

A photograph of a man with grey hair sitting in a dental chair, reclined back. He is wearing a light-colored polo shirt and dark trousers. His hands are resting on his lap. In the background, there is a computer monitor on a shelf and a window with blinds. A blue banner with white text is overlaid at the top of the image.

CRUCIAL INFORMATION

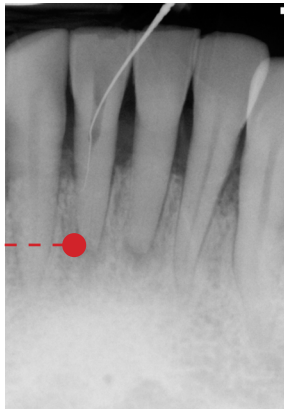
on Keeping Your Endodontic Patients and **YOUR INCOME**
in Your Office

SoCal Root Canal
www.SoCalRootCanal.com

UNEXPECTED ISSUES. EXCEPTIONAL SOLUTIONS

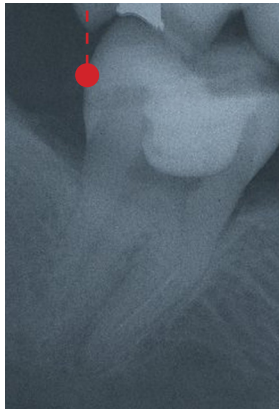
Unfound canals, completely calcified pulps and the canals need to be found.

But getting in the way, one, or two perfs are inevitable. And unfortunately, the fact that no one can see canals in the X-ray will only make a bad situation worse. Can these teeth be treated? **Yes they can.**



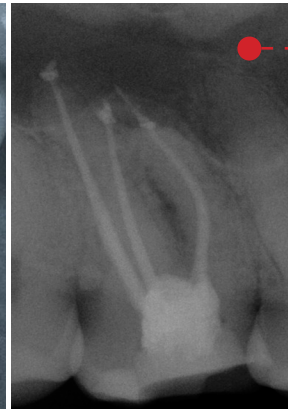
Tightly curved canal with broken file around the curve.

Another broken file? It could be "Separated Instrument." But what's the difference? Regardless, the anxiety level at your office will remain high for days to come. And who will have to pay for this? Can you be assured of an excellent resulting RCT for this case with a lifetime warranty? **Yes you can.**



Symptomatic overfill intruding into maxillary sinus.

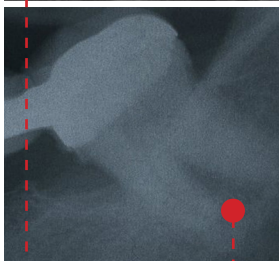
These symptoms never go away. The problem is this case needs to be resolved permanently without sending your patient elsewhere and without overpaying whomever treats the tooth. Can this case be treated at your office? **Yes it can.**



Failed molar RCT that needs retreatment.

What are the odds of having a complete success the second time we treat such a tooth? Can any of us achieve a 95% success rate with a lifetime warranty? And can this always happen in your office, without sending this valuable patient out to another location?

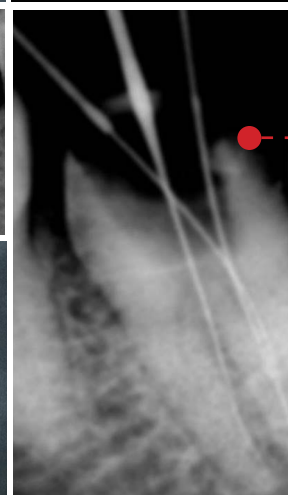
Yes it can.



Furca perforation that needs perforation repair.

Who in the world of dentistry has not faced this frustrating situation? We have all bumped into this, but why should the outcome be any less than complete success of the endodontic treatment for these teeth?

Like you, we believe that all patients deserve this procedure.



Calcific inoperable with very long canals.

Here's a case that presents you with a long history of chronic pain and infection, very long roots, short RCT, but to make it even worse, the treating dentist used plastic, carrier-based obturators to finish the RCT. As a result the patient has been complaining of pain and swelling on and off for years. Additionally, they cannot afford a bridge, let alone an implant and a crown. **Without doubt the best solution is NOT to extract the tooth!**

A painful wisdom tooth after placing a permanent bridge with invisible canals in X-rays.

