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## Dentistry - it ain't what it used to be - Michael Sultan

Posted by [Erica Kilburn](#) on Wednesday, 07 May 2014 in [Product Updates](#)Font size: Hits: 51 0 Comments [Subscribe to this entry](#)

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There has been a lot of discussion of late surrounding a new event billed as a 'Wealth creation day for dentists'. The need for this event, a number of colleagues have suggested that it gives dentists a bad name and that it is a waste of money.

But then, why should we care? Why does it matter what anyone else thinks? Supposing opticians had a similar event, so up in arms about it then? Probably not.

As a profession, we seem to be suffering from a form of collective insecurity. We've been knocked on our heads by anything that might make us seem greedy or rich as being completely out of hand. Which is strange really, as *anyone* would want to sure up his or her financial future.

### Bursting the bubble

At the heart of the issue here is the matter of business. As dentists, we're all very good at dentistry, but we are also being financially very naïve. Unfortunately get rich schemes play on this naivety, as well as our innate desire to provide for our families.

The problem occurs when you consider how most of these schemes work. In this particular case we see people who simply get as much out of the bank as you can, put it on a house that goes up in value, sell it quickly, and cash out. Housing bubble! Enough people have got their fingers burnt by this in the past for it to be completely avoidable.

### Chasing the fast buck

Generally speaking, as dentists we're not very entrepreneurial, and we're not inventing anything so we don't at the moment want to sound disingenuous - as a profession dentists do very well - but not well enough that we are not traditionally the way a dentist earns money is to keep overheads down and work a marathon, slowly and steadily.

Needless to say this wasn't always the case. Traditionally, when property prices were cheap and the dental profession was a financially rewarding career. But in recent times this has reached something of a lull. While there are still people in the cosmetic market, most people are struggling, and with the ever-present burden of regulation, most dentists are then that some people are attracted to the promise of a 'get rich' scheme, even if the concept is for the most part a pipe dream.

### The changing profession

In many respects what this debate highlights more than anything is just how much the dental profession has changed. The materials, technologies and treatments, but the very nature of the job is not the same as it once was. And though the concept doesn't sit well with some people, there can be no escaping this undeniable fact that the profession has changed.

So should we be embarrassed about wanting to make money? I really don't think we should. After all, it is not as if you really deny anyone the chance to build a sound financial future?

If you want to go out and earn more money then I say good luck to you. However, I do urge caution. I don't think we should be chasing the fast buck.

come with great risk. When I look at many of these 'get rich' schemes, I fear the only people who will hurt themselves.

Naturally, I don't really blame anyone for wanting to make money, but I do think we need to recognize a distant second. While the profession may have changed a great deal over the years, patient care is still very much at all!

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