



**CONFESSIONS OF A**  
**DENTAL**  
**SCAMM**  
**ARTIST**

**THE UNCENSORED STORY OF ONE MAN'S  
BATTLE WITH ENEMIES OF THE TRUTH**



## Introduction

My name is Avi Weisfogel. I am **not** a dentist.

I **used** to be a dentist. But today, as I sit here, that is all in the past. It's not something I do now. I am a businessman, a consultant, a mentor.

I do **not** have a dental license. I do **not** have a DEA license. Nothing.

The story you will find in the pages that follow is what happened to me. You'll get the details about how I spent my entire life preparing to work as a dentist, until one day, that dream turned into a nightmare.

You're going to discover the mistakes I made, you're going to discover what I learned in the process. My intention is that you will find something to takeaway that will help make *your* journey in this industry more successful.

This booklet might surprise you, it might make you angry, it might make you frustrated, it might scare the hell out of you thinking this COULD happen to you. This short booklet could also very easily change the course of your future in dentistry...for the better.

Dentists are very smart people. You don't get to be a dentist if you're not smart. But smart and street smart are two very different things.

We have a good track record in this industry of displaying our "smarts," but examples of us displaying "street smarts?" There aren't so many. We tend to make dumb mistakes sometimes. I certainly did. You're going to read about some of mine.

In the interest of full disclosure, a quick internet search on my name will bring up quite a few results connecting me with the term "Scam Artist."

I'm going to tell you the story about how that came to be, I'm going to talk about the players involved, and I'm going to give you some tips for protecting yourself against ex-business partners, ex-employees, disgruntled patients and your competition.

Should you ever be on the receiving end of this type of treatment, you need to be prepared.

## The Game Is Rigged and It's Not Rigged In Your Favor

I graduated from dental school in 1998. I did a residency in 1999.

To be frank, I never fell in love with traditional dentistry. It's a hard grind and the reward you are granted for all of that work is... MORE WORK. You're working with razor thin profits, sky-high overhead, and a load of stress and debt that just takes all of the fun out of life after a while.

You go in the hole to fill your practice with equipment, you load up with debt. And then you spend the next 30 years working your butt off to dig out and **hopefully** have enough left over so you don't have to live like a pauper when you retire.

This is the path most dentists take. It's not glamorous. In fact, it's far harder than anyone ever mentioned to me as I was preparing to jump into the game.

I realize I'm preaching to the choir here. You know this. You **live** this. I just realized early on that I didn't want a life like that.

Understand there's an unwritten code about what it's supposed to MEAN to be a dentist. We're professionals. There are certain things that fit with the script we're given and there are certain things "we don't do" out of fear...we don't want to risk getting singled out by the herd.

Just 20 years ago, you were an outcast just for choosing to market your practice and actually overtly attempt to get patients in the door. These days, if you're not advertising, your practice is most likely dying.

Just use your common sense here and think about this: What type of (smart) business would actively FROWN on a business owner's attempt to grow? But dentists "weren't supposed to do it." We were "professionals."

So there's this invisible cage around the entire industry, which is why so many dentists find their day-to-day a miserable grind. It's not you. It's the system. It's not setup for you to win. I'm not sure who it's setup to help win, I just know it's not you. The dentist doesn't win here.

You work hard to get your production numbers where you need them to be to stay afloat and have enough to provide a good lifestyle for your family.

Have you ever asked why? Have you ever wondered why it's so hard to make it in

traditional dentistry? So much work, every single day. **Why?**

I've asked that question. I did from the beginning.

It's not that I'm against hard work. I practically consider it a virtue. But hard work that doesn't get you anywhere...hard work that only gets you **more** hard work... that's not something I'm willing to accept.

In other words, if I have to work hard to get to point B, that's acceptable. If I have to work hard just to make it to tomorrow, where I have to work hard *again* doing the very same thing, I'm not going to be able to stick with that for too long.

