

Risbrudt Reports

We feel called to be a nurturing, supportive and health-centered practice based on integrity, trust, commitment, quality, service, and dedication to technical and behavioral excellence.

The Halcyon Days of Summer.....

As I write this, summer's almost gone and school is about to start. Where did the time go??

Speaking of time flying, I had a significant birthday this summer. The best birthday gift ever was a surprise, five-day, spring trip to Sedona, AZ with our two grown kids, Erik and Krista. You got that right -- no grand kids, just the four of us. It was magical and memory building!!



We haven't been together, just the four of us, since they left for college over 20 years ago! Every day was an adventure, full of heart-warming conversation, loads of laughter and a few precious tears. I won't ever forget it!! In fact, I think of it often and count my blessings — a lovely wife, two beautiful kids and four little grandchildren — what a miracle!! I am indeed blessed!!



Oh, and by the way, we took a little train trip together on The Verde Canyon Railroad. That week-end, spring "sprung" with a vengeance and the color in the Verde Canyon was spectacular!! The new, spring green

leaves against the red sandstone rock formations — was an incredible sight!!

Lots to report at Suite 128. Most of all, it involves our presence in the social media arena. **It's our way of staying better connected, more often, with you and the community at large.**

Our web site www.drrisbrudt.com has been updated with some new copy and video.

We have initiated our presence on Facebook and I have started a blog through our web site. (Click on "Connect with Dr. Risbrudt" on our web site.) Yes! You can write to me on the blog anytime you want and I'll answer back!



A less obvious purpose in blogging

As some of you know, I have a particular mission to prevent mouths from becoming money pits. It's an operational principle for me and I feel an obligation to people in general, not just my patients and to my profession; with particular interest in the next generation.

Frankly, the visible trend of my profession away from health; to treating ugliness as a disease fries my green tomatoes. Health is beautiful. **Restore health and "naturally" beauty is restored.** Painting over rust, treating symptoms and not cause is just not right in my books. At the risk of sounding egotistical, I do understand causes way beyond what dental school taught me. I have the Pankey Institute to thank for that and continue to mentor, teach and learn. It's that whole thing about bites (occlusion); the foundation of what makes dentistry fail or last a long time. My apologies if I'm harping; it just my passion at work.



As I read other blogs, it's quite evident that people are fed up with being "sold". People come to me with an eroded sense of trust. I completely understand and work not to give them what I want, but help them clear up what they want for themselves; guide and assist them as a resource of information so they can make not just an informed choice but a confident choice.

I mean not to indict other dentists. I'm clear that there is a certain part of the public that chooses beauty before health; a short term quick fix rather than a long term solution. No problem... as long as they choose freely and

knowledgeably. I just wanna be a guy that people can go to and get some objective answers, guidance or perhaps inspire them to ask questions of their providers.

Via other blogs, I am aware there are **dentists who are struggling to find synchronicity with their souls**. Some are feeling duped; they got in to the profession to make a difference and find themselves needing to be marketers and sales people. It's quite a challenge for those starting out; to master a very complex science, run a business and pay off all those student loans. Still others, have become quite demoralized in their experiences as associates. Instead of finding "Yoda" the wise trainer of the "Jedi Knights", they're finding pressure to "produce".

Therefore, through our web site, it is my ambition to invite guest bloggers; the general population and other dentists to provide a venue for open and frank discussions.

Please let us know your thoughts; good or bad. If you find value we would be grateful if you would invite your friends to have a look. **The blog's function is to provide useful information**, so even your friends who have their own dentist may find information useful; that will improve their dental knowledge and overall lifestyle. We'll be covering a wide variety of subjects, like: TMJ/TMD, implants, esthetics, managing gum disease and tooth decay, nutritional hints, nutritional supplements and whole-person, healthy life-styling.

A mission that goes further



In keeping with the aforementioned concerns and long standing mission to make a difference to other dentists, to ultimately serve the public better, I'm also spearheading the formation of a summit intended for the fall of 2011. With colleagues from all over the nation, we will work together in the interest of helping professionals who seek synchronicity with their souls;

who are genuinely and authentically in pursuit of being an excellent, all around clinician; guiding and helping people to sustainable health; to help professionals find some answers to some very difficult questions. Some say I'm crazy; that the old days are gone and ain't coming back. Be that as it may, I am filled with gratitude to my mentors of years gone by. With others I am committed to carry a torch for health centered; client centric care. My life has been more fulfilling because of the gift they gave and I fully intend to pay it forward.

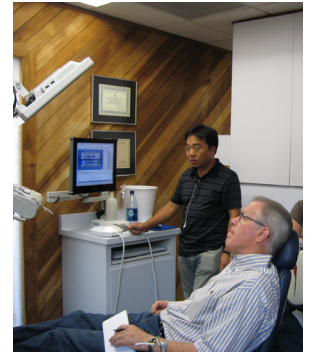
Going Green

We like saving trees so please let us know if you can receive our newsletter via e-mail by calling us at 949-

496-0311. Also, let us know what is the best technology to use for confirming your appointments... telephone, e-mail or text. We will be asking these questions when we see you at your next appointment if we haven't heard from you.

No ... I'm not sleeping ... I'm learning ... still!

During September through November, I'll be participating in over 77 hours of continuing education. Some of it will involve the absolute privilege of mentoring younger dentists in their journey towards personal excellence. It sure keeps the cobwebs out of my brain!! Keeping up with the best and brightest and staying just ahead of the up and coming best and brightest makes for an exciting professional journey!! Always new and alive!! These kinds of activities continually push me to develop and increase my competency on your behalf. That is, and always will be, my "prime directive!"



Thank you, friends, for your loyalty to this practice. Some of you have been here for a huge part of my professional journey. Many of you are functioning in a "maintenance only" mode because of the investment you've made in your dental health and your excellent home care. For that reason, keep us in mind when you meet folks who are looking for a quality practice. You'll notice, in one of our articles in our blog, we are offering a no-charge consultation to anyone who is wondering if they or someone they know has a TMJ/TMD problem. Much of my continuing education study has been in the area of occlusion (how teeth fit and function) and TMJ/TMD problems. The "Occlusion Solution" is the key to dentistry that lasts! (See our blog for more info.)

Yours for better dental health

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