

The dilemma of social networks



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The word convinces and the example drags. Where are we taking an entire generation of dentists?

For many, especially young people, graduates or not, social networks have been an inspiration.

An inspiration that flanks and embraces danger.

Desires, aspiration for the life of that dentist with millions of followers and a Ferrari, or that one who makes every day a "little case" of "contact lenses", even knowing that who does a lot is because he does not know how to indicate.

Dentistry has become a great market, in which marketing is put above training, likes appear more than the courses realized. The comments on the photos are more worth than **a hug** from your patient at the end of the treatment.

We live in the country with the largest number of dentists in the world; a connected

generation that does not have the patience to wait, that wants for yesterday, and often cuts corners.

Diagnostics being given by Instagram direct, tabulated values of laminates announced "inbox", harmonization and veneers in girls of 20 years, ego fights of those who prepare more or less, resin or ceramics, but the main has been forgotten... the PATIENT and ETHICS.

We will border the cliff while expensive and financed cars in 100 times, number of rework, amount of prepared teeth and, mainly, likes are synonyms of success.

Dentistry is bigger than that, it is much bigger.

It passes through several areas.

It is the function that brings aesthetics, our profession is about HEALTH.

Let's not forget: **the best for the patient, most of the time, is not the best for our pocket.**

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