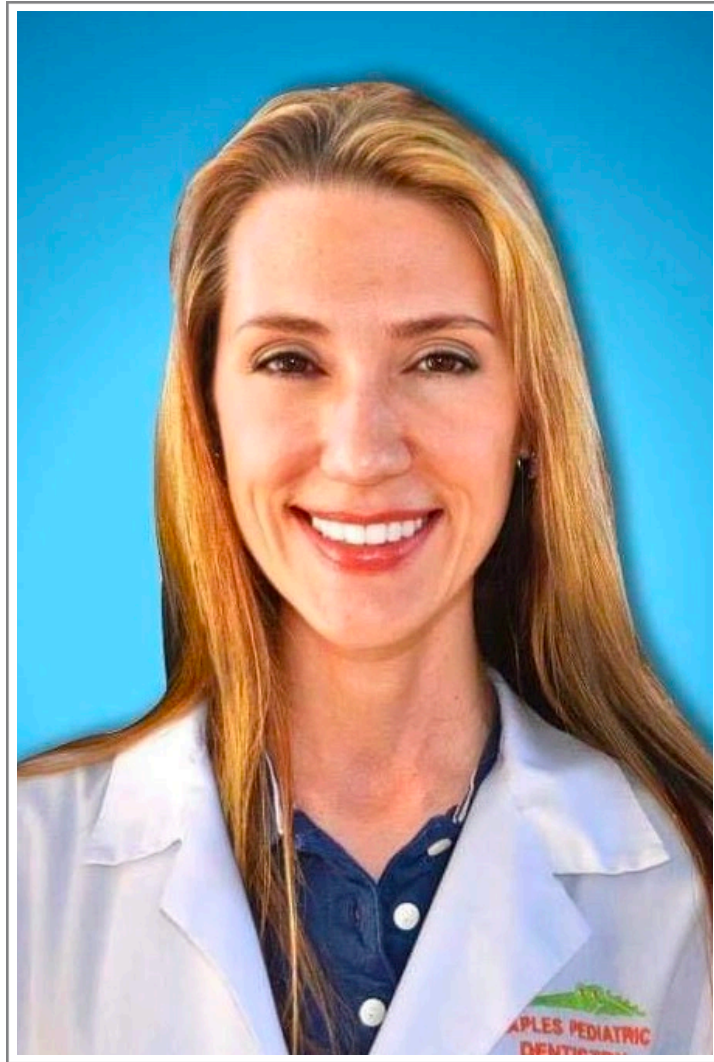


Ask the Expert

Dr. Marilyn Sandor

GoodCheckup™





The idea that our advice and care is very valuable really was what I was going for. Because we have important information stored in these brains. It is not just what we can do with our hands, and it's not just how much money we can make by hiring someone else that can do stuff with their hands.

Dr. Marilyn Sandor is a highly experienced pediatric dentist, founder and practice owner. She brings excitement and innovation to the field of dentistry. Her flagship dental invention, Zooby prophylaxis angles, inspired a full product line that is enjoying global success. Her current mission, is bringing access to care, anywhere with GoodCheckup™.

"I created Goodcheckup to give dentists the instant ability to expand their reach and create new opportunities for themselves--by putting freedom in their hands."

GoodCheckup™ is the first Mobile to Mobile, Patent pending, Teledentistry solution that, gives dentists everywhere the ability to set themselves free from the standard care model and provide patients total convenience by placing access to care at their fingertips.

Find out more at Goodcheckup.com

Dustin Burleson:

Welcome everyone to Ask the Experts with Dr. Marilyn Sandor. Marilyn, thank you for being here.

Dr. Marilyn Sandor:

I'm very excited to be here. Thank you for asking me to join you.

Dustin Burleson:

I found your company, I think through a LinkedIn post and a couple other comments, and I think you were speaking somewhere and I said I've got to meet her. I love your company. Tell us about you, and then let's talk about GoodCheckup.

Dr. Marilyn Sandor:

Okay. Well, I am a pediatric dentist. I've been doing this for quite some time, over 20 years, and I'm really committed to the patient experience. I love what I do. I've had the opportunity to bring an interesting product, I hope, to market in the past. If anyone's used the Zooby prophylaxis angles. And the reason for that was, again, to really build out the patient experience for children, because for them to enjoy what they're doing is very important, and I love doing that.

Dustin Burleson:

We had pediatric dentistry in our practices and I had no idea those were yours. We use those. We love those.

