

# Bias, Rhetoric, and Coercive Persuasion

Robert Kazmierski, D.M.D., M.S. Moorestown, New Jersey USA

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Orthodontics  
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Thank you to:  
Dr. Drew Smith  
Dr. Timothy Foley  
Dr. Ali Tassi



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# Speaker Bias, Financial:

## Results of Bias:

- ▶ More likely to show “Cherry Picked” examples
- ▶ Framing outcomes
  - ❖ 30% increase in efficacy" sounds great until you realize it moved from a 1% success rate to 1.3% success rate.
  - ❖ Invisalign retracting canine, while blowing anchorage and torque
- ▶ More likely to underweight negative research and factors
- ▶ More likely to overweight supporting and industry sponsored research
- ▶ Industry sponsored research is 34% more likely to be supportive (Cochrane Review)

Lundh A, Lexchin J, Mintzes B, Schroll JB, Bero L. Industry sponsorship and research outcome. Cochrane Database of Systematic Reviews 2017, Issue 2. Art. No.: MR000033. DOI: 10.1002/14651858.MR000033.pub3. Accessed 14 March 2026.



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## Speaker Bias, Example:

- ▶ Highly compensated Invisalign KOLs often present CAT as equivalent or superior to braces, for all cases.
- ▶ They often use studies funded by Align Technology, anecdotal evidence, and cherry-picked case studies
- ▶ Independent systematic reviews consistently conclude that CAT is primarily effective for **mild to moderate** malocclusions.
- ▶ Research does not support complex tooth movements with CAT (ex. Upper incisor torque increase (true non-relative), premolar and canine rotations, lower incisor intrusion).

Alhafi ZM, Hajeer MY, Alam MK, Jaber ST. Quality and stability of orthodontic treatment outcomes with clear aligners versus fixed appliances: a systematic review and meta-analysis. *Eur J Orthod.* 2025 Oct 16;47(6):cjaf091. doi: 10.1093/ejo/cjaf091. PMID: 41127933.



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# Speaker Bias, Financial:

Conflict of interest and professional integrity in the relationship between dentists and dental product companies. *Aqsa and Danendra* :

- ▶ **Outcome Bias:** Industry-funded dental studies were **3.2 times more likely** to report favorable outcomes than independent ones.
- ▶ **Editorial Bias:** 62% of dental journal editors maintained undisclosed financial ties to the industry.
- ▶ **Clinical Influence:** 54% of practitioners admitted to modifying their product preferences specifically after attending industry-sponsored training programs/lectures.

Oki, Aqsa & Danendra, Muhammad & Rahardjo, Nayla. (2026). Conflict of interest and professional integrity in the relationship between dentists and dental product companies. *World Journal of Advanced Research and Reviews*. 29. 583-586. 10.30574/wjarr.2026.29.1.3793.



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# Discover Financial Bias:

► <https://openpaymentsdata.cms.gov/>



The screenshot shows the homepage of the Open Payments website. At the top, the URL 'OpenPaymentsData.CMS.gov' is displayed, followed by navigation links for 'Datasets >', 'Summary Data >', and 'About >'. The main content area has a dark blue background with the 'OPEN PAYMENTS' logo, which consists of a stylized sun icon and the text 'OPEN PAYMENTS'. Below the logo, the text reads: 'Learn about the financial relationships that drug and medical device companies have with healthcare providers.' A link 'Learn more about Open Payments >' is provided. Underneath, there is a 'Search by:' section with three radio button options: 'Individual Provider', 'Teaching Hospital', and 'Company'. A search bar contains the placeholder text 'Find a provider profile' and a 'Search the Data ->' button. At the bottom, it states 'Data displayed is from January 2017 - December 2023.' and includes a link for 'Advanced Search'.



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# KOLs, the Good, the Bad, the ...

- ▶ 4% of the population or 1 in 25 people are sociopaths, have no sense of right and wrong, are sociopaths
- ▶ Narcissistic personality disorder is a milder variant
- ▶ We will work with these people, treat their children, and listen to them lecture
- ▶ Certain jobs have higher percentages.
  - ▶ CEO's, Yes
  - ▶ KOL's ?
  - ▶ Facebook Group Administrators?
- ▶ The recommended method of dealing with them is to avoid them at all costs

Temin, Davia. "The Sociopath in the Office next Door." Forbes, Forbes Magazine, 11 July 2012, [www.forbes.com/2010/11/19/sociopath-boss-work-forbes-woman-leadership-office-evil.html](http://www.forbes.com/2010/11/19/sociopath-boss-work-forbes-woman-leadership-office-evil.html).



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# Rhetorical Techniques

## The Illusory Effect (Hasher Et al.):

- ▶ The tendency to believe false information to be correct after repeated exposure
- ▶ Speakers use this effect to believe false information themselves
- ▶ This effect is not diminished by prior knowledge of the truth (Fazio Et al.)

## How to Protect Ourselves:

- ▶ “Accuracy nudges“, simply stopping to ask ourselves, “Is this actually true?” can significantly reduce the effect
- ▶ Avoiding situations where we are likely to hear false information and have it reinforced

Hasher, Lynn; Goldstein, David; Toppino, Thomas (1977). "Frequency and the conference of referential validity". *Journal of Verbal Learning and Verbal Behavior*. 16 (1): 107–112.

Fazio LK, Brashier NM, Payne BK, Marsh EJ. Knowledge does not protect against illusory truth. *J Exp Psychol Gen*. 2015 Oct;144(5):993-1002. doi: 10.1037/xge0000098. Epub 2015 Aug 24. PMID: 26301795.



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# Rhetorical Techniques

## Paltering:

- ▶ Telling many truthful things before delivering a falsehood

## Examples (Taken from Facebook Administrators):

- ▶ Tips for practice efficiency
- ▶ Group tips on Biomechanics
- ▶ Tips on personal well being
- ▶ Zinger: Here is my course on MARPE for OSA

Rogers T, Zeckhauser R, Gino F, Norton MI, Schweitzer ME. Artful paltering: The risks and rewards of using truthful statements to mislead others. *J Pers Soc Psychol.* 2017 Mar;112(3):456-473. doi: 10.1037/pspi0000081. Epub 2016 Dec 12. PMID: 27936834.



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# Special Considerations, Facebook:

- ▶ We will want to join orthodontic Facebook groups.
  - ❖ Help with: Problem situations, tips and tricks, practice management, etc.
- ▶ Rhetoric and expulsions of dissenting members create echo chambers facilitating the administrators' sales.
  - ❖ Meetings at a profit, presenting courses for a profit, OSO headhunter fees, regionally exclusive groups.
- ▶ How about “All voices have equal say.”?
  - ❖ Moral Relativism

Kazmierski RH. Art and science meets moral relativism. Angle Orthod. 2023 Nov 1;93(6):747-748. doi: 10.2319/050423-324.1. PMID: 37922390; PMCID: PMC10633793.



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# Thank You!

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Contact information:

Email:

[DrKaz@ThinkStraightTeeth.com](mailto:DrKaz@ThinkStraightTeeth.com)

Website Link for Citations:

<https://moorestownorthodontics.com/blog/>



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