



Why Intrepid Isn't "Coaching!"

If I had a new son-in-law marry into my family who was a Dentist, and he were to discover the existence of our Intrepid Smarter Patient™ Program and asked me whether or not it would benefit him, a number of things would be true right away. First, if he chose to do it I would be paying for it not him, in much the same way any Dentist pays for the Dentistry delivered to members of his immediate family, which for a Dentist would certainly include in-laws living locally and sometimes not so locally.

In my new (fictional) son-in-law's case he could be living anywhere in the country that he could be reached via telephone and email by The Intrepid Smarter Patient™ Program. And the second thing that would happen is after explaining it to him much as I have to you, **I would do everything I could to talk him out of it.** But we'll come back to that.

In the world of dental practice management, it has become fashionable to speak of Practice "Coaches", who eponymously offer to Dentists the prospect of "Coaching" them. The Intrepid Smarter Patient™ Program isn't Coaching. And while some very high level Coaching is done in the sports world and although it is believed to have some application in the non-healthcare-related business-consulting world, it is not my choice to call it that when I work, either in healthcare or out. "Coaching" has in my opinion absolutely no place whatsoever with respect to helping Doctors take better care of patients.

Coaching in sports has to do with a game, and to be sure at high school, college and professional levels, it is a game played for money and it is played very, very seriously; but at the end of the day it is about competing in an artificially created environment, whether that of basketball or football, baseball or soccer, hockey or lacrosse, etc., and is not bound by the rules of life-and-death, health and illness, stress or comfort; the latter two of which at least, confront any Dentist every single day in his discussions with and treatment of patients.

It is also fashionable in the world of dental practice management to speak of profit centers within a practice. Hygiene is one of them, which various well-known and popular consultants target in their "Coaching" of their Dentist clients. And it is understandable that any business owner would strive and intend to improve his profits in any area of his business. The problem with this sort of approach (the "Coach-player" paradigm) is that if you told the patients

they were being calibrated as components or elements within a “profit center”, inside your practice you would lose what Doctor-Patient Relationship you may have developed to that point, and it is likely you would lose the patient as well. Maybe people do not mind being thought of that way as customers on car lots and in car dealerships. However, most people seriously dislike the car-buying process and many hate used-car salesmen and do not have too much more love for new car salesmen. Most Dentists that I have worked with or even just spoken with, profoundly reject the idea of being thought of as being like either one! Which summarizes the downside of “profit center thinking”.

And the plain truth is, as I would explain it to my son-in-law coming in, is that an increase in the Doctor-Patient Relationship’s integrity is what is necessary to the kind of success we get in The Intrepid Smarter Patient™ Program compared to what Dentists routinely get. And to remind you that success is as follows and is guaranteed: 70% of any new or existing patients you approach with the Intrepid Protocol will voluntarily look for immediately and depending on their finances will find a way to pay for in full and start immediately the entirety of your non-emergency treatment plan, thereafter scheduling out ALL the necessary appointments.

The Intrepid Smarter Patient™ Program by and large, WILL NOT change how much money a patient has or can borrow (although sometimes it has some magical effects that way). But what it certainly does do by starting and keeping the Patient in and as needed, returning the Patient in The TRUST Response vs. The Stress Response, IT VASTLY INCREASES THEIR VOLUNTARY WILLINGNESS TO “FIND A WAY! One very special aspect of this is that an unstressed Patient is far more innovative, mentally agile and upbeat about doing so!

Not to mention how much more willing to refer friends and family The Intrepid Smarter Patient™ Approach causes them to be.

What we do to help Dentists is far more reality-anchored and natural-law-based than anything to do with any man-made sport. Whereas any of today’s most popular sports could be as old as 150 to 200 years, and in some cases maybe even older, in healthcare and Dentistry in particular, we are talking about organic life systems germane to the issues of human health that are ultimately 4 billion years old!

The strategy and understanding necessary to address and help living beings cannot be the subject of an ESPN Sports Center 2-minute segment two or three times a week for a couple of dozen weeks per season. Sports are an escape and a good one in many cases.

