

**Richard Marcus Hirschinger, DDS, MBA**  
Diplomate American Board of Orofacial Pain  
Fellow American Academy of Orofacial Pain  
9615 Brighton Way, Suite 323  
Beverly Hills, CA 90210  
888.981.8981  
[rich@FacePainDr.com](mailto:rich@FacePainDr.com)  
[www.FacePainDr.com](http://www.FacePainDr.com)

**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 and testifying in arbitrations and 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  
UC Irvine Pre-Dental Society Irvine, CA April 2024  
2024 Southern Louisiana Headache Symposium New Orleans, LA October 2024  
American Dental Association New Orleans, LA October 2024  
USC GPR Residents Los Angeles, CA November 2024  
Advanced Treatment Study Club Beverly Hills, CA January 2025  
Dentist Friends Santa An, CA January 2025

**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

Trademark pending for "TMJ is not a diagnosis" 98819287

**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

**Reviewer**

Journal of the California Dental Association

Journal of Craniomandibular and Sleep Practice

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 19, 2025