Oh what a headache for the dentist, the staff and the patient. Can we do RCT to this tooth? If so, how? There are no canals there, they are completely calcified! Additionally, if it's doable, can it be done through the bridge or do we have to remove it or "cut it?" Can this be done without having to go through the trouble and expense of making a new bridge. **Yes it can.**

7 Critical Mistakes to Avoid When Choosing an Endodontist



Ehab Ismail, D.D.S.

1. Be wary of any outsourced Endodontist that does not give a Lifetime Warranty on a failed RCT.

Is the specialist you're referring your valuable patient to so confident they can perform the necessary treatment that they're willing to give you a Lifetime Warranty on their work? If not, think twice. You're paying for an exceptional level of competence and total certainty. Demand the work be exceptional, and guaranteed.

2. Issues arise when sending your problematic patient to an external Endodontist. The solution? Have the specialist come to your office.

Too many issues arise when faced with sending your patient to another dental office. Will they return? Will they lose confidence in you? After all you sent them elsewhere. Will you be able to supervise their treatment and provide them with the level of service they've become accustomed to? Most likely the answer is no.

3. Can this specialist perform Apicoectomy; surgical RCT procedures to molars?

When all other regular RCT approaches are not doable you need a specialist that can surgically remove the infected root apex flawlessly in order to save the tooth. How competent are they?

4. If the outsourced Endodontist travels to your location, are they bringing inexpensive manual instruments? Or their own, advanced equipment?

How trained is the specialist in the latest equipment and advanced procedures? Make sure any specialist you hire is not only technically the best but also the most prepared and knowledgeable with today's state-of-the-art equipment.

5. Research their background and experience. Are they meticulous about RCT? Are they prone to giving up? Have they successfully completed scores, hundreds, or even thousands of successful procedures?

Finding someone with a commitment to 100% satisfaction is crucial. It's their willingness to pay attention to minute details that make a difference. Failing to solve the problem in your office, on the assigned day of the appointment, is not an option.

6. Look for a history of 100% success from this specialist and don't accept their success rate of "95% or less" for Endodontic re-treats.

Sad, but true. Not all specialists are cut from the same cloth. Investigate their track record thoroughly and protect yourself. Do they have any outstanding patient complaints, ethical issues, or lawsuits?

7. Make sure you find someone who is willing to give you detailed answers to all your technical and clinical questions.

The specialist you hire must be focused on your success and that of your patient. Do not compromise on expecting a level of communication and skill that goes beyond the norm.

Whether you decide to use SoCal Root Canal or not, be careful when deciding who to eventually choose.

"Watching Dr. E work is like attending an educational workshop!"

Dr. Hendrick Gonzalez, Santa Maria, CA



Qualities and Services	Other Providers	Ehab Ismail
Rest assured your patients will stay with you. <i>(Dr Ismail sold his successful practice in 2007.)</i>	Possible	✓
No lost income due to sending your patients to other dental locations.	Unlikely	✓
Speaks fluent Spanish.	Possible	✓
Extremely affordable.	Doubtful	✓
Brings all his own equipment.	Possible	✓
Lifetime Warranty on 1000s of successfully completed cases.	Unlikely	✓
Will finish ALL inoperable (un-doable) cases.	Possible	✓
Not a single failed RCT in over 20 years	Unlikely	✓

SoCal Root Canal

Ehab Ismail, DDS
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Call **562.968.4061**
for a **Complimentary**
Consultation

Hendrick Gonzalez, DDS, Santa Barbara Dental Group Santa Maria, CA

It quickly became obvious after watching Dr. E do a few root canals that he had done thousands of them and could probably do one in his sleep. He works quickly and my patients like him. I'm comfortable with him because my patients are.

Marina Adams, DDS, New Image Dental Inglewood, CA

My patients love Dr. E! He is a perfectionist, clinically, and makes each patient feel comfortable and in good hands. The extra \$10K he generates for me is kind of nice too. He's our "go-to" guy for difficult RCTs. I recommend Dr. Ehab.

Shirley H Bien, DDS Fremont, CA

Since we first met Dr. E we no longer refer complicated RCTs out. He comes to my office (always on time) and always performs difficult procedures. My staff and patients love him. His percentage-based compensation program is very lucrative for my office.