Dr. Marilyn Sandor:

That's me. Thank you. It was a lot of fun. It came to be as an inspiration at my kitchen table.

Dustin Burleson:

Get out of town. What was that like? I know we want to talk about GoodCheckup, but-

Dr. Marilyn Sandor:

Oh no. I love to talk about it.

Dustin Burleson:

What was that process like? Was that your first product that you had launched?

Dr. Marilyn Sandor:

Yes, yes. I've given this funny story in the past where when I opened my practice, I had this vision about how I wanted to do it, and so down to the colors and how it might smell in there and everything else. And my first opportunity to buy equipment was through Patterson and supplies. And I told them, I'm like, "Why don't you have a catalog just with the pediatric stuff in there?" And they're like, "Well, the small stuff's in the back." And I'm like, "Oh, that's great."

Dustin Burleson:

"Kids last."

Dr. Marilyn Sandor:

It was so funny.

Dustin Burleson:

What a slogan, right?

Dr. Marilyn Sandor:

It was like afterthought. Exactly. So as time went by, it was just like one night ... I have three kids, and so my older two were then old enough to actually eat on their own, like you could put food on the high chair and stuff. And I was at the table and I had just some acrylic paints and stuff, and I'd brought some home, some prophy angles just to try a thing or two, what might make it nice. And so I started to paint them up. And it was like after that, I talked to my dad who was really supportive. He's like, "Let's get you working on a patent. You really think there's nothing like that out there?" I'm like, "No. I swear there's nothing out there like that." So we got a design patent, and one day I asked my office manager to call up Young Innovations because I really admired their prophy angles. I mean, of all the ones that don't come apart, I really like that. They said that you could send in your idea, and she's like, "No, we'd really like to see you in person." And they're like, "Why?" We're like, "No, we just really want to see you in person." So I went up to their headquarters in St. Louis with my sister, my office manager, and myself. And we joke because we stayed at a Holiday Inn Express and so that we can attribute our success to.

Dustin Burleson:

Holiday Inn's going to call. They want to talk to you for a commercial.

Dr. Marilyn Sandor:

It was so much fun, I have to say.



You have to engage kids and let them have choices.

Dustin Burleson:

That's awesome. What's your background? It seems like maybe you're artistic. I'm curious your background maybe pre-dental school.

Dr. Marilyn Sandor:

Well, thanks for asking. Yeah. My family, fortunately, really values the arts and art. Both my parents are artistic and going back with my sister, if I plug my sister, she is amazing. She's got her Master of fine arts and she's also an author and she's on book number four. First one's called Fool's Proof, and her name's Eva, E-V-A, Sandor. Find her on Amazon.

Dustin Burleson:

We'll put links below the video. Cool.

Dr. Marilyn Sandor:

Yeah. Yeah. Just a creative mindset. We like having fun with stuff.

Dustin Burleson:

I know we talked before we started the recording that we might get on a tangent, but I think this is valuable. A lot of

our listeners I think would have this question, which is, how are you nurturing the artistic side in your children? What did you learn from how your parents nurtured that that might be valuable for listeners?

Dr. Marilyn Sandor:

Thank you. That's a good question. I think it was just to encourage us. It wasn't like, oh, snatch that paper out of your hands. Why are you doodling? I remember being in church and getting the donation envelope and you're trying to entertain yourself. So I think that that's important. And it's always been, I think, just part of our daily life. If somebody sits down and wants to show you, "Oh, let me show you what it looked like," and you draw it down. And fortunately, my kids also have carried that on. They're artistic and they enjoy it, and you find ways to use that in what you're working on. So for instance, if it's a project in school, you had to do a poster board. You throw yourself all into it. And in my practice when I started out, it was so long ago that we really didn't have intake forms that were pediatric, so we had to make it ourselves and take it to Kinko's. So you draw it yourself or you design your cards or your marketing materials. And so now there's a lot of opportunity for creativity with your Instagram. I think you just have to encourage kids if they are showing a tendency towards something like that, that it's not a doodling distraction like in the old days, like don't draw on your paper. It's just kind of like, oh, that's great.

