

The sincere dentist: success

I think one of these days I wrote about the need people have to shown how happy they are and what a perfect life they have. I believe it was during vacation time, when people try to convince all of how #blessed they are and how much not terrible their previous year was (although it might have been terrible, as those that had an excellent year are probably not trying to convince others of it).

But I believe it is human and natural that this has to be advertised. Success is being happy, after all, as all marketing masters would say. What does this have to do with Dentistry? The same thing. In congresses, I only see successful clinics, with rich and famous patients, fantastic cases and, above all, no errors or clinical failures. And that's exactly what dentists are looking for in events: to see the errors that may be made and how their professors learned to avoid them. To go to congresses and see only cases of success is like going to the doctor and coming out without a prescription and recommendations.

Well, I never hide behind the critical comments I make. So, I should say that I am part of this group of professors, but have tried hard to show what is real and what I actually am: my difficulties and errors, my doubts and professional crises, those that all successful professors do not have - or want to appear not to have.

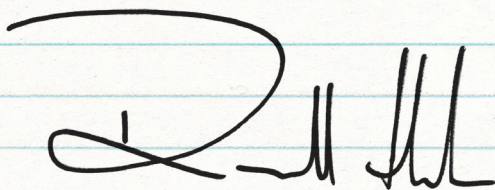
I see a growing number of serious journals, as well as good congresses and events, promoting the search for doing it right by demonstrating the errors, lack of success and failures in reasoning that are part of the search for evolution. This has been seen in Dentistry, and has been equally perceived out of it. We are increasingly connected to people that show their fragility,

and, with this fragility, their true force and personality. I greatly appreciate paying attention to these people: they are the most interesting. I think successful people, as described in the media, are uninteresting.

I summon you to doubt the success that has been sold to you by others and by social networks. I summon you not to be so naïve as to believe that only your clinic has difficulties to make real profit when there are all these unrealistic labor costs in our country, and all the taxes that have to be paid on our products, most of them imported. I summon you to lose your innocence and stop believing in the perfect cases of professors that are fantastic only four years out of the undergraduate school.

Turn your attention to what you feel is true, to those professor in you undergraduate course that had a cup of coffee with you during the break and told you all about their failures, errors and search for doing the right thing - those professors that did not even wear a tie, but who taught you the least painful path by exposing their own pain to you. Cheers to true people!

Oss, and all the best.



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[DOI: https://doi.org/10.14436/2447-911x.16.1.004-005.edt](https://doi.org/10.14436/2447-911x.16.1.004-005.edt)

