



Realizing the Value of Waterlase Dentistry

A BIOLASE Waterlase Practice Growth Case Study: Dr. Pooja Goel

After years of working for a multi-specialty practice, seeing 35-40 patients per day, Dr. Pooja Goel realized her vision of purchasing a successful practice. Only when the previous practice owner took the Waterlase, did Dr. Goel recognize its true value. Dr. Goel promptly purchased her own Waterlase and immediately benefited from less patient attrition and more patient attraction. She quickly doubled monthly practice revenue, realized a robust return on her Waterlase investment, and continues to grow the practice of her dreams.

BIOLASE



When Dr. Pooja Goel was considering careers, she had no desire to be a dentist. “To tell you the truth, when I was a child, I always wondered why anyone would want to be a dentist. They have to look in people’s mouths all day long and people don’t like going to the dentist to begin with. I really didn’t want to be a dentist.”

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It was then I realized that not having a Waterlase was killing my business.

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That all changed when her father made her an offer she couldn’t refuse. “My father knew a couple of good dentists and he said to me, ‘Why don’t you shadow a dentist for your summer program?’ I was ambitious for a professional career and I thought that it was an okay idea. He offered to give me some pocket money to sweeten the deal, and I told him I would be more than happy to do that!”

“In those few months, I found dentistry to be both challenging and rewarding. I made a life-changing decision. I was going to be a dentist.”

Dr. Goel earned one of only 20 seats in the J.N. Kapoor D.A.V. Centenary Dental College program and graduated from the 5-year program with her BDS degree in 1999. Soon after, she married her husband, a computer engineer with his own professional ambitions and a desire to go to America and work in Silicon Valley.

When the couple moved to California, Dr. Goel knew she didn’t want to sit at home; she wanted to pursue her profession. She enrolled in a 9-month mini-residency at UCLA and decided that she would get ready for the series of exams for California dental licensure. Dr. Goel also completed a mini-residency in sleep apnea at Tufts, and a TMD orofacial pain residency at UCLA. She earned her DDS and her California licensure in 2000. “I love dentistry. I think it is the only profession to which I belong,” says Dr. Goel, today.

Like many dentists starting out, Dr. Goel worked first as an associate and then went on to work for 12 years at a busy multi-specialty practice. She worked 5–6 days per week and was seeing 35–40 patients per day, and she was ready for a change. She explained, “I was exhausted, tired of the previous practice.”

A Vision for a Better Way of Practicing Dentistry

Her vision was for a medium volume practice, about 16–20 patients per day, that allowed time for her to know her patients and bond with them on a human level. “I knew that bigger was not better. Better was better — and that is what I wanted to provide to my patients.”

She purchased an established practice. “I bought a running practice because I didn’t want to sacrifice a lot of time building and ramping up a practice. By purchasing a practice, so many of the steps are already taken care of and you have incoming revenues from day one.”

Buying into Silicon Valley was a significant investment. “When I bought this practice, it cost me a fortune – it really did. But you get what you pay for. I have a great pool of patients, and the practice is well-situated and surrounded by greenery in the heart of Silicon Valley.”

Realizing the Value of Waterlase

She was on her way with her new solo practice until she hit an unexpected obstacle, “The doctor that I bought the practice from was here for about 18 years and she had a very good practice, loyal patients and a good patient base. The doctor had used the Waterlase but when I took over, she took the laser with her. I didn’t realize at the time the value of the laser, until her patients kept coming back and asking for laser treatment and some of them actually left the practice because I did not have the Waterlase anymore. It was then I realized that not having a Waterlase was killing my business.”