Dustin Burleson:

Yeah. I love that. I think I learned this from Sean Bernard, one of our HR experts. He uses something similar along

the same vein with interview questions for prospective new hires. And he says something along the lines of, "Go back in time. You're seven years old, and you tell your dad you want to be the first female astronaut on Mars. What do your parents say?" And he said the answer is you can just get a sense of like, "Oh, my dad would've told me that was a crazy idea. That's insane. Be more realistic." Or, "My dad would've told me, absolutely, you should do that. I think that's a great idea." The support at a young age for artistic things or things that are outside the traditional path is really cool. That's awesome. Yeah. When you said you were very intentional about the colors of the practice and the feel, I feel like in my experience, a lot of those doctors or restaurant owners or retail store, they're usually very artistic, and it's such a great experience to be a patient in one of those practices because they've thought through every little detail down to the prophy angles. So thank you for inventing that-

Dr. Marilyn Sandor:

Thank you. Oh, wow.

Dustin Burleson:

Because parents love those, kids love those. Yeah. I mean, it was our go-to for sure.

Dr. Marilyn Sandor:

Oh, I love that. And still to this day, I feel like you have to engage the kids and let them have choices. So if you go through the whole menu of options, now in today's world, they finally get it. Before it was just like, you need to get this done. There's no cost benefit on the child's part there.

So if you're like, make your choices. What do you want to use? What character you want to use?

Dustin Burleson:

Yes. Yeah. It's just obviously ... It's cool.

Dr. Marilyn Sandor:

I'm glad you like them. That's exciting.

Dustin Burleson:

It makes sense in retrospect. Of course, an artistic pediatric dentist invented this. Nothing against bean counters, but the bean counter's at the plastic factory were not thinking of neat ways to enhance the patient experience. They were trying to find ways to make them a little thinner and a little cheaper so they fell apart. Very, very cool. I want to talk about GoodCheckup because, again, I don't think there's anything else in the market like it. I'd love for you to tell us what it is, why you built it, and how it's helping doctors and patients.

Dr. Marilyn Sandor:

Okay, I will. It was, again, I wished that I had this. And I'm sure this happens with everyone. When you're busy, busy, busy and you're working, working, working, you don't have mental space to think. You just, this is what I have to do today, this is what I have to do today. So that's probably why so many businesses came to fruition over COVID. So the COVID baby entrepreneurship ideas were because all of a sudden we were sit down and do nothing. And you're like, what am I going to do?

Dustin Burleson:

So was this born during the COVID era?

Dr. Marilyn Sandor:

Yes. It was. When we got furloughed and sent home, at first it was like ... Okay. But I'm like, oh, no, I have to do something. This is not going to work. So I started to look online for different options for what I could do because it was a combination of almost the feeling of insult and almost humiliation that dentists were not important because all we know how to do is to drill holes. And I'm thinking of my pediatric colleagues. Let me write you a prescription. That will be \$100. Sorry. Not to put them down in any way.

Or the attorney that left me a message and charged me whatever by the hour for the voicemail. And I'm like, this is just not right. When I was getting FaceTime calls from patients and then their relatives saying, "Can you look at this tooth?" And I'm on FaceTime. I'm like, I know this is not HIPAA-compliant, and they let us do this now, but that's going to change. But the idea that our advice and care is very valuable really was what I was going for. Because we have important information stored in these brains. It is not just what we can do with our hands, and it's not just how much money we can make by hiring someone else that can do stuff with their hands. So as a pediatric dentist, often we feel almost like we need to be the guardians because there's a lot of misinformation out there too. So you want to be able to be accessible so someone can come to the specialist. And then along the way, this was also another reason why I did it, is I have three kids and the youngest one's type one

diabetic. And so at that time, she was very young and everything on the news said I would bring home germs and kill her. So it was like, if you have underlying conditions. I'm like, yes, we have underlying conditions. So I really, really, really wanted to be able to do everything ... Here's my phone prop. Everything through my phone without the need for support staff, because that was another issue we were having. So I had rebranded the name of my own practice's website to my name, so now it's drmarilynsandor.com. And then I used GoodCheckup for GoodCheckup. So that's how GoodCheckup came to be called GoodCheckup.

Dustin Burleson:

It's such a great name. Yeah. So tell us a little bit about the process, because I love ... And particularly first time moms with a newborn on when do I start. All these questions that we take for granted that in our experience, the first time moms would consume so much information on our website. They would watch the videos about what to know as an expecting mom, fluoride and oral healthcare for the baby when the first tooth comes in. I'm guessing. I don't know. I'm assuming those are your ... The in software is like ... It's not advanced users. The ultra users or the extreme users of really the consumers who latch onto this. Have you found, first of all, what consumers is helping the most? And then maybe we'll walk viewers through that process if they're interested in learning about GoodCheckup, which I think is such a smart idea, and I still think is ... I'm sure you've patented it because I don't think there's anything else like it.