Fortunately, one day, I discovered the world of dental sleep medicine.

I worked with a patient, it was easy work, I got paid very well, and the patient was completely overjoyed with the results.

That experience changed my life. I was never the same after that.

## **My (First) V.I.P. Invitation to Visit With the Dental Board**

To be blunt, sleep medicine was tough for me at the beginning. Even today, almost everyone fails because there's no blueprint for success. At least there wasn't one until I created it.

Oral appliances themselves are very straightforward. It's the "getting the patients" part and the "getting paid" part that throw people for a loop.

*(It's kind of funny that what I struggled to do THEN is what I'm world class at doing NOW. More on that later...)*

I tried to succeed in dental sleep medicine for years, but I pretty much got nowhere. I knew I wanted to do it, I just hadn't figured out how to make it work (yet.)

I remember an early case that involved an oral appliance. The day after we were done, the patient came back and said I ruined his bridge. He filed a complaint with the Dental Board. He wore his appliance for a single night for about two hours. That's it.

Now I don't know if you've had a complaint filed on you before, many, MANY dentists have. Over half the dentists in the country have at least one complaint. But anyone can file a complaint. You just need a heartbeat and an axe to grind. That's about it. You can even be anonymous. You don't have to reveal yourself! You just submit the complaint and off



you go. You won't qualify for restitution if you are anonymous but you can still mess up a dentist's life.

So this case was what I call, "STRIKE 1."

My next complaint was another oral appliance. I transformed her life. It was a serious and severe case. And I saved her life. She was a severe sleep apnea patient and I brought her back to health. I also changed her bite, which is one of the possible side effects of an oral appliance (yes, this was reviewed with the patient). She sued me.

I wasn't setup with the right waivers at that time. But any case that goes to a lawsuit goes to the Dental Board.

"STRIKE 2."

In 2009, I bought a sedation practice. Now just in case you don't know, the people that go to sedation dentists are the ones that HAVE to go there. And many of them haven't been to a dentist for like 15 years.

So what you end up with for your bread and butter are very difficult, complex cases. You are basically trying to cram 15 years of dentistry into someone's mouth in half of a day. And while you're doing that, you're also literally responsible for their LIFE and their breathing.

I don't know if that's everyone's experience, but it certainly was mine. And I'll be the first to tell you that I made mistakes in some of those cases.

TWO of them, in particular, were ones I wish I could take back.

Both sued me. Both filed complaints.

I had some other board complaints involving billing. These were normal business disagreements, non-payments, stuff like that. These are pretty common situations when you run a business.

But in our industry, those patients (customers) have the option of filing a board complaint.

"STRIKE 7, STRIKE 8."

The final straw that broke the camel's back is when I decided to sell my dental practice. The sale did not go smoothly, the owner was not properly vetted. Six months after the sale, he contacted me to explain he had pulled 27 of my cases he felt weren't up to the standard of care.

He gave me the option of either buying my practice back or dealing with the Dental Board after he forwarded them my “file.”

Some people would call this blackmail, but I refused to play. It’s at that point I decided to get out. I was tired of dealing with the Dental Board’s ridiculous “continuing ed” requirements and having them meddle in my life and literally hold me hostage by threatening my livelihood. I chose to pull out of the game.

I wasn’t street smart enough back then to understand NOT to sign documents however. Because the one I ended up signing made it look like they took my license away. The fact is this: **I sent my license back.** I had no use for it and it was a liability I would no longer tolerate.

There’s more to that story for another time. And when I finally TELL that story, I’m going to have a way to help dentists deal with the Dental Board in a much stronger and more productive way. For now, let’s move on...

## **The First Time I Was Called a Scam Artist**

Right alongside the disaster I was living through with my license, I was building up a sleep apnea business. They introduced the code for an oral appliance for sleep apnea in 2009, which changed everything.

