

# *Welcome to THE Center for Adult Dentistry*

## *Dr. Cutts' Vision For 50+ Adult Dentistry*

Mature adults who have complex dental problems need a doctor like Dr. Cutts who

- 1) Listens Carefully
- 2) And then uses his 40 years of experience and advanced training to dramatically improve his patient's appearance (smile) and ability to chew naturally.



*Dr. Cutts and daughter, Daina, office manager*

## *"How Dentistry Ought to Be"*

**Dear Fellow Beautiful, Mature People!**

It was back in the early 2000s that I faced-up to something that had been troubling me...

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# *Dr. Cutts' Vision for 50+ Adult Dentistry How Dentistry Ought To Be*

## ***Dear Fellow Beautiful, Mature People!***

Dear Friends,

It was back in the early 2000s that I faced-up to something that had been troubling me for years as a dentist.

Something was wrong and I could feel it down to the souls of my feet. It was out there in my profession, and it was in me too because I felt unfulfilled as a dentist...and as a person. Sure, I had trained in the most advanced procedures, had a "busy" practice and great staff. I was "successful" by most measures.

But something was missing. So, I started looking around. Including in the mirror.

I listened to hundreds of patients at their first appointment, and I heard a common theme time and time again.

They were being treated "transactionally", like they were just another number to be sold and yes, oversold. Treated and mistreated.

Many of them had tears in their eyes, and as I looked and listened, I found what I had been too afraid to see.

It was so disturbing I could hardly think it, much less say it out loud. We were betraying the trust of really good people.



We dentists had gone to too many seminars on "selling" and "management" and not enough on connecting with the hearts and souls in front of us. (Eventually the cost becomes your own heart and soul.)

So, I just said "Enough". No "selling" treatment plans – just give people their options and let them decide. No presenting just one option – the most costly one – give them choices. (I was criticized publicly by a nationally known dental "consultant" for this one).

So, I did just that:

1. I stopped "selling" and started listening more. (My wife will vouch!)
2. I stopped recommending only the "ideal" treatment and started offering 2 or 3 options that allowed people to match the right treatment for their budgets.
3. I stopped treatment planning from some mythical "ideal treatment" book and started LOOKING at the patient who sat in front of me, LISTENING, and then actually figuring-out the simplest treatment that would fix the problem.

I even wrote and published my 7-page rant to the profession called: "THE PATIENT KNOWS".

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## What Our Patients Have to Say About Dr. Cutts and Staff

# Success Stories

Being a retired dentist, I know dental offices. Dr. Cutts performed a challenging procedure on my wife, and it was perfect. I give him an A+ and give him the highest compliment one dentist can give another, I CALL HIM THE DENTIST'S DENTIST. And his staff are just as good. I wish I had them when I practiced!

**- Dr. Jim S. DDS**

*40 Years of Practice, San Diego*

I put off fixing my teeth for many years as I traveled around the country for work. Finally, I had to do something so I flew in from Florida because I wanted the best dentist that I knew, Dr. Cutts. He took care of me and did an extensive dental rehabilitation that would usually take many visits, over months of time, in 4 days. Unbelievable!"

**- Randall G.**

I was told it was impossible to have implants and a bridge and that I would never be able to chew normally again. I knew that I had a very difficult situation when I came to Dr. Cutts. He told me he thought it could be done with a special procedure and approach.

I could tell he had the experience and so I went ahead with his recommendation and...I have a perfect implant bridge and can chew naturally again. I tell all my friends and family there is one place to go for complex dental treatment.

**- Terry F.**

"I drove 1 1/2 hours to come to this office. I had a bit of a dental scare (from my dentist) where I was worried I might lose a tooth, and I had heard high recommendations of this office. Totally surpassed expectations.

Dr. Cutts was able to easily examine, clarify and explain my worries. He took the time to make sure I fully understood everything about the situation and worked with me for both a short term and potential longer term solutions to the problem.

I walked out with my mind at ease."

**- Kerry J.**

"I started my implants at another office and had problems. I came back to Dr. Cutts even though I had to drive more, and he took over and I now have exactly what I wanted. Plus, I love the staff - they are truly amazing!

**- Linda F.**

Now that I am retired, I send my friends and family to Dr. Cutts even though it is quite a drive. One for one they tell me he is the best (except for me of course!)

**- Dr. Ken C.**



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It's on my website at [drcuttsadultdentistry.com](http://drcuttsadultdentistry.com) if you want to read what caused such an uproar. (You are reading the short version.)

"But you can't do that!", consultants and fellow dentists yelled.

"You can't run a business like that and get paid!", they went on.

But then a funny thing happened. More and more people came to me for treatment and yes, many of them DID actually need full treatment plans that paid me and my staff well.

But I still took pride in doing the small things right.

A filling instead of a crown. A crown instead of a root canal.

My "Golden Rule" of dentistry became not only, "treat the person as you would like to be treated", but also "Do as little drilling as possible."



Most of all, and at first, I didn't even realize it myself, I started working more and more for two paychecks: 1) the appreciation and trust of my patients, and 2) the one that is cashed.

In fact, I stopped doing treatment on patients if I was only offered the second.

My staff started running around the



office singing-out, "It's all about the Love!" and we started keeping track of hugs and letters as much as our bottom line. Actually, the hugs and letters BECAME our bottom line.

Again, management "experts" and other doctors thought that was ridiculous and said so loudly.

I didn't care. I wanted both.

Here's a little story from my farm boy hears that ties it all together for me.

Every Thanksgiving my mother would ask me,

"David, do you want apple pie or pumpkin pie?"

And every year I would respond the same way:

"Both please."

For many years, life and my work has asked me the same question:

"Doctor, do you want the love or the money?"

And just like my wife, I now respond with, "Both...but let's start with the love!"

It is truly an honor and privilege to serve you, my people.

*Warmest Regards, Dr. Dave Cutts DDS*