

Richard Marcus Hirschinger, DDS, MBA
Diplomate American Board of Orofacial Pain
Fellow American Academy of Orofacial Pain
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Beverly Hills, CA 90210
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Education:

Undergraduate:	Tulane University New Orleans, Louisiana Bachelor of Science May 1981
Graduate:	University of Southern California School of Dentistry Los Angeles, California Doctor of Dental Surgery May 1985
Graduate:	University of Southern California Marshall School of Business Los Angeles, California Master of Business Administration, with Honors, May 2001
Graduate:	University of California at Los Angeles School of Dentistry Orofacial Pain and Dental Sleep Medicine, Chief Resident June 2012

Academic Appointments:

Preclinical Instructor Department of Restorative Dentistry
University of Southern California (USC) School of Dentistry 1985-1988, 1999-2001
Clinical Instructor Department of Restorative Dentistry
USC School of Dentistry 2001- 2007
Faculty Member Part-time USC Marshall School of Business 2006
Lecturer University of California Los Angeles Orofacial Pain and Dental Sleep Medicine 2012
to 2014
Clinic Supervisor - University of California Los Angeles Orofacial Pain and Dental Sleep
Medicine Residency 2014 to 2021
Lecturer University of California Los Angeles Orofacial Pain and Dental Sleep Medicine 2022 to present

Professional Activities:

Dentist in private practice October 1985 to July 1995
Founder and President Digital Dental Strategies, Inc. aka DDS.com and DMD.com 2001 to 2013
Diplomate American Board of Orofacial Pain 2012 to present
Officite Advisory Board Member February 2013 to 2019
Practice limited to orofacial pain and dental sleep medicine May 2013 to present
Alpha Omega Executive Committee Los Angeles Chapter 2013 to June 2016
American Academy of Orofacial Pain Website Committee Chairman 2013 to 2019
American Academy of Orofacial Pain Marketing Committee Chairman 2015 to 2019
Los Angeles Dental Society Public Relations Committee Chairman 2014 to 2019
Los Angeles Dental Society Board Member January 2016 to 2019
Los Angeles Dental Society – Secretary 2017
Los Angeles Dental Society – Vice-President 2018
Los Angeles Dental Society – President-elect 2019
San Fernando Valley Dental Society Ethics Committee 1986-1988
Certified CPR Instructor 1991 to 2001 Received City of Beverly Hills Proclamation in 1995, '96, '98

Expert Witness:

Served as an expert witness for plaintiffs and defendants.
Experience giving depositions, testifying in arbitrations, and in court.

Lecturer:

Madow Social Media Institute 2010 - 2012
TBSE Dental Seminar 2010, 2011
UCLA Dental School Residents May 2011
Los Angeles Dental Society March 2012
Western Regional Dental Convention Annual Meeting March 2012
UCLA Dental School Residents May 2011, June 2012
UCLA Dental Alumni Association Annual Meeting October 2012
American Society for Dental Aesthetics Annual Meeting October 2012
American Academy of Facial Esthetics San Francisco, CA October 2012
San Gabriel Valley Dental Implant Study Club, Pasadena, CA October 2012
American Academy of Facial Esthetics December 2012 Atlanta, GA
American Academy of Facial Esthetics Santa Monica, CA January 2013
American Academy of Facial Esthetics Chicago, IL January 2013
UCLA Dental School Continuing Education Los Angeles, CA January 2013
United States Naval Academy Residents Miramar Naval Base, CA February 2013
Galen Study Club Beverly Hills, CA April 2013
South Carolina Dental Association Annual Meeting Myrtle Beach, SC May 2013
West Side Study Club Los Angeles, CA May 2013
Alabama Dental Association Annual Meeting June 2013
North Shore District Dental Society Peabody, MA October 2013
Massachusetts Dental Society Southborough, MA October 2013
American Society for Dental Aesthetics Annual Meeting Naples, FL October 2013
Coastal District Dental Society Charleston, SC October 2013
USC GPR Residents Los Angeles, CA February 2014
San Gabriel Valley Dental Implant Study Club Pasadena, CA February 2014
Academy for Excellence in Dentistry Burbank, CA March 2014
Kentucky Dental Association Annual Meeting Louisville, KY March 2014
Michigan Dental Association Annual Meeting Grand Rapids, MI May 2014
Connecticut State Dental Association Annual Meeting Uncasville, CT May 2014
Florida Dental Association Annual Meeting Orlando, FL June 2014
Alpha Omega Dental Fraternity San Fernando Valley Chapter September 2014
USC GPR Residents Los Angeles, CA October 2014
Alpha Omega Dental Fraternity San Fernando Valley Chapter September 2014
Alpha Omega Dental Fraternity Los Angeles Chapter October 2014
Academy for Excellence in Dentistry Burbank, CA March 2015
American Academy of Orofacial Pain Denver, CO May 2015
Florida Dental Association Annual Meeting Orlando, FL June 2015
Los Angeles Dental Society Los Angeles, CA October 2015
USC GPR Residents Los Angeles, CA February 2015
Beverly Hills Academy of Dentistry Beverly Hills, CA November 2015
Multidisciplinary Study Group of Beverly Hills Beverly Hills, CA December 2015
American Iranian Dental Association Los Angeles, CA April 2016
American Academy of Orofacial Pain Orlando, FL April 2016
Connecticut State Dental Association Annual Meeting Uncasville, CT May 2016
Academy of Orofacial Myofunctional Therapy Los Angeles, CA June 2016
USC GPR Residents Los Angeles, CA November 2016
Academy of Orofacial Myofunctional Therapy Los Angeles, CA December 2016
UC Irvine Pre-Dental Society Keynote Speaker Irvine, CA April 2017
Academy of Orofacial Myofunctional Therapy Los Angeles, CA June 2017
USC GPR Residents Los Angeles, CA November 2017