Pediatric dentists particularly are able to utilize virtual services better than most anyone else, because what we do is so much advice and preemptive guidance.

Dr. Marilyn Sandor:

Thank you so much.

Dustin Burleson:

Yeah. Who's using it the most and then what did you learn along the way that helped you grow your practice through GoodCheckup?

Dr. Marilyn Sandor:

Well, I would say using it the most then would be pediatric dentists, although I'll delve into, we're also on the other side with geriatrics because it's very similar where you have a caregiver and then on this side you have a caregiver. So it's like on the two ends of the age spectrum. But pediatric dentists particularly are able to utilize virtual services, I think, better than most anyone else, because what we do is so much of advice and care preemptive guidance. And they even call it anticipatory guidance. That's the phrase that we all learn about. The anticipatory guidance. So we're able to have

conversations that are meaningful that are not actually manual. And so that first visit by first tooth or first birthday is what we have really driven into the minds of all pediatric dentists. But it's difficult to implement because yes, I'm in Florida, but some people are in Wyoming and others in Minnesota. Well, understand that the baby that's just turning one in February is not going to be the easiest child to keep that first tooth by first birthday appointment.

It's just difficult. And even in a city, if you have to travel by bus, if you need to take the subway, if you need to have tag along two, three other kids, that's just literally not going to happen. And there's also now a lot of talk about these tethered tissues, about tongue tie, about just really very, very early treatment that people are curious about that a pediatric dentist would be able to answer. But do you really want to bring your six day old baby into the office when your nursing coordinator just said that your child has latching issues? That's a virtual appointment right there. So that's who I feel benefits the most right now from GoodCheckup Kids.

Dustin Burleson:

When I think back, those were the longest conversations on the pediatric side of the practice where you really do need to educate a parent about fluoride and about hygiene and about diet. Yeah. I mean a huge question we got all the time is what do you think of this frenum? Right? Is this important or is this normal? And so there was a lot of conversation and you're having it knee to knee with a mom while she's holding the baby, or you don't even need a dental chair, right?

Dr. Marilyn Sandor:

No.

Dustin Burleson:

Yeah. It's educational and very valuable information as well. And sometimes coordinating with the pediatrician. Walk us through. So a viewer says, "Listen, I'm a pediatric dentist. I don't have anything like this in my practice." I'm assuming it's really good for emergencies as well?

Dr. Marilyn Sandor:

Oh yes. Yes it is. Well, the neat thing about GoodCheckup, the way I created it is I want it to be able to fit your workflow. So it's a platform that's really able to be modified in many ways. So to download it from the app store or the Play Store, it's free. So if you download [GoodCheckup Doctor](#), to download it, it's free. To then register for being able to utilize it, you go through the process it takes you through. It's pretty intuitive, but it does have a pause where you need to be vetted so we don't have fraudulent people presenting themselves as pediatric dentists. So it's not instantaneous that ... You can look at it, but you can't immediately in five minutes call someone. It'll take you a day. We have to find out that you're legit.

Dustin Burleson:

That you're legit. I'm thinking of Kramer on Seinfeld where he pretends to be the dermatologist in one episode. We don't want that. We want actual-

Dr. Marilyn Sandor:

We don't want that happening.

Dustin Burleson:

We want actual dentists.

Dr. Marilyn Sandor:

Licensed dentists.

Dustin Burleson:

Licensed dentist. Yeah.

Dr. Marilyn Sandor:

Not the garage dentist doing this.

Dustin Burleson:

We laugh. I mean, that could happen.

Dr. Marilyn Sandor:

But it's true.

Dustin Burleson:

They get vetted. They sign up.

Dr. Marilyn Sandor:

They get vetted.

Dustin Burleson:

And then what's the workflow like? I know I'm on a tangent, but do they set aside Tuesday mornings and Thursday afternoons? Do they block time or do they just schedule as the patients come through?



The amount of time you dedicate towards virtual care totally depends on your comfort level. It's able to be modified, so you put your own availability in the app.