Healthcare is no kind of escape at all. It is instead the embracing of reality, organic living reality. And the test of its success is written and graded not by a man-made scoreboard, a league of owners or a team of referees, objective or otherwise. It is the very stuff of life itself: biology and chemistry, biophysics, anatomy and physiology, which passes judgment on what a Doctor does with the patient.

Little known to both Doctors and Dentists in the 21st century and before it in the latter part of the 20th century, is how strong an influence from Hitler's Nazi Germany pervades the American healthcare environment, which means the American health insurance environment.

It had never happened historically, before the Second and Third Reich in Germany (meaning, the gruesome and morbid geopolitical chessboards of 19th Century Murderous German Dictator Otto von Bismarck and 20th Century Murderous German Führer, Adolf Hitler respectively) where Doctors were grotesquely morphed into political puppets by the state. But both Bismarck and Hitler excelled at this. How it came over to the United States unnoticed was under the umbrella of the New Deal insofar as healthcare was concerned; which was actually an export of contemporary 1930's Nazi Germany, a fact most people have never noted nor heard of in any history class. Later, on the other side of the world in China Mao Se Tung emulated an almost identical Doctor-suppressive "policy" in Communist China during his rise to power but it had never, before Bismarck's perversion of healthcare for political ends in 1884 Germany, been seen at any time in the previous of the history of the world.

While it may sound to a Dentist, who might be considering enrolling in The Intrepid Smarter Patient™ Program to be irrelevant meandering, into inapplicable history to talk of times past and dictators long since dead, especially an ocean away in either direction, unfortunately the virulent notion of corrupting the saving and preserving of (the quality of) life by manipulating Doctors as a political tool was born in these places. What was political capital then is pursued for the achievement of actual capital now. And the pursuers do not care the price paid in human illness, suffering or death.

And any Dentist who believes that because he does not accept assignment, he is not bound by a set of crippling rules created by the insurance industry to his detriment as well as to the detriment of his patients, merely was occupationally burned out a longer time ago than he can remember.

What Pat Riley of the Showtime NBA Lakers and now the Miami Heat, or Vince Lombardi of the Green Bay Packers or Tommy Lasorda of the 1980's Dodgers, Joe Torre of the 1990's Yankees or Bruce Bochy of the recently super successful San Francisco Baseball Giants bring to a game (i.e., "Coaching"), in games meant to entertain, has no real relevance when it comes to helping people improve the quality and duration of their lives. Healthcare cannot be pursued for the entertainment of anyone, not even the patients.

We live in a world where **healthcare** is made second or third fiddle to **health insurance** which was not created to ensure people get healthcare but instead is designed to ration and prevent it.

When you became a Dentist you signed up for something that is one of the most important professions around which has the potential to improve the quality and length of the life of human beings. Insurance companies do all they can and they do a great deal to try to keep you from feeling like or remembering that very much.

Under the best of conditions and without the interruption of corporate greed, it would still require a minimum level of courage to take on being a Dentist. However, your courage is constantly being attacked, diminished, eroded and degraded by a corporate goliath you cannot entirely ignore and which has brainwashed, tricked and trapped you and your patients into an unholy, antihuman, antisocial and sometimes cruel ballet, which makes it almost impossible to enjoy practicing Dentistry or any healthcare profession unless you simply look the other way, while focusing on not much more than the numbers.

Unfortunately, looking the other way both burns you out and short changes your patient. **It has a tendency to shorten your life as well according to all the available statistics.**

So as my fictitious newly minted son-in-law might be considering entering into our program, I'd be trying to talk him out of it unless he wanted to embrace and achieve the incredible benefits and personal satisfaction, quite in addition to the increase in income that comes from being an agent for unswervingly improving the quality and length of human life for 70% of his paying patients.

Whether you possibly got into healthcare for monetary reasons, for reasons of status and/or expedience, the fact is that you are here now and you can elevate what you do to a very high level of meaning and value beyond even the valid meaning and value you have created for yourself so far.

You will not need to "dump insurance" as one famous dental consultant recommended in years past.

You will not have to buy every new toy found in flashy dental magazine ads, notwithstanding their power to temporarily distract from the previously mentioned "cruel ballet."

But you will need to DECIDE this: that paying patients are no different from the members of your immediate family for whose Dentistry you pay, and whose health you safeguard 100% AS SOON AS POSSIBLE without a second thought.

