



“I am the best!”

During a speaker dinner, the discussion came to an interesting point where the keynote speaker affronted all of us with the sentence: “I am the best!”. This was the start of an animated dispute about being the best.

Can you assess the level of perfection of a dentist? Years of experience, advanced training, specialization and degrees, as well as services offered could be possible guidelines of such a ranking.

In the end, our patients are the most critical judges. If they feel that they are

in good hands in your office, then you are the best!

As consequence of that, word of mouth remains the most efficient marketing tool we have, where happy patients share their positive experiences with family and friends.

So make your patients happy and you will be the best!

Enjoy reading.

Sincerely,
Alessandro Devigus



Alessandro Devigus, Dr med dent
Editor-in-Chief