Dental videos featured on YouTube

Dr Gordon from the US uses popular video sharing website to help patients conquer their fear of the dentist

Claudia Schünkec

Arthritis and your Teeth

Having arthritis makes caring for your teeth difficult, but common dental procedures may make matters worse. According to an article in the January/February issue of Arthritis Today, recent studies show an increased risk of developing one arthritis-related condition and suffering a serious complication of another.

Studies found that dental X-rays can trigger Sjogren’s syndrome. Sjogren’s syndrome is an inflammatory autoimmune disease that causes dryness, especially of the eyes and mouth. In addition, Sjogren’s syndrome can cause problems in other parts of the body including joints, the lungs, kidneys, liver, nerves, thyroid gland and skin. Studies show fewer cases of Sjogren’s syndrome in less-developed countries where dental X-rays are uncommon and the disease is not present at all in the least developed countries. Researchers in the Oklahoma Research Foundation say it raises questions about a link between X-rays and Sjogren’s syndrome.

Studies have now shown that the use of bisphosphonates, such as Fosamax or Actonel, for osteoporosis, along with invasive dental work, such as a tooth extraction, may lead to an increased risk of an uncommon but serious complication of osteonecrosis of the jaw. Osteonecrosis is the break down and eventual collapse of bone resulting from the loss of blood supply to bone tissue. Symptoms may include pain, swelling or infection of the gums or jaw, gums that are not bleeding, loose teeth, numbness or a feeling of heaviness of the face, and the teeth may fall out. Researchers are not sure exactly how bisphosphonates contribute to osteonecrosis of the jaw.

De Gordon explains, “When fearful or phobic people watch the video and see instruments and different dental procedures, they can become more familiar and less threatened by the dental environment.”

For some tips and liked my technique, so I guess that evens it out. The most gratifying feedback is by apprehensive people who are in need of a root canal and are helped by the video,” Gordon states.

De Gordon’s video marketing has triggered a lot of feedback. Articles about him and his approach were featured in The New York Times, the International Herald Tribune and the Boston Globe. “One patient even travelled from New York City to my office (about 100 miles) for a root canal because she had read about me in The New York Times and then watched the video on YouTube.”

Reactions from colleagues were mixed. “I got a few dentists, especially some endodontists, that nippedicked the video a bit. Fellow dentists asked me for some tips and liked my technique, so I guess that evens it out. The most gratifying feedback is by apprehensive people who are in need of a root canal and are helped by the video,” Gordon states.

After having seen the videos on YouTube, several dentists have also contacted him about other important causes he is working on, like the treatment of retired American Football Players. “Having videos on YouTube can considerably broaden the scope of people who know about your practice, and what you are doing in your community. It is my hope that people can overcome their fear of dentists and dentistry, if only in small part, watching some of my videos.”

Gordon plans to further extend his video marketing in the future. Excerpts of his testimo-

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