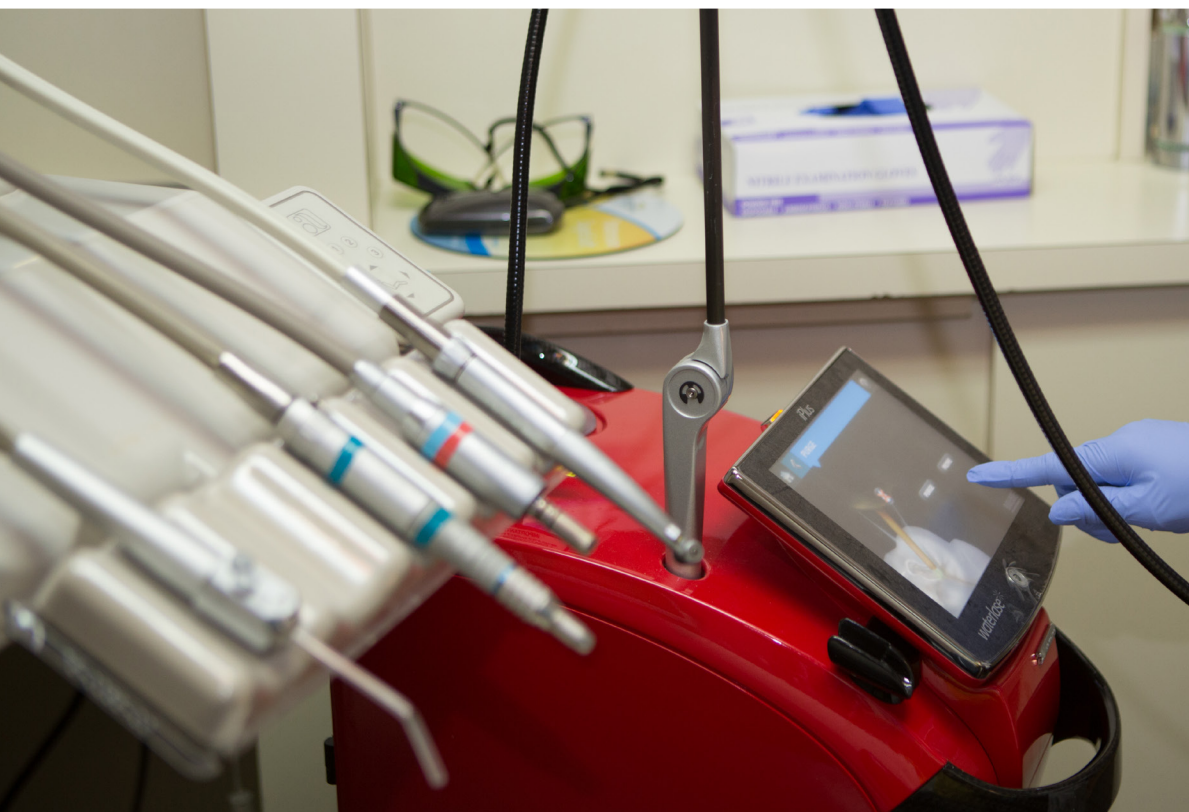
“At the time, I was still making my mind up about laser dentistry, but after the experience at my practice with patients asking for Waterlase treatments all the time, I called up the BIOLASE representative and said, “We’ll take one. And ever since then, my practice is growing and thriving. Waterlase is a must for my practice.”

Dr. Goel uses the Waterlase for almost every procedure. “I use the handpiece much less since I purchased my Waterlase. The first thing my assistant does when she gets into the office is prime the laser — because even if we do not have any designated laser procedures on the schedule that day, we know we are going to use it.”

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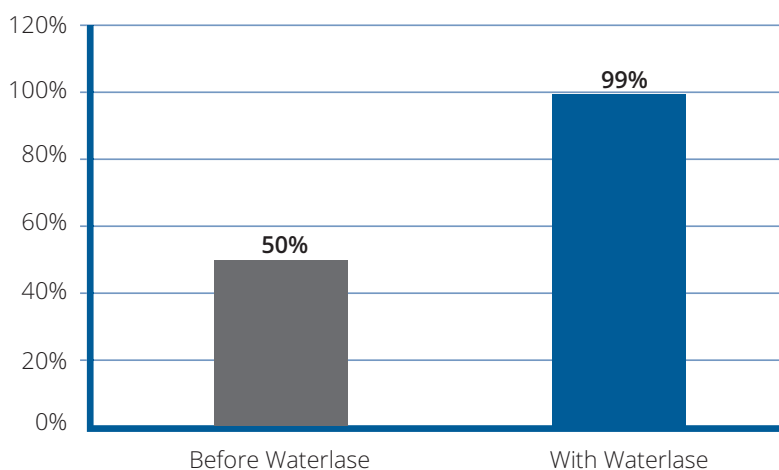
The practice also uses the BIOLASE Epic X™ soft-tissue laser. “I use the Epic X all the time. I perform all my laser bleaching with the Epic X and I do all my soft-tissue management with the Epic X. We have gotten to the point where we are working with it so much that we are going to add another one to the practice.”