Dr. Marilyn Sandor:

Totally depends on your comfort level. It's able to be modified, so you put your own availability in the app. You'll also put in how much you want to charge in there. And you can do any number of things. You can even pretty much give away services for free, give your patients a coupon code specific to your office, or you could charge \$150 because you're planning on spending 30 minutes with them. You can also decide are you going to spend 10 minutes, 15 minutes, 30 minutes? What does your ideal situation look like? I can give you some examples that I have some pediatric dentists who they have a half day on a certain day of the week, so they'll dedicate that half day just to have ... Like I onboard new patients on that day. And so they'll try and gear the new patients to have that initial interaction.

The babies that they'll get from their pediatrician, they'll try and put the babies at a certain time so that they know that this is their baby day. And then you'll have others like me in the beginning where I just really wanted to use it where I put my availability all the time. So in the practice, I would be between patients and then I'd have

somebody ... I'd just duck into a corner and do a visit with them. And if it's a pink tooth ... They're like the pink tooth. Oh, it's that baby tooth about ready to fall out from the picture. So you have that conversation. But the goal is if you have a nice interaction, if you have rapport, then you can capture that patient for a lifetime. If not, you're able to offer them good advice and care that's going to lead them in the right direction so you can do it. That's also in an altruistic, but also in a practice building way because you're building your reputation. And the workflow, it just ... How much of a multitasker do you want to be? Or are you someone that likes to know that this is my time slot? You can do that as well.

Dustin Burleson:

Yeah, I imagine it's a tremendous value add for the parent as well who has a question. It's maybe not an emergency, but they have a question. Maybe it's 8:00 at night, and they can just go ahead and schedule and then know that they've checked that off their list, when they know they're not going to get a pediatric dental office to pick up the phone, but now they're scheduled and they can ... Next Tuesday or next Friday, they can do the virtual consult. It's so smart. Let's talk about the onboarding new patients. Because I hope we all recognize that most people don't like coming to the dentist, or at least it's sometimes a high fear level. And now imagine as a mom, brand new baby coming to the dentist, what am I going to do? Am I holding the baby while I'm filling out stuff?

Dr. Marilyn Sandor:

Paperwork.

Dustin Burleson:

Doing paper forms. And now I'm going to come back into a clinic. What are they going to do? It's sometimes terrifying. I think this is so smart. Talk about your new patient onboarding. It's clever.

Dr. Marilyn Sandor:

New patient onboarding. I have forward-facing ads too in town. So if you have your own marketing materials, you know you're in your geographic area. So I offer on the marketing materials, visit me virtually, and there's like, okay, download GoodCheckup. Put that on the ad or the QR code so the patient can download it. And then they literally can just find me, pick me and want to have a virtual visit. Or some will call and they'll ask, "Can I do this?" And then the office staff will let them know. So once they've downloaded the app and they want to meet virtually, that initial visit, you'll receive medical history, dental history, photographs. You'll have area of concern. You'll know what you're talking about so when you do have that engagement, you've already framed your thoughts. And we do it pretty quickly. After we've been doing this for some time like, "Look, look, look. Okay. Got it, got it, got it." You already know where you're going to start your conversation and how to respond to what they're asking. So is it about the new baby? Is it X, Y, or Z? And after you have that new patient interaction, the patient's been able to decide, do they like you? Do they trust you? Was that information valuable? And will they come in person?

So you've answered their try before you buy and they've felt like they may have made a connection with you. If

you have the personality for it, this is great. If you don't, maybe you don't want to be doing the virtual care.

Dustin Burleson:

Work on that part.

Dr. Marilyn Sandor:

There are some people that it's not going to work for. But if you feel like you're able to make that connection, if you're someone that does have a personality that you're able to engage right away, then it's perfect. And it's like meeting the teacher. So the child gets to meet the teacher. So maybe the infant doesn't know, but okay, it's the two-year-old, it's the three-year-old. Might be the special needs child. The parent really wants to know where they're taking their child before you go past that mysterious back door and see this person that you're like, who am I going to see? And you could tell them what you're going to do. Because generally first visits for pediatrics are very gentle. There's mostly a conversation. You're not really pushing the issue. So if you have that first visit virtually, then when they come the second time, maybe you're also going to still be gentle and not push the limits, but you can say quickly like, "Hi. I remember seeing you. I saw that you had your Barbie out and you had so-and-so in the background. And I showed them my dog."

