

DENTAL

ASSOCIATION NEWS



MARK YOUR
CALENDAR:
**MUSIC CITY DENTAL
CONFERENCE**

See page 6

DON'T JUST SIT THERE!
**MOVING
FOR YOUR
HEALTH**

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TDA Board of Trustees Report

April 13, 2024



The Tennessee Dental Association Board of Trustees met April 13, 2024, at the TDA office in Franklin, Tennessee, with TDA President Dr. Chip Clayton presiding.

Actions of the Board:

- Approved the proposed 2024-2025 TDA Budget.
- Approved appointees to Councils and Committees and chairs, as applicable, for the term beginning June 1, 2024.
- Approved two dues waivers.
- Retired the Task Force on Councils and Committees.

Reports to the Board:

- **Legislative:**
 - Recap of the successful passage of the TDA's dental insurance reform legislation in February and looking ahead to the next step in the TDA's legislative strategy.
 - ADA Lobby Day in Washington, D.C. had excellent representation from TDA members plus fifteen dental students from Tennessee.

- **Financial:** Dr. Jay Davis, Treasurer, presented the TDA Financial Statement as of February 29, 2024.

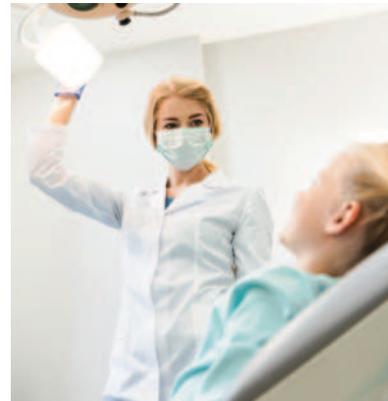
- **Membership:** Ms. Andrea Hayes, Executive Director, reported that component leadership meetings in March regarding recruitment and renewals in their district achieved positive results. Also, the Outstanding District Award will be presented to Second District Dental Society at the MCDC Awards Luncheon.

- **New Dentist:** Dr. Brooklin Byrd plans to organize a meeting of new dentists attending the Music City Dental Conference.

- **Elections:** Ms. Hayes announced the elective office candidates for the 2024-2025 Board which will be elected by the 2024 House of Delegates.

- **Music City Dental Conference:** Ms. Hayes reported that registrations are good, exhibit spaces are almost sold out, and sponsorships are close to goal.

- **Executive Director Report:** Ms. Hayes' report included updates on the TDA building, staff, and the ADA's new membership pilot program.





TCWD's

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for a 2-year service obligation
(\$10,000 per year)

PRACTITIONER ELIGIBILITY REQUIREMENTS:

- Must be a United States citizen or permanent resident.
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- Must agree to use the Tennessee Dental Repayment Incentive Program funds only to repay qualifying educational loans.
- Must have no obligation for health professional services and have not breached a health professional contract.
- Must agree to pay damages for breach of service.
- Must not have a judgment lien against his/her property for a debt to the United States, any federal debt written off as non-collectible, or any federal service or payment obligation waived.
- Must be willing to commit to a service agreement contract for a minimum of three (3) years for dentists, and two (2) years for hygienists and assistants.
- Must provide services at a Tennessee Health Department Dental Clinic or in a health professional shortage area.
- Must work full-time.



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PEER REVIEW

Conflict resolution for our member dentists and their patients

Confidential Mediation – A TDA Member Benefit

Even in the best dentist-patient relationship, a problem may occur. Many times, an informal discussion of the concern will clear up the matter. However, if the concern remains unresolved, the TDA has a conflict resolution process called Peer Review.

What is Peer Review?

Peer review is an informal process through which problems or disputes can be resolved at the local level by mediation or, in case of an impasse, a committee review. These TDA committee volunteers are chosen by their district to help educate, settle problems, clarify, and make corrections where necessary. PEER REVIEW IS NOT A COURT OF LAW nor a punitive action inquiry. The committee's purpose is to settle the issue to bring closure to the dispute. Participation is VOLUNTARY for all parties concerned. Also, the mediation cannot obtain for the patient more than was paid the dentist for services rendered.

Matters accepted for Peer Review Mediation:

- **Appropriateness of Care:** The committee determines whether the dentist provided appropriate treatment for the condition that existed.
- **Quality of Treatment:** The committee determines whether the treatment performed was done correctly based on the standard of care expected by the profession.

Matters not accepted for Peer Review Mediation:

- Payment, billing, and/or insurance disputes
- Complaints of poor customer service or regarding a staff member's behavior.
- A complaint has already been filed with the Tennessee Board of Dentistry.
- Attorney retained.
- Work has been re-done.
- Work is beyond the statute of limitations.

Closing comments from the Peer Review Committee

When encountering a patient who could potentially benefit from Peer Review, prioritize alleviating the patient's discomfort, and promptly refer them to the Peer Review Committee for guidance on next steps. Immediately redoing any work could compromise the committee's ability to thoroughly examine the initial work if needed.