Impact on the Practice

In terms of the impact on her practice, Dr. Goel explains, “I have done very well because of laser. Had it not been for the laser, I would have struggled a lot. It was a life-changing decision for me. It makes people willing to come to you.”

Without a laser in her practice, patients were leaving to find a new laser dentist. With her Waterlase, Dr. Goel was not only able to stop patient attrition; she attracted new patients who are specifically seeking laser dentistry.

INCREASE IN CASE ACCEPTANCE



With the addition of Waterlase to the practice, case acceptance immediately doubled.



Additionally, adding a Waterlase and an Epic X had an immediate and dramatic impact on case acceptance. “Before, patients were not really very accepting of treatment. The team was getting disappointed and demotivated because we had low case acceptance rates for quadrant dentistry. But having a Waterlase allowed me to double the revenue of the practice almost immediately.”



Easier Soft-Tissue Surgery and Added Procedures

Dr. Goel was able to further increase practice revenue by performing procedures she previously referred out or did not perform. “The surgical part of dentistry, I didn’t like much — and sometimes even dreaded — and that was really one of the reasons that I chose Waterlase for my office. The laser is the perfect tool for me. It helps me perform procedures I didn’t enjoy before, and now I can perform them easily in a very calm and relaxed manner.” “In the past, if patients had deep pockets, she used to refer them out to the periodontist. “With my Waterlase, I am keeping them in my office. I am doing the flap. I am doing the closed pocket therapy with my laser in no time and that’s how I have doubled the revenue in my practice. I am doing all the crown-lengthening in my office in about 10 minutes. In the past, I used to refer them all out. I am now doing frenectomies in my office — just because of Waterlase.”

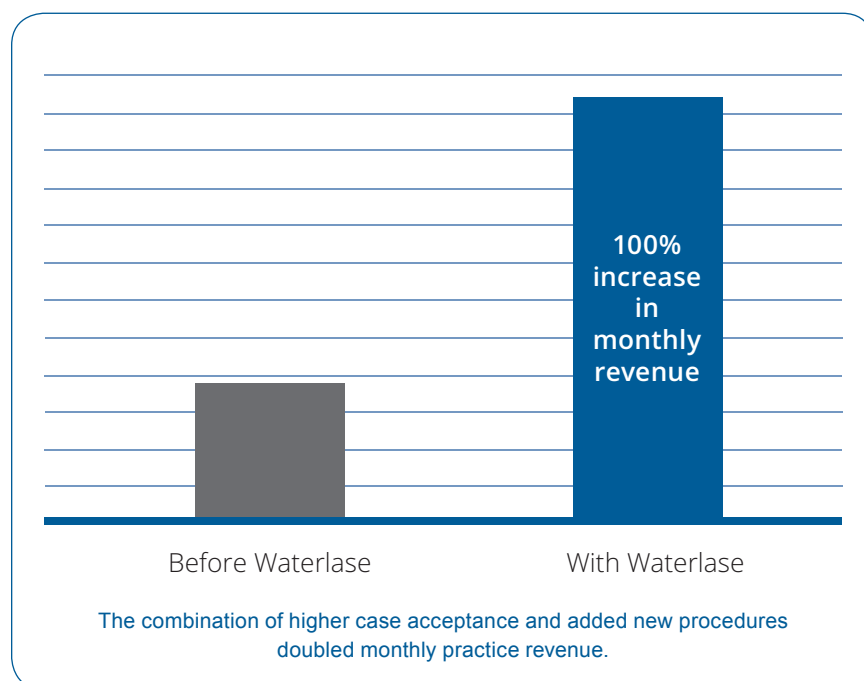


The Waterlase is the perfect tool for me.