My first attempts at getting patients for sleep apnea appliances used the sleep lab model. This involved me building and running sleep labs for physicians all so I could get oral appliances. This worked until the bottom fell out of the sleep lab business and everything blew up. It was so bad it led me to bankruptcy.

I went back to the drawing board and came up with a new model based on home sleep testing. Two years later, the sleep apnea business using the new model eclipsed my \$3.5 million dental practice. That’s when I sold the dental practice and eventually gave my license back.

From 2011 to 2014, everything was going **extremely** well. I built up sleep apnea businesses in 11 different states that were the recipients of a large number of oral appliances.

Once I had the model refined and optimized, I started doing courses. The first one was in 2013 with 20 dentists. The second course had 50. The next one had 80.

This was popular because it was a new approach that worked. It was even clear enough

to convince some of the most skeptical folks, including two of them who were to be my future partners.

Now this industry is a little bit like a war zone. There are a lot of insecure people with something to prove. I wasn't prepared. I was too trusting. I took people at their word. That meant my review of contracts and agreements (at that time) was not up to par. In fact, it was non-existent.

I've since changed this, but it took a few disasters for me to get with the program.

The very first day I opened my new company, called Dental Sleep Masters, there was a buzz in the crowd. One of my friends who was a dentist in attendance showed me an email he and all the other course attendees received early that morning. It was an email saying DO not trust this scam artist. The email included a link to a site called [AviWeisfogel.com](http://AviWeisfogel.com).

They used the site to call me a SCAM ARTIST. After a bit of digital forensics, this was eventually traced back to a competitor in the sleep industry.

I started taking arrows on day one.

In business, there's this saying that goes, "Hire slow, fire fast." It's meant to be about how you deal with employees. You take your time hiring them. If they don't perform, however, you fire quickly. It's a good way to stay sane and it's something that everyone who has employees should do.

This lesson also extends to business partners. Unfortunately, I didn't follow any of this advice. I was too excited. I was too trusting. I saw too much potential. I just wanted to get to work.

My partners in the venture included a well-known expert in sleep and two parties from a company selling an over the counter dental appliance.

(There were early warning signs this was not a partnership that was going to last. Unfortunately, I blew through those warning signs in pursuit of success.)

My thought going into this venture was to play my part and be a team player—to put the company's needs **first** over mine. My partners were offering infrastructure (or so they said), meaning all I had to do was show up and do my thing. Simple.

That's part of the reason I originally signed an employment contract (including a limited non-compete!) even though the entire business was mine and the entire model was



mine) under the umbrella of one of my partner's corporations at the beginning of this new venture. This was stupid. (As you will soon see, no good deed goes unpunished.)

I was excited to join my partners because of their promises of corporate support for the project. So I wanted them to succeed because that meant our venture would have the support it required to grow.

Unfortunately, the "corporate support" we were expecting never materialized. What we got access to was one employee and a former accountant with zero experience in the dental field.

So it ended up that there **wasn't** any infrastructure there to support us.

At that time, we were approaching the biggest meeting in dental sleep Medicine-the AADSM national conference.

I had already paid for a booth so I could advertise MY courses.

I had already bought the DentalSleepMasters.com domain and was convinced to give that domain over to this project—for the good of the company. (Are you keeping track of these mistakes? They're starting to add up to plenty of material for a huge disaster.)

It's important to understand that I was sought after by the over the counter oral appliance head. He called me and asked to come to my course for free.

He came to "recruit" me to lecture for a small group he put together.

As a side note, I was sought

Based on performance guarantees he had made to this group for one of his programs, he was about to owe this group of people a sizable amount of money in refunds.

As part of our new partnership, I created a plan that we executed to free him from that obligation AND keep his members happy.

I came up with an idea to put a program together to help dentists succeed in dental sleep medicine.

My sleep expert partner and I hit the phones and started recruiting dentists to join the group. I created ads, we presented webinars. We were working hard.

I spent hours on the phone with dentists talking about the program with them, making it clear enrollment was \$100K and going through all of the details with everyone.