And so then they're like, it's great to see you. You feel like you're coming to visit somebody that you already know. So that's the difference. It's like you're visiting someone that you've already met. So for new patients, I think it's very reassuring. And for us, it's also nice because I'm a little, I guess maybe shy. When I have new patients, I'll always ask my staff, "Do we know them? Are they related



This is great for new patient onboarding. You can use forward-facing ads to attract new patients who are in ‘try before you buy’ mode.

to anyone?" Just so that you go in there and you have your presentation with your best foot forward.

Dustin Burleson:

Yeah. It's so smart. And I'm guessing, I'm thinking out loud here, that as more and more doctors use the app, that there will be data that you'll learn that helps the group. There'll be a network effect of here's the digital footprint these patients leave that become lifelong raving fans of the practice or that have a higher retention rate or lifetime customer value, and here are the ones that trail off and here's where we can interject new touch points to follow up with them. And I really love the, here's a coupon code. Because when they go and schedule the appointment, like, "Whoa. This is normally \$150, but Dr. Sandor gave me a coupon code and now ..." So it adds the value. Like, oh, I can just schedule these whenever I want. Take advantage. We do have to sleep. The dentist has to sleep. I really like that. And then I would assume that reduces any abuse of the, I'm just going to schedule an appointment every time I have a question for the doctor.

Dr. Marilyn Sandor:

Yes, yes, yes. Right now, because this is all very new and this is a new market, I'm wanting to exactly that, be able

to develop the knowledge base, see what works for people, what do they like. There's people that haven't been maybe in the field as long that might want to do things differently than those of us that have been in it longer. And so it's nice to learn, and I feel like we have the opportunity to give them their probably ideal product just because it's early. So if there's a feature that somebody really wanted to implement, hey, we might be able to do that.

Dustin Burleson:

Yeah, you're nimble enough, you can put in and do that. I think there might be a really neat opportunity for the pediatricians who now probably subconsciously or even outwardly rank you at the top of the list because the nurse or the nurse practitioner or the doctor could just say, "Absolutely, we have a concern about this and you should get scheduled with Dr. Sandor, and here's a QR code. Pull out your smartphone. You could do it right now." Which is really neat. As opposed to ... I just feel like we still have these referral pads floating around. So 1960s. It's such a better way.

Dr. Marilyn Sandor:

They're hard to get rid of. Yeah.

Dustin Burleson:

I still see them everywhere with all of our numbers and like, all right. We're still doing this.

Dr. Marilyn Sandor:

We're still doing it. Another opportunity that if somebody has a relationship with their urgent cares or with their

local emergency room, there's not doctors on staff. So you could actually have your business card with the QR codes on there to say to connect to you and just pass them out.

Dustin Burleson:

Oh, that's so smart. That's really, really smart. A lot of the orthodontists, they don't realize that pediatric dentists need to be really available for emergencies and for the pediatricians. That's really, really smart. I love that.

Dr. Marilyn Sandor:

For the pediatricians.

Dustin Burleson:

Yeah, that's a great tip. Man, that's really cool.

Dr. Marilyn Sandor:

Actually, it would help if people really embraced that because I think everybody knows a story of someone that was turned away from an emergency room, like a child with something that would be possibly life-threatening. We all know stories like that, so that would be great if people would embrace that aspect.

Dustin Burleson:

Oh my goodness. Yeah. At Children's Mercy Hospital, I just do the orthodontic stuff. I always said, there's nothing quiet going on in the quiet room. I don't know. I don't want to know. Get as far away from there as I can because I get really nervous.

Dr. Marilyn Sandor:

That's hilarious.

Dustin Burleson:

The best oxymoron ever is the quiet room. So I'm like, "Oh, I'm just going to be over here doing brackets and wires." But at Children's Mercy, we are nonstop sending residents to the ER to help with dental emergencies, and it'd be a great resource for those doctors outside of a community where there's a hospital residency to be available. Because I feel like that's probably a lifelong fan who ... You help a mom who's in duress with an emergency, it's great. That's really cool.

I'm curious what you've learned along the way. Where do you see the future of GoodCheckup? And then I want to make sure doctors get a chance to go get the app, download it, and learn about it and try it out. So what have you learned along the way that maybe has changed? That's one question. I did have another question is, do you need an employee, a team member to help you with all of this or do you feel like it's pretty easy and intuitive to manage on your own?

Dr. Marilyn Sandor:

You don't need a staff member to be able to implement this, although a staff member's nice, just in case somebody has any technical concerns. But you literally can tell your patient to download the app and to connect with you. So once you've registered and you've put your name out there, yes, they can connect with you, and that's all you need to know.