Academy of Orofacial Myofunctional Therapy Los Angeles, CA December 2017
Academy of Osseointegration Los Angeles, CA March 2018
Tulare-Kings County Dental Society Visalia, CA March 2018
American Academy of Orofacial Pain Chicago, IL April 2018
Promius Pharmaceutical Migraine Presentation Scottsdale, AZ May 2018
Kaye Cohen Dental Study Club Encino, CA May 2018
Angle Society of Southern California Pasadena, CA October 2018
USC GPR Residents Los Angeles, CA November 2018
Dentist Friends Fullerton, CA February 2019
Santa Clara County Dental Society Campbell, CA March 2019
Los Angeles Dental Society Los Angeles, CA March 2019
Western Regional Dental Experience Glendale, AZ April 2019
Mt. Baldy Study Club Upland, CA September 2019
Tukwila Study Club Tukwila, WA September 2019
Southern California Orofacial Academy October 2019
USC GPR Residents Los Angeles, CA November 2019
Dentist Friends Fullerton, CA February 2020
I Love Dentistry Online Webinar September 2020
Patient Rush Online Webinar October 2020
USC GPR Residents Los Angeles, CA February 2021
Spears Study Club San Gabriel, CA Chapter Online Webinar April 2021
I love Dentistry Online Webinar May 2021
Mt. Baldy Study Club Upland, CA September 2021
USC GPR Residents Los Angeles, CA September 2021
Sacramento District Dental Society Sacramento, CA February 2022
UC Irvine Pre-Dental Society Irvine, CA February 2022
Orange County Dental Society Webinar February 2022
Tulare Kings County Dental Society Visalia, CA March 2022
UC Irvine Migraine Club Irvine, CA May 2022
Gruppo di Studio Italian Dolore Orofaciale e Disordini Temporomandibolari Carrera, Italy June 2022
USC GPR Residents Los Angeles, CA January 2023
Orange County Dental Society Anaheim, CA February 2023
USC GPR Residents Los Angeles, CA January 2024
WCIT Study Club Beverly Hills, February 2024

Member:

American Dental Association 1985 to present
California Dental Association 1985 to present
San Fernando Dental Society 1985 to 1988
Bicycling Magazine Fitness Advisory Board 1994 to 1999
Los Angeles Dental Society 1988 to present
American Society for Dental Aesthetics 2006 to 2015
American Academy of Dental Practice Administrators 2007 to 2011
American Academy of Orofacial Pain 2010 to present
American Board of Orofacial Pain 2012 to present
UCLA Medical Alumni Association 2012 to present

gentle jaw holding company, Inc. and gentle jaw company, Inc.

President

Patents and trademarks held:

Trademarks for "gentle jaw" 5997450 and "yoga for the jaw" 6124931
Logo trademark "gentle jaw" 87489610 and 88876985
Design patent US D862706 and Utility patent US 10569128

Publications

March 2001 Vol 29 No. 3 pages 215-225 The Journal of the California Dental Association – Digital
Dentistry: Information Technology for Today's (and Tomorrow's) Dental Practice
Clinical Dentistry Daily Reference Guide, First Edition Published 2022 Contributing author
Clinical Handbook for Oral, Facial, and Head Pain Journal of Oral & Facial Pain and Headache December 2023
Contributor

President North Beverly Drive / Franklin Canyon Homeowner's Association 1996 to 2006
Rider in 1997 and 1998 California AIDS Ride, a 575-mile bicycle charity ride, from San Francisco to Los Angeles
Velo Club La Grange Board Member November 2014 to present, President October 2018 to April 2021
Drew's daddy
Current as of March 3, 2024