The “corporate support” we were promised from our partners never materialized.

Even without that, between June and July, we managed to get 80 dentists in the room for an event. 57 of them enrolled in the \$100K program. Fifty SEVEN.

That’s a lot of money. It’s also a lot of responsibility we had on our shoulders to help these dentists become successful in sleep.

The model I had worked for me. It worked so well that we opened in 11 different states. Unfortunately, that weekend was the brightest moment of the partnership that, yours Truly, Avi Weisfogel, “SCAM ARTIST,” was about to witness blow apart.

It was soon after the event that tensions started to rise between our group of 4 partners. The sleep expert started getting told how to teach, which wasn’t something he was willing to accept. Arguments started, arguments continued, it was wall to wall arguing.

I did my best to be the peacekeeper and keep everyone in a positive frame of mind, but it wasn’t nearly enough.

## **The Challenge With Thinking Big**

Thinking big is often what it takes to succeed. But thinking big and just HOPING that thinking becomes real is not a recipe for success.

As our company started growing, one of the partners, the former accountant and pool party expert, started thinking big, especially about the future events the company would present to bring in NEW members.

The thinking was so big that it led to a hotel contract guaranteeing \$1.8million in revenue to the hotel for hosting the “dental sleep” event to end all sleep events. He was positive he could fill a room with over 2,500 dentists “with his eyes closed.” So he guaranteed \$1.8 million worth of rooms.

It was going to be big. Big is fine, but stupid decisions like this are not fine. This is never something you should do. This is never something I would do. But I was only one of four partners, so this rolled on. I don’t know if you’ve ever felt the pressure of a \$2 million guarantee before, but I’ll tell you, it doesn’t bring out the best in people.

Between October and the next January, we had approximately 7 people register. That’s when people started getting nervous.

It didn't take long for the finger pointing to begin. And not long after that, the "SCAM ARTIST" moniker made another appearance. But this time it was from within our very own ranks. That's the finger that was pointed in my face.

This is what happened despite the entire body of intellectual property being mine... despite my sleep expert friend and I being the ones who were supporting the members.

In a situation like that, facts don't matter to people. And when things get rough, the easiest way out is to blame others.

If you learn NOTHING else from reading this story, learn that taking responsibility for what you create is the ONLY way through. Not many people do this. Most people are so scared inside they have no other choice but to turn on the blame machine.

Let this be a warning to anyone who operates this way. If you blame others for all of your misfortune, you will be angry, you will lose, you will ruin the trust and credibility of those around you and you will ultimately pay the price of your conduct in ways I wouldn't wish on my worst enemy.

I'm telling you this story in an effort to be transparent and to help you avoid some of the pitfalls you might encounter in the dental and dental sleep worlds.

But I'm not a victim. I refuse to be one. I accept the responsibility for playing a part in creating the messes I'm revealing to you. With that responsibility comes the knowing that I can create something better moving forward.

Don't be a victim. It's not a valuable role to play. You help no one. In the end, you invest an enormous amount of time and energy and the person you hurt the most is yourself.

## **The "SCAM ARTIST" Breaks Off to Scam Himself**

As you might imagine, it soon became obvious this partnership wasn't destined for success. So we ended it.

The two corporate guys went their own way, the sleep expert and I went the other way.

We signed a separation agreement (which wasn't even necessary because my original contract was completed) that included me paying royalties on a portion of new income for a period of three years. We gave back our stock (valued at \$2 million by our partner) and the partnership was over. We also took responsibility for servicing and supporting the 57 members in the program.

Unfortunately, even at that time, I hadn't gotten the lesson that anything that I sign must first be reviewed by my accountant and legal counsel.

Very soon after, we realized that the very members we were sold as part of the separation agreement were now being contacted to go back to our old partners.

