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Kudos for Editorial

I was very moved by the July editorial ("The Business of Dentistry," Page 473), that I thought I'd do something totally unusual of me: respond to it for your words almost brought me to tears. As a dental grad in 1994, I took the leap of faith into the business world by setting up a practice three years ago. And similar to what you wrote, I carried out running " a business of dentistry." No advertisements to market services; no "diagnosing a crown or selling a treatment." I did not go out of my way to have an ethical practice; rather, I ended realizing this is how I was going to do things. Not the manners in which I had to concede (to the diagnosis and treatments) when employed by others.

Your article justifies all the struggles I have endured. The office still has yet to be profitable, but it is growing. So now, not knowing whether the office will be viable in the near term (for we are totally depleted of savings/capital), my emotions are soothed to know that someone else cares for the profession and the people as I have. You definitely have more courage than me for you wrote it for thousands to read. And I hope to be the first to thank you for it.

I am sure there are a few others who have similar ethical deposition as ourselves. Unfortunately, it takes an act of the gods to meet them. When there is no one else who understands "this road less travelled," things becomes very confusing and I doubt myself constantly. Though now, I humor myself to say the office was successful for three years, because, in the words of your graduate professor, "the success of a business is survival."

Thank you again for those eloquent words. They have made a profound difference.

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(Initials used by request)