

Ray of Light

THE WORLD HAS GONE FREAKING CRAZY!

DAN STEINKE, DDS

I am presently in Italy, traveling in Europe for the first time since the advent of Covid. We did not exactly know what to expect, but since we stay in very rural areas, we felt it was time to get back to some sense of normalcy in travel.

I was surprised while going about day-to-day life, it seems exactly like America. There are restrictions on people going into businesses, masks in stores, and, according to an Italian friend in the small community where we stay, a feeling of loss of control, the same as we are feeling.

He says even in the rural area where they live, with NO Covid deaths, the media still hypes all the cases and deaths blamed on Covid. Like in the States, he commented that if someone dies in the hospital, no matter the reason, it is listed as a Covid death. His mother went into the hospital in December for surgery, and died in the hospital (not Covid related), without their even being able to see her or communicate. He owns a very well-known restaurant that relies on foreign visitors for its clientele, and it continues to suffer. As he spoke, I could feel his exasperation at the loss of control he is experiencing.

Worldwide, billions of people are feeling this same loss of control; being forced to alter their lives by government edicts that many times have little or nothing to do with science, driven by a media that is in a feeding frenzy to keep everyone in a state of constant fear.

DenVantage was created to preserve some of the control a dentist has in his practice and life: the preservation of the sacred dentist/patient relationship, and independence from insurance companies that continually try to steal the control providers have in the practice of dentistry.



DenVantage is dedicated to the whole team, freeing them from the slavery of filling out forms, battling insurance companies and having to constantly press valued patients for payment.

Probably, one reason you, as a fee-for-service dentist, went into practice was to have **more** control over your life. And as with Covid, many other forces are whittling away at that precious control. Covid has shown how loss of control in our lives causes anxiety and stress. We became dentists to set our own course for our business, our income, and our lives. Some things in life we can't control, but willingly giving up control is counter to why many of us are dentists. Participating with insurance companies gives away the control of who you treat, the materials you use, and how much you profit.

But, you ask, what choice do I have? DenVantage was created specifically to take control back from the insurance companies and give it back to the dentist. Maintaining control reduces stress, increases income, and produces happier patients. In a time when so many are trying to take it away, you need to retain as much of it as possible or face increasing frustration and possible burnout.

This world has gone crazy and, sadly, we do not see an end to it in the near future. We can only pray there is going to be an end to it, eventually.

It is a great time, as a fee-for-service dentist, to assess where YOU can regain more control to have more normalcy and serenity in your life. As the storm continues to surround us and push us, seeking **calm** in **your** individual world is critical to health.

"May the peace be with you".