What I've learned along the way is how much the patients appreciate it. From an entrepreneurial standpoint, I'm going to like, "Okay, pediatric dentist, will you try this? Okay, pediatric dentist, will you try this?" And you have people that are the early adopters. You have the ones that

are hesitant. You have the ones that are like, "Oh, I'm too busy. I don't understand the need." It kind of depends on their practice. But on the patient side, they're like, "Okay, great. Okay, no problem." It's not like this is new to them. This is something that's blatantly obvious to them. And so they'll download it and they'll be like, "Oh, that's great. Thanks for offering that." And they just put it right on their phones. So you can do follow-ups that way. You can check if you've delivered an appliance, you can follow up with them. And actually, some of my favorites are the follow-ups with special needs patients that you can do this way because then they can be in their comfortable environment. That's what I've learned. I've learned that it's very easy for patients to adopt this type of an interaction. No barriers there.

Dustin Burleson:

It's such a huge pearl and everyone should just rewind 30 seconds or a minute and listen to that again. Because we just don't appreciate the patient's side of that approach to interaction with anything. So how we schedule. You can schedule an Airbnb, schedule a flight, schedule a restaurant, but then when it comes to dentistry, you have to pick up the phone, call the office, have your insurance card ready. I love that. So the patients, there's been no barrier. The doctor's like, "Well, I'm kind of busy."

If we want to make this better for our patients, we have to interact with them the way they want to interact with us. Right?

Dr. Marilyn Sandor:

Exactly. Exactly. And it's not asking anything more. I think your customer acquisition cost is going to be very



Another opportunity is to establish a relationship with urgent care and local emergency rooms. You could actually have your business card with the QR codes on there to say to connect to you on the Goodcheckup™ app.

minimal because on your own marketing materials, you just state that you're offering virtual care via GoodCheckup, and you just put it out there. So maybe someone will call the office and ask about it. Maybe someone will just scan the QR code, or maybe they'll just go on the app store or the Play Store without the QR code and just download it. And then you'll say connect with me. You can have the easy steps like number one, download GoodCheckup. Number two, connect with Dr. Sandor. Number three, select your visit. And then number four, let's talk. So it's not complex. So I think that's why on the patient side, just as you said, they're going to Uber themselves a ride and their food and Amazon themselves something.

Dustin Burleson:

I forgot about Uber. You can do everything on your smartphone except talk to the dentist, which is just huge. And I think most people ... I'm curious your take. I feel like some people will feel like they're too busy. It's because sometimes we're doing all these conversations that really don't require the patient to be in the clinic or a lot of these appointments where a mom just has a question, dad has a

question about what's going on with maybe just showing them how to turn an expander. I feel like we're doing too much in the wrong place at the wrong time and making everyone schedule synchronously and show up and miss work and miss school. And that's why our day is crazy because we run phone appointments. What's your thought? My gut tells me if you embrace something like GoodCheckup, you could actually then only be doing stuff in the office that requires the patient to be in the office, right?

Dr. Marilyn Sandor:

Yes. An example of that is I work with a Native American tribe that has a general dentist on site, but it's about 90 minutes away. And so if we have the virtual consultation, and I know they're going to be referred to me for an IV sedation case, we're able to talk through everything. We're able to review the medical history, the dental history, really the case, even look at x-rays and then schedule them for the treatment. So that when they come there, we're not just, "Oh, we're going to have you fill out these papers today." A useless drive. And have a conversation and tell you whatever you're going to be doing. So the efficiency is increased. And then same with, say for instance, like a special needs patient who has that pink tooth. They're really nervous. They don't know what's going to happen before they come. Well, when they come, we're set up for the treatment.

So we already know what we're going to do because we've already gone over, why is it pink? Because when they say that to your office staff, depending on how long your receptionist has been there, they might be thinking, who

knows what is happening? And it's happened to us before where they think the tooth is hanging out of their mouths that they just got into a fist fight and God knows what we're going to need to do. Take out the ortho wire. We're implanting a tooth today and any number of things. And your efficiency has increased, basically if you know what's going to happen before it happens.