Frenectomies alone add significantly to Smiles for Life Dental Group's bottom line. Dr. Goel performs about 10 frenectomies per month and the procedure now accounts for about 7% of monthly production.

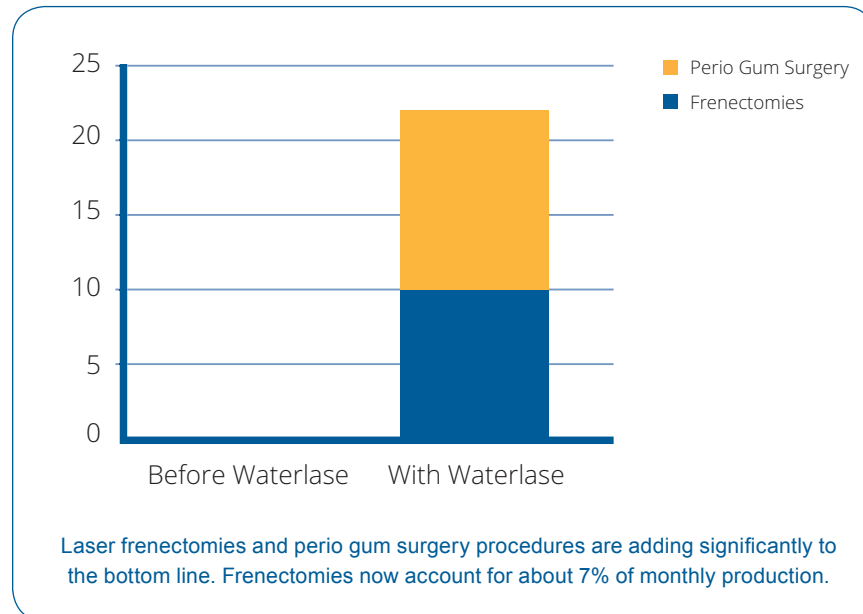
MONTHLY REVENUE



Dr. Pooja Goel hosts a radio program about dentistry two days a week on KLOK 1170 AM, an Asian Indian radio station that reaches the entire Bay Area. She regularly discusses the benefits of laser dentistry and always receives many calls after the program from patients seeking her services and expertise.

Closed-pocket laser therapy procedures have sky-rocketed in the practice. "Closed pocket therapy with laser is a no-brainer. It really takes no time and it is such a small procedure and the results are really great. There is such a good prognosis associated with the procedure. I do them all the time and almost every other day I have either a frenectomy or perio gum surgery, such as REPAIR, procedure to perform."

MONTHLY INCREASE IN FRENECTOMIES AND PERIO GUM SURGERY PROCEDURES



Attracting New Patients And Growing Practice Revenue

Dr. Goel reports that Waterlase dentistry is attracting new patients and that children are now a growing part of her patient base. "I was very reluctant with children earlier in my career. I used to refer them out along with extractions. But having my own children changed me. I saw that laser could really help with the anxiety and the fear. With children, I started out very slowly. But now, any kids of any age are welcome to come to the practice and I offer them laser dentistry all the time. My young clientele look forward to coming to dental appointments now."

Dr. Goel's practice, Smiles for Life, has five operatories and utilizes a practice management system. Each operatory is equipped with digital x-ray and electric hand-pieces. In addition to the Waterlase all-tissue laser and the Epic X soft-tissue diode laser, other practice technology includes caries detection and the CAD/CAM system. The practice is in the process of adding CBCT imaging for its growing sleep apnea diagnosis and treatment offerings.

"I love technology. I know that when you are using the right technology, are implementing it properly, and performing procedures correctly, it



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pays for itself. There can be a lot of overhead when you add technology, but as long as the practice is paying for it, I am happy. With my laser, I have a monthly payment, but I am making that money in one week and for the other three weeks of the month, money is going into my pocket. I think it was a smart decision to purchase our Waterlase, and I plan on continuing investing in new technology every year so that I can stay on the forefront of quality care for my patients.” ■

Grow Your Practice with Waterlase Starting Today.
Contact us at 888.424.6527.

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