(In addition, the corporate guy decided to file a suit against us for "fraud." And he is going around saying he is on a mission to protect the dental industry from Avi Weisfogel. He wants to make sure I never get to work with another dentist ever again. All of this while we're seeing our clients experience great success. The reality just doesn't match the story that's being told. It'd be funny if it wasn't so sad.)

Eventually, that action and a long list of others forced us to withhold the royalties. While justified, that didn't help the situation at all.

I moved forward in partnership with the sleep expert and continued building the company. In addition to the sleep program, we started a consulting company to work with larger groups. We had lots of ideas for the future.

At the advice of our accountant and legal counsel, we formed a network of companies so we could be smart about growing and protecting each of these projects.

And then we hired a close family member of my partner's.

There's a lesson in here for you about hiring family. I'm not going to tell you not to do it. Because if you do, and it works out, it can be one of the greatest things in the world to experience. If it **doesn't** work out, however, it can forever ruin the relationships you have with people you care about.

Because when something goes down, even something that starts as a small disagreement, people will take sides. And it can get very ugly, very quickly.

Needless to say, this partnership also quickly came to an end.

I have utmost respect for my former partner, the sleep expert. And in the interest of full disclosure, even though we did not part on the best of terms, he stuck around to fulfill his obligations, which is what good people do.

I take full responsibility for mismanaging things and allowing decisions to be made that ultimately led to the end of what we were building together.

**More SCAMS by the  
"SCAM ARTIST"**

I finally went out on my own. And in an effort to stand on my own two feet, I started forming a network of relationships across the industry.

Ultimately, I met a lot of unseemly characters. But that was all my own doing. I made the contacts, I made the agreements, I paid the money, I offered my own network and support and advice.

I even met people who led me to great opportunities like hanging out with famous athletes and getting treated like a king for a weekend.

In an effort to show you how many mistakes I made, and to offer you a final chuckle at my own expense, I'll tell you about the consultant I hired for \$150K to help me fill my events.

Actually, he was hired to help with one event in particular. He guaranteed 300 attendees or he would refund his fee.

Now THIS is a type of guarantee you don't run across very often. I asked him if he was willing to put it in writing, he was. I signed and sent the payment. (No, I **STILL** didn't have my attorney review it!)

When he delivered exactly ONE attendee to the event, I asked for the refund per the contract. I was told he didn't have it. Luckily, I had used a payment method that allowed me to recover 50% of the fee.

His response to me following the contract was that, "He would ruin me."

And there you have it. And the internet calls ME the "SCAM ARTIST." Unfortunately, that consultant also happened to be a computer expert. And an angry one at that. So he spent a ton of time planting things about me all over the internet. I'm sure you'll come across some of them.

Makes you wonder if you can believe **ANYTHING** you read online.

## **My Biggest Mistake That You Can Learn From**

Why this industry is so full of backstabbers is not something I understand. It's almost like every jerk from your dental school decided to go into the world of dental sleep medicine.

It **is** a growing industry. And there are millions of people to be helped. And certainly the people who figure out how to do that, to help people transform their lives for the better, will be very well rewarded.

So I guess it makes sense it would attract a wide range of characters.

Unfortunately for me, I've met and worked with most of them.

But it's all for the best. Because what it's done is made me even more effective at serving the members I'm now responsible to help guide to success in sleep medicine.

Looking back, my biggest mistake is really that I believed that people were well intentioned. I believed that when someone said they would do something, they would actually do it.

As you can see, this can get you in a lot of trouble. But it also makes life full and rich and vibrant.

Going through life thinking everyone is out to get you is no way to live. They might very well **be** out to get you, but dwelling on it helps no one.

These days, I just do things a little differently.

I no longer take people at their word. I take them at their action. I don't listen to what they say, I watch what they do.

Their actions always tell the truth eventually.

So that's the story of the "SCAM ARTIST" the internet calls Avi Weisfogel.

As best as I can count, my mistakes have led to a total personal "donation" of well over \$3 million dollars to the very people that tell me I'm a SCAM ARTIST.