All mediation is confidential and only between the patient, dentist, and mediator. A mediator's purpose is to help, not to judge.



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Executive Editor: Andrea Hayes
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Editor: Amy Williams

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SEE YOU THERE!

We look forward to seeing you soon at the Music City Dental Conference!
Get ready for an enriching experience filled with
insightful sessions, networking opportunities,
and unforgettable moments. Safe travels and see you there!





SEVENTH STATE APPROVES LEGISLATION ESTABLISHING DENTAL COMPACT

The new Dentist and Dental Hygienist (DDH) Compact will increase access to care for patients by creating reciprocity, reducing red tape for licensed providers.

On April 22, Maine Governor Janet Mills signed LD 2137, making Maine the seventh state to join the Dentist and Dental Hygienist Compact. This officially activates the DDH Compact, allowing the first seven states: Tennessee, Washington, Iowa, Wisconsin, Kansas, Virginia, and Maine to appoint commissioners and begin the

process of allowing for greater licensure portability around the country. In addition, there is active legislation in Colorado, Ohio, Missouri, Minnesota, Pennsylvania, and New Jersey and a group of states slated to take up the compact in their 2025 session.

What comes next?

Over the next several months, the dental boards in the first seven states, as well as any states that join after them, will make

their appointments to the Compact Commission. The first meeting of the Compact Commission is expected in late 2024 or early 2025. Rules must be adopted, and a shared data system must be created. It is expected to be 12-18 months before compact privileges are issued. TDA will send updates as they are available.



MUSIC CITY DENTAL CONFERENCE

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FOR YOUR MEMBERSHIP!



The ADA, TDA, and your local component are dedicated to supporting your personal and professional growth throughout your career journey.

We provide invaluable resources to assist you in managing your patients, practice, and personal life effectively. From staying updated with the latest clinical guidelines to accessing financial management tools such as insurance and retirement plans, we ensure you have everything necessary to maintain balance in your work and life.

If there is anything we can do to enhance your membership experience, please call us at 615.628.0208 or email tda@tndental.org. We'd love to hear from you!

The TDA welcomes the following dentists as our new and reinstated members.

Second District Dental Society

Dr. Charlotte Grant
Dr. Amber Dalal

Chattanooga Area Dental Society

Dr. Christopher Bryant
Dr. Tasneem Sandhu

Fourth District Dental Society

Dr. Nathan Hopkins

Nashville Dental Society

Dr. Carl Friddle
Dr. Sarah Alouani
Dr. Annabel Kisling

Sixth District Dental Society

Dr. Reid Hill

Memphis Dental Society

Dr. Andrea Henry

IN MEMORIAM

The TDA honors the memory and passing of the following members:

Dr. Robert Galloway

Dr. Robert Galloway was a member of the American Dental Association, the Tennessee Dental Association, and the Nashville Dental Society.

Dr. George Edwards

Dr. George Edwards was a member of the American Dental Association, the Tennessee Dental Association, and the Chattanooga Area Dental Society.

Dr. Kenneth Mills

Dr. Kenneth Mills was a member of the American Dental Association, the Tennessee Dental Association, and the Second District Dental Society.

Dr. William Greer

Dr. William Greer was a member of the American Dental Association, the Tennessee Dental Association, and the Chattanooga Area Dental Society.

Dr. Gary Burris

Dr. Gary Burris was a member of the American Dental Association, the Tennessee Dental Association, and the Chattanooga Area Dental Society.

Dr. John Michael Law

Dr. Law was a member of the American Dental Association, the Tennessee Dental Association, and the Nashville Dental Society.



MEMBER EMAIL ADDRESS UPDATE

ARE YOU RECEIVING EMAILS FROM THE TDA?

If you have unsubscribed to TDA emails in the past you may be missing important information from the TDA and the ADA. Each week the TDA sends a news bulletin with numerous alerts to keep members informed of the latest updates at the local, state, and national level.

If you have not received emails from the TDA, please make sure to check your spam or junk mail folder and mark tda@tndental.org as a safe sender. To be included in the mailing list or to update your email address please email us at tda@tndental.org.



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Tennessee Board of Dentistry

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Tennessee Department of Health

