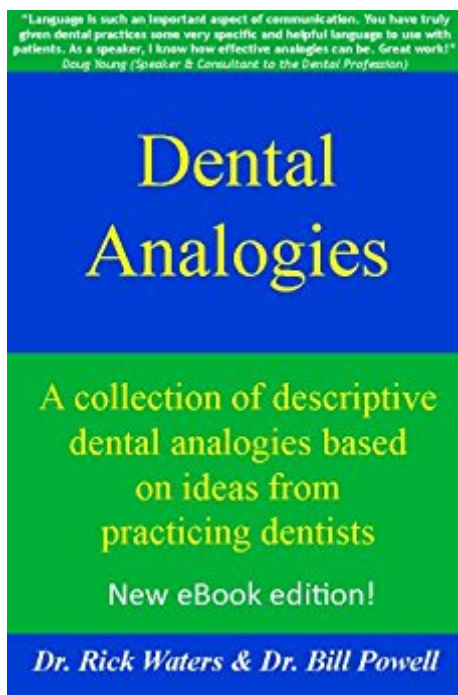


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Over 100 creative patient explanations in laymen's language to help the dental team better explain dentistry and increase case acceptance! Highly successful dentists' financial and treatment coordinators contributed to this best-selling book. Now in its 4th edition (this special eBook version), your team can use these analogies to help sell patients on needed care. As Julian Jaynes says, "the feeling of familiarity is the feeling of understanding." Substituting a more FAMILIAR example in explaining dental needs and treatment helps the patient UNDERSTAND that need... Your entire team will love this book.

Book Information

File Size: 301 KB

Print Length: 62 pages

Publication Date: January 17, 2013

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B00B2L4VCO

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #291,787 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #6

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I am a former military dentist. I currently own a private practice and have to use civilian jargon. I look to use this to talk and think like a patient.

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