It's an odd position to be in. But getting to where I'm at NOW is well worth the price I paid.

Because I'm now on my own working with an incredible group of employees leading the finest group of dentists I've ever met. I'm now providing a service to dentists across the country that forever changes their future.

## **Creating a NEW Vision of Success For Dentists**

Instead of struggling, they get momentum. Instead of back-breaking work, they get leverage in **their** favor. Instead of patients who don't respect the decades they've worked at their craft, they get patients who come back to the office and hug them in thanks for saving their lives.



Our program has expanded from a one-year consulting relationship to a four-year program where we hold your hand every step of the way. There's a complete educational training program with coaching and mentoring the entire time.

The program is called Dental Sleep MBA™.

New members are joining each month and we are experiencing an enormous amount of momentum. I'm not surprised, but I AM delighted.

We're consistently publishing their real world results of our members, so I generally let those speak for me. If you reach out to my office, you'll get a steady stream of this proof coming back at you.

Helping someone build a million dollar sleep practice in 18 months is a pretty compelling proof point.

How are results like this possible?

The problem with the traditional approach to dentists succeeding in sleep medicine is that the model (when there is one) is setup for you to fail.

It's a model that was setup by dentists, with "dentist thinking." Remember, dentist thinking has one flavor. That flavor is that more money comes with more work.

If you can be honest with yourself, my hunch is that you can think back through your life and find places where this belief has created obstacles for you. The Dental Sleep MBA™ model is very different. It's more strategic, it's more practical, it's more reliable, it's more systematic.

We go through all of this at the Dental Sleep MBA™ Preview events. (There's a link at the end of this to check the schedule for those and when we're coming to an area near you.)

When I say our approach is comprehensive, it's hard for people to really understand what that means.



Of course it means learning the science of sleep. But hopefully, by now, you do understand that this is a completely different topic than actually succeeding in sleep.

But once you're in the full Dental Sleep MBA™ program, we really leave no stone unturned.

We help you change things right from the start. We show you how to create a brand new (separate from your dental practice) company built to bill oral appliances and how to utilize that structure to get reimbursed more than double what you were originally getting. (If you're not averaging \$3k per appliance on your reimbursements, you don't know what we know.)

The training and support you receive is extremely detailed including support staff training, meticulous office protocols, plus help to overcome any obstacle you encounter getting the system in place and putting it to work.

Our approach follows ALL the rules (which others won't teach you because they don't know the rules themselves!), which allows you to get the highest reimbursement possible while ensuring you get to keep it all.

And of course, part of the "cookbook" you get is everything you need for billing. All of the forms, all of the processes, everything. (Plus, we work with the best outside billing company I've experienced that only works with our referrals.)

But that's just the program of study and support systems. Then there's the whole accountability and HUMAN support that you receive as you actually walk through the process of getting your sleep practice up and running. Everyone's situation is different, everyone's exact experience is different, everyone is working with a unique set of goals, values, personality, a unique skillset and a unique list of hopes, dreams and fears.

Should you ever become a member of Dental Sleep MBA™, you'll receive a level of customized attention that you haven't experienced before. Why do we go to the trouble? Because our mission isn't to "sell sleep courses," our mission is to help dentists build truly successful sleep medicine practices.

If you remember nothing else, remember this: in dentistry, more success means more work. In sleep medicine (done the way WE do it), the more success you have the less work you can do. And over time, the nature of your work will change. You'll go from being the "technician" to being the CEO.

And that's the path to a new type of freedom-one that very few dentists will ever get to experience.

To see something working like this and completely transforming dentists' futures is both an honor and a privilege.

Should you want to learn about the work we do at Dental Sleep MBA or check the schedule for upcoming Preview Events, please don't hesitate to reach out at [www.dentalsleepmba.com](http://www.dentalsleepmba.com).

I wish you the brightest of futures,

Avi