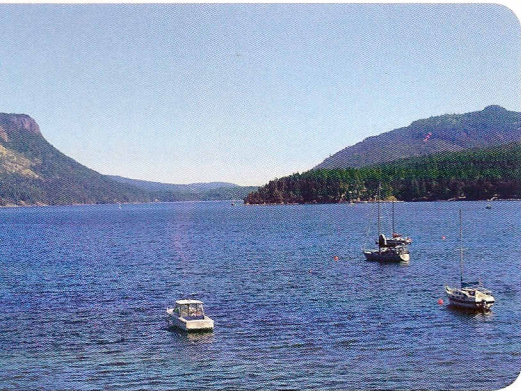


West Coast Lifestyle, Content Notes And More

Vancouver Island dreaming

After a brief visit to the west coast and interviews with two of Vancouver Island's finest dentists, Dr. Peter Walford and Dr. John Wilson, it became obvious that there is a different approach generally speaking between west coast Canadians and the rest of Canada.

On the front lawn of John Wilson's home a fig tree grows successfully. Behind his house is a small, well-kept barn where he raises a small number of organically-fed chicks that benefit not only from the high quality feed he feeds them but from their eating off the grounds of his field as well. Dr. Wilson and his wife Sylvia are congenial, easy-going hosts to a couple of ex-Torontonians. Lunch in the quiet small town of Duncan reminds us of the superb, long, leisurely lunches experienced in Provence or on the Dalmatian coast.



Maple Bay, near Duncan, Vancouver Island

To do our interview, Dr. Peter Walford travelled by his 15-foot leisure boat to the small town of French Creek (north of Nanaimo) from his home a few miles further north. The waters were calm and his trip had been in sunshine. Peter Walford exudes health and looks far younger than his years. He attributes his fitness to the good food he and his wife grow and the wet suit he uses to be able to swim in the salty waters in front of his home for most of the year.



Peter Walford arriving at French Creek, Vancouver Island

Both men are healthy and energetic and have no intention of retiring anytime soon. They work reduced hours and are enjoying their profession more. Their lifestyles are incredibly full of work, activity, family, friends and fun.

Both claim that there is a west coast attitude about life that is a little different than the rest of Canada. It's not just the 'Rocky Mountain high' or 'lotus-land' image that has sometimes been attributed to Vancouver Islanders. There is a closer relationship with nature, people and patients and many actions that lead to a positive, healthy lifestyle.



The Malahat-Vancouver Island

There is no big city hustle and bustle. Land and water are always in close proximity. The land/seascapes are often spectacular. The meaning of spirituality becomes clearer. Both of these veteran

dentists are accustomed to treating patients who come from the same environs in which they live in and have a sense of community for. The emphasis and focus are on proper care, prevention and treatment... not the bottom line. People skills become limited by a natural need to be genuine and interested. Sounds a little too good to be true... must be dreaming.

(with a critical eye) into the role played by financial 'advisors'. **Andrea Chan** of MNP provides advice for dentists considering a major capital investment. Also Andrea is our featured profile/interview author for this issue. **Mariana Bracic** of MBCLegal.com gives legal insight into the issue of sexual harassment. **Pino Loverro** of BMO provides advice on practice acquisition and financing. **Dan Pisek** explains why a shake up in your marketing plan can be beneficial. **Brent Purnell** offers us a look into his soon to be published book entitled, *Dynamic Balance: Soothing Stress for Dental Professionals*. **Dr. Ron Brown** outlines the role played by locums in three different scenarios and suggests when it better to hire an associate.

These are only highlights of some of the informative, professional items and issues of interest contained in this issue.

Things to remember

Readers are reminded that for subscriber information and a chance to win the book *Profitable Practice*, please go to the inside back cover of this magazine. Check out our *Pages from the Past* ads there as well. As always we welcome your comments and suggestions for the magazine or if you would like to write for the magazine and have a story to tell that would interest our dental professional reading audience, please contact: editor@profitablepracticemagazine.com. In addition if you have an opinion or comment in regard to the following two topic questions, please send it to the email address above and it might get published for further debate and comment. At the very least your input will become a source of information for the magazine's own research and knowledge base.

- Should botox treatments be available in dental offices nationwide?
- Will the increase in corporate-style dentistry care in Canada have a positive, negative or neutral effect on the quality, availability and cost of dental treatment for average Canadians?



Sydney Harbour, Vancouver Island

Regrettably

Profitable Practice regrets to announce the passing of **John Vandervelden**, of Patterson Dental and a contributing author to this magazine. We offer condolences to his family, friends and colleagues.

Welcome and thank you notes

Profitable Practice welcomes two new contributing authors. **Jeremy Behar** is the president of the Cirrus Consulting Group that services the Canadian health care industry. **Pino Loverro** is the National Director for Health Care for BMO. Both will provide expert insights into the dental industry for our readers.

Profitable Practice would like to thank **Natalia Decius** and **Damaris Cornielle** along with the rest of the crew at FCM for continuing to make our magazine better with each new issue.

Content notes

This issue features a chapter from a soon to be released book by a Canadian dentist who wishes to remain anonymous and goes by the name 'Frederich the Austrian'. This chapter entitled *Frictional Costs* delves



James Ruddy

James Ruddy is the Editor of *Profitable Practice Magazine* and can be reached at editor@profitablepracticemagazine.com