Dustin Burleson:

Yes. Oh, I love that. There's so many kids who would come from a long distance and yeah, often that referral was just ... It was a health checkup and it was a paperwork step and it wasn't anything happening. And absolutely for special needs, I love it. And really for all patients who might be a little anxious. Any young patient. If you're under five, acute dental anxiety is kind of just a given, right? Occasionally you have the three-year-old who just loves the dentist, but most of the time they're a little skeptical. I really like the pre-visit consult. It's so smart.

Dr. Marilyn Sandor:

I thought of one more thing. I would jump in with the fact that there are not that many pediatric dentists in the entire country, the 8,500 of us, it doesn't mean that you can only draw from a certain area. If you have a virtual consultation, you've made that connection. You have a rapport with this person. They will drive to see you. It doesn't mean just because they live rurally that they don't have the need or the interest or should be cut off from specialty care. They will come. They just need to know why, and they need to know where they're going. And if they really feel like they're going to have value, they will drive in their car to see you. So you can really pull from a

larger geographic area and you can give back to someplace where you might've been raised. So say you moved into the city, but really you were from corn country, you can still get back to that community and be able to lend a hand.

Dustin Burleson:

That's true. It's a really big establisher of trust. I always share the story of Adam Witty. He's a vendor who provides a lot of marketing consulting advice for our docs, and he did his Lasix eye surgery with the doctor in New York who did Derek Jeter's eye surgery. He's like, "Well, if he did eye surgery for Derek Jeter, I'm going to get my ..." And he's like, "I'm across the street from the Medical University of South Carolina in Charleston. I could walk across the street and go to their ophthalmology clinic, but I got on a plane and I flew to New York." So I mean other doctors listening, if you could do this initial interaction, tell me about your concern and tell me why you're not going to walk across the street and get this procedure and you want to come here that they have a unique condition. It's kind of a special need thing, right? I'm not a typical candidate for Lasix, and this doctor has a different technique and suddenly this guy's on an airplane going to New York and hanging out. It's really interesting. I think that connection is really clever that there are parents who will drive a long distance, maybe not to just try you out, but once they've established trust with you via GoodCheckup, now suddenly they're getting in the car and making the drive.

Dr. Marilyn Sandor:

Yes. And especially, let's throw it back to orthodontics. If you have a special ability, say to treat patients with sleep apnea and be able to successfully get through orthodontic treatment or say your cleft palate treatment is second to none, they will find you and they will want to come see you. And to be able to just offer that via their phone, it's very convenient.

Dustin Burleson:

Yeah. I think every cleft and craniofacial orthodontist listening, I'm not a subspecialist, but I've served on the cleft team for a long time. Just in this conversation, the light bulb went off. That patient population really needs some extra time with us, particularly with speech. Early in, how's the expander going to affect speech? When are we timing the bone graft? Kind of in the pediatric side of it's more conversation based. Or sometimes the kid's just sitting there hanging out watching the TV on the ceiling, and mom and I are having the conversation about what's going on with speech, what's going on with OT, what's going on with surgery? And the kids just like we're just one more visit. I think that's really, really a valuable service add for those patients who now know why we need a little bit of extra time and why we're not just going to change their wire real quick. Yeah. Instantly I'm thinking the cleft and cranial facial kids. It's awesome. It's so cool. I know I told you I wouldn't keep you too long. I hope I didn't spend too much time on too many tangents.

Dr. Marilyn Sandor:

So much fun. I enjoy talking with you greatly. I mean, it's just a lot of wonderful questions. I enjoy talking about

GoodCheckup, but I like our tangents and it was a lot of fun, so thank you.

Dustin Burleson:

I want to make sure everyone watching and listening gets a chance to go find GoodCheckup so where can they find more about you and more about the app and any final thoughts before we wrap up?

Dr. Marilyn Sandor:

Well, the best place would probably be to check out the website at goodcheckup.com. And if you're interested, on the app store and the Play Store, all in one word, just type in GoodCheckup and you'll see the product offerings.

There's going to be GoodCheckup Doctor, so that's for the professional. There's GoodCheckup Kids, that's the pediatric. And then the one we didn't delve into yet was the GoodCheckup Caregiver. So that's for folks that are taking care of someone that's an adult ward. And so that would be something that I'd be happy to discuss, and you could email me at drsandor@goodcheckup.com.

Dustin Burleson:

Awesome. Dr. Sandor, thank you so much for doing this. It was such a pleasure to speak with you.

Dr. Marilyn Sandor:

Oh my gosh. Thank you so much. I loved all of it. Thank you, Dr. Burleson. It was awesome.

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