-START DIAGNOSTIC CODING IN YOUR DENTAL OFFICE

by Christine Taxin²

If you want to serve your patients and help them afford the treatments they need, it's time to start using ICD-10-CM diagnostic coding in your dental office. Proper coding means that medical insurers may pay for your patients' treatments. If you're used to CDT codes and have never dealt with medical insurers before, using ICD-10-CM may seem like an intimidating change for you and your staff.

HERE ARE A FEW SIMPLE STEPS YOU CAN TAKE TO JUMP-START DIAGNOSTIC CODING IN YOUR DENTAL OFFICE

1. Get training for a least one member of your billing team. Changing from the CDT to the ICD-10-CM is a major shift in terms of thinking, and your billing staff is the group most affected by the transformation. Schedule training for the people most likely to be dealing with the medical insurers. While some practices do try to self-teach, you'll have a smoother transition and more effective billing if you begin the process with training for your team.
2. *Explain coding to the rest of your staff. Diagnostic coding the language of medical insurers and medical doctors. By adopting it, your staff makes it possible to explain their work to a larger audience. This, in turn, will help your patients receive better care.*
3. Emphasize the oral-systemic health link. The reason medical insurance ,I pays for some dental procedures is because there's a link between oral health and whole body health. If you teach your staff about this link, they'll be more willing to take on the new tasks associated with medical diagnostic coding.
4. *Revamp your intake appointments. If patients have medical conditions like pregnancy, diabetes, high blood pressure, heart disease or cancer, then their dental health can have an out-sized impact on their whole-body health. Take time at intake to get a complete medical history, since these conditions affect how you use diagnostic codes.*
5. Talk to your patients about their health, and listen to what they have to say. Diagnostic coding is a way to tell a story to insurers. To bill medical insurers, you need to be able to show that a condition has real, negative effects on your patient's life and health. For instance, if a patient's dental problems are making it difficult or impossible to eat appropriately, that's an important piece of the story. If a dental infection is also causing pain, or if there seem to be related sinus issues, those parts of a patient's experience are important. Part of documenting medical necessity is documenting the suffering caused by a condition, and the only way you can get a sense of suffering is to ask questions and listen to what your patients have to say.
6. *Train your hygiene team to spot and flag possible medical issues during hygiene exams. Your hygienists can be valuable partners in using diagnostic coding in your practice. Certain infections, bleeding gums, and sensitivities may be signs that a patient might be better served by I CD-10-CM coding than by CDT codes, especially if the patient has other medical conditions. A good hygienist will spot these issues and draw your attention to them, so that you can address them during your portion of the exam.*
7. Use ICD-10-CM codes whenever possible. Learn the ICD-10-CM codes that are most likely to show up in your practice, and post a list in each patient bay. When you're making notes during examination, write in any codes that might apply. That will help your billing staff apply the codes and bill medical insurance.

With these seven quick steps, you can quickly make the shift to ICD-10-CM coding and medical billing in your dental practice. The change will open new routes of treatments to your patients, since medical insurance will cover many treatment options in cases of infection, pain, or impacted ability to live a normal life. By implementing ICD-10-CM diagnostic coding and medical billing in your practice, you can continue to serve patients as an independent dental practice in a challenging environment.

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having long-term meaningful relationships. So the fear of the loss of love is a real thing. Fortunately, you get to choose whom you love, so choose carefully and work at it. It matters!

Once you have addressed the fears of poverty, criticism, and loss of love, it's time to tackle the next two obstacles that stand in most people's way of making a decision: confusion and the wrong mindset.

Confusion Dissolves in Research:

Before Dr. Wick Alexander became one of the most well known orthodontists in the world he had to decide where to open his private practice. Wick knew he wanted to practice in Texas, but he wasn't sure where. With only a map in hand, lacking the tools of today's market research and on-line apps, he set out on a cross-state journey to survey different communities firsthand, talk to the people, and meet other orthodontists and dentists to figure out the answer to his question.

By the time he arrived at his conclusion, his final decision was fueled by the confidence he had gained from months of research and mountains of facts. With the courage of his convictions, he knew it was the right move. He had done his research; he had walked the land so to speak. Decades later, he has proven it was the right decision. With nearly four generations of patients, Wick has accumulated one of the richest databases of patient records in dentistry. His original patients, their children, and now their grandchildren have been his patients. He has served his community and dentistry has benefited from his initial and ongoing research.

The Wrong Mindset:

In Mindset: The New Psychology of Success author and psychologist Carol Dweck identifies two types of mindsets: the fixed mindset and the growth mindset. A person with a fixed mindset believes

that the hand they are dealt is all there is. They just have to live with it. A person with a growth mindset believes that nearly everything can be changed, improved, or grown; the starting point is exactly that, a starting point, and it can only get better from there. The fixed mindset tends to settle; growth mindset strives and thrives.

Decisions are harder to make with a fixed mindset because the underlying fear is that once the decision is made, it cannot be changed. That's why the questions of "*Will I be successful in practice?*" or "*Can I own a successful practice?*" are symptoms of a fixed mindset. The fixed mindset believes that environment has more control than ingenuity or effort, so it is paralyzed with the fear of making the wrong decision.

A growth mindset, on the other hand, looks for good initial conditions to build on. It knows that there is no perfect decision or set of circumstances and that every situation is an opportunity to grow, progress and improve. Those with a growth mindset have an easier time making a decision because they know that there is no decision that cannot not be improved.

Which is Your Mindset?

It is a choice, not a condition. Choose to face your fears, do thorough research, and develop a growth mindset and your future decisions will be much easier to make.