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A clinician, author, and educator, Dr. Fay Goldstep has lectured nationally and internationally on proactive/minimal intervention dentistry, soft-tissue lasers, electronic caries detection, healing dentistry, and innovations in hygiene. She has served on the teaching faculties of post-graduate programs in esthetic dentistry at SUNY Buffalo, the Universities of Florida (Gainesville), Minnesota (Minneapolis), and UMKC (Kansas City). She sits on several editorial boards, has been a contributing author for 4 textbooks, and has published more than 100 articles. Dr. Goldstep maintains a private practice in Richmond Hill, Canada, and can be reached at goldstep@epdot.com.



**FOR FREE
INFORMATION:**

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Prevention for Life

Customized, care-driven approach to caries prevention for patients of all ages



Find out why Dr. Fay Goldstep believes in Centrix's Prevention for Life movement:

- Expertly combines preventive products, risk assessments, recall intervals, and patient education tools.
- Encourages a proactive, customized, and care-driven approach to preventive treatment for adults.

The truth is, we've been great at preventing caries in children, but we seemed to have forgotten about the adults. Different stages in an adult patient's life—whether young adult, middle-aged, or senior citizen—invite different risk factors, ranging from medications to diet to stresses at home. This is the first time I've seen a program like Centrix's Prevention for Life, which combines fluoride varnish with risk assessments, recall intervals, and patient education tools. The best part? Everything is readily and easily accessible via cariesprevention.com.

Centrix's FluoroDose is the major product player in Prevention for Life. The fluoride varnish is very easy to use and remains on the tooth for 6 to 8 hours for optimum fluoride uptake. A major evaluation group has noted FluoroDose as its Top Fluoride Varnish for 5 consecutive years. I also recently started using Exposé, an amazing, mess-free caries indicator that uses a pre-dried dye to stain the by-products of carious lesions.

Visualizing the Risk

Visit the Prevention for Life website, where you can click on each stage of the patient's life—starting from an infant all the way up to a senior—and see what can potentially go wrong at each stage, as well as what to do if the patient has moderate or high caries risk. After sharing these risks and recommendations with patients, whoever is providing care can follow a step-by-step treatment protocol.

A crucial piece of Prevention for Life is getting the whole practice on board, from the dentist to the hygienist to the front office staff. A conversation that

makes everyone aware of the program and tools available through Centrix will help staff members explain the reasons behind it to patients. If everyone in the office is committed to Prevention for Life and excited about it, patients will see the value, too.

Whenever I do a lecture or have a conversation with my patients, I always make sure that I have the evidence behind it. The risks and recommendations in this great toolbox that Centrix has provided come from the ADA Center for Evidence-Based Dentistry. So, when a patient asks, "Why do I suddenly need fluoride varnish?" I can tell them that it's because they are a high-risk patient and then back it up.

Boosting the Bottom Line

Despite lack of insurance coverage for adults, offices ought to charge for this service. But, since FluoroDose can cost as little as \$1 per dose and \$1 to apply when the patient is already in the chair, a fee as little as \$20 is great value for patient and practice. Centrix created an easy-to-use calculator that shows how practices can benefit financially from Prevention for Life. Simply plug in your production numbers and fluoride treatment costs to determine optimal pricing.

Prevention for Life is a lifelong commitment for both the patient and the oral care provider. It's truly a win-win scenario: The practice gets a patient for life, while the patient gets customized treatment from day one.

