

The sincere dentist:

Investment

I always listen: but for Hirata it's easy to talk; for me it's harder. Can be. I never was anyone but myself, even so I remember a phrase from Professor Baratieri, whose message of his joke only intelligent people dully understood. He said: "remember I wasn't born Baratieri, I made myself Baratieri".



I start this editorial with an old real story, one that we remember tenderly and stay in emotional memory.

I graduated from the first year that a recent graduate could go straight to postgraduate. Theretofore, odontologists were required to wait two years before any specialization.

Suddenly, there is a test for Restorative Dentistry, which was my focus, and I ask my father: "Since I don't have any money, would you be able to afford me a postgraduate?" He answers me: "Yes, you can do. By the way, you 'have' to do."

I always had it at home; even having no possessions such as cool cars, beach house, upscale apartment, when it came to congresses and courses, my dad always said he had money and I could travel (I remember my mother saying to me, "For courses, Dad always says you can do"). I didn't totally understand at the time why my friends say they have no money to attend congresses, when they have a lot more money than me. Today I understand that it was a matter of priorities.

About 8 months after the start of the specialization, Jair, the secretary of my postgrad, who later became my friend, calls me and says: "We like you and we want you to take the course but it's been three months since your father paid. At this time I understood what really happened: my father always offered me everything on education, but he did not have the conditions. I do not tell this story to expose my father, but I have learned to admire this aspect of him and our culture: the cult of formation and knowledge. I finished the course by leaps and bounds financially, but I'm here. This course was fundamental to my early career,

pushed me to Master's /PhD and brought the professional solution I was looking for. It helped me at the time to differentiate from the mass, which, by the way, always justified not having the financial conditions to take a postgraduate course. Itell this story, as beautiful as surreal (and real), to get to the point: there is no other way than that of professional development and investment in education. You can tell me about media / marketing, but nothing changes my "ancestral" concept that, without this, you're just a charlatan selling gold to "fools." Make no mistake, there is no other solid and real path.

I always listen: but for Hirata it's easy to talk; for me it's harder. Can be. I never was anyone but myself, even so I remember a phrase from Professor Baratiere, whose message of his joke only intelligent people dully understood. He said: "remember I wasn't born Baratieri, I made myself Baratieri". He basically meant that everyone justified that it was easy for him to talk and do the way he believed was ideal, because he was "Baratieri".

Remember then that I was not born Hirata, I made myself Hirata.

Big hug.



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