(615) 741-3011

Tennessee Dental Association

(615) 628-0208 | Fax: (615) 628-0214

tda@tndental.org

STAFFED COMPONENT SOCIETIES

First District Dental Society

Executive Secretary: Savannah Bolick

(423) 552-0222

firstdistrictdental@gmail.com

Second District Dental Society

Executive Director: Allison Rhodes

(865) 919-6464

sddsoffice@gmail.com

Chattanooga Area Dental Society

Executive Director: Lacey Heftka

(423) 886-9191

Info@ChattAreaDent.com

Nashville Dental Society

Executive Director: Kristen Stewart

615-628-3300

director@nashvilledental.org

Eighth District Dental Society

Executive Secretary: Ruby Batson

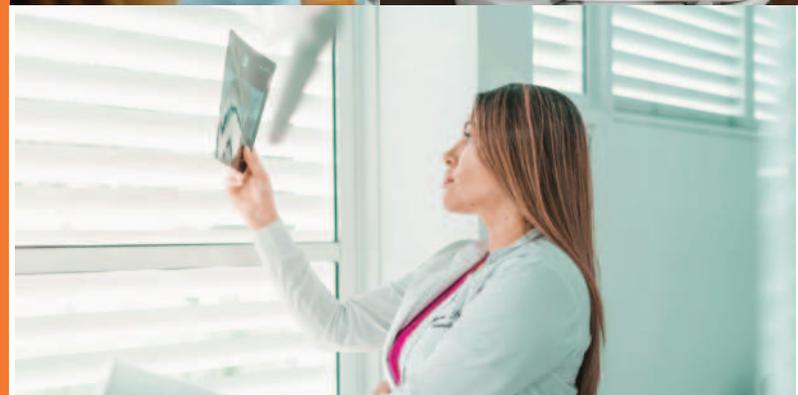
931-245-3333

Memphis Dental Society

Executive Director: TBD

(901) 682-4928

info@memphisdentalsociety.org



As a Practice Owner, You Should be Able to Answer the Following Questions:

1. Do you have or have you considered an exit strategy?
2. How long do you plan on being a practice owner? If your health allows, would you like to continue practicing after that point?
3. Do you know what your practice is worth today? How do you know? When was your last Practice Valuation done?
4. Have you met with a financial planner and have a documented plan? Have you established a liquid financial resources target that will enable you to retire with your desired lifestyle/level of income?



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That's why the TDA is pleased to announce we have endorsed multiple products from iCoreConnect. iCoreConnect designs cloud-based products that give you flexibility and offers services by seasoned dental experts. The products we endorse help take you and your patient seamlessly through the experience with you.

In addition to each of the important endorsed products, we'd like to bring special attention to iCoreRx cloud ePrescribing software in order to provide you a new alternative to your current method.



**iCoreRx cloud-based ePrescribing software
improves clinical workflow and patient safety.**

Cloud-based provides the convenience of ePrescribing with iCoreRx from any location on any device. iCoreRx gives you the ability to:

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- Include iCoreRx+EPCS to adhere to the 2021 law to ePrescribe Schedule II-V controlled substances
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- Increase the speed and efficiency with which the prescription is completed



iCoreAnalytics provides a robust reporting and dashboard with analytics to improve care and increase revenue.

- Offers easy-to-access, automated reports based on your unique goals without sacrificing your staff's time and effort
- Identifies patients in need of procedures and which patients have insurance that will cover, at least partially, those procedures
- Includes functionality, as well as staff prompts, to encourage closed treatment plans, maximize efficiency, and highlight which scheduled patients have open AR to collect when they visit



iCoreVerify automated insurance verifications runs verifications for every patient on the week's schedule in 1 second.

- iCoreVerify automated verifications handles 80% or more of the work for you
- iCoreVerify+ provides personal assistance when you need help with manual verifications
- iCoreVerifyPro provides start-to-finish verification services handled by the U.S. based Pro team



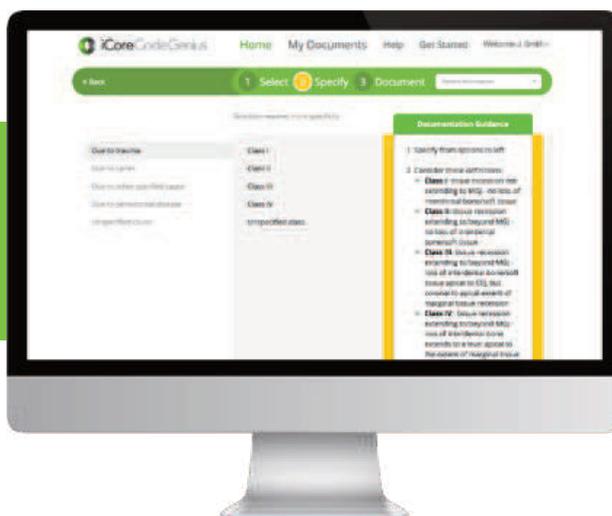
iCorePay provides easy billing and statements and immediate patient payments in one simple platform.

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HOW TO BECOME A TEAM LEADER

WHEN YOU'RE NEW TO THE PRACTICE

As the new associate in a practice, you're in a tricky spot. You're the new kid. You don't know how the practice flows, when staff typically show up, or where to get the best local coffee. And you certainly don't know any of the patients!

Despite these challenges, you need to immediately establish yourself as a leader so you can effectively work with your auxiliaries to deliver consistent, quality care to your patients.

So how can you make the shift from new associate to team leader? Read on for a few tips.

setting the tone among staff that you are the ultimate decision maker for your patients.

LEAD CHART REVIEWS WITH STAFF

A great way to get the staff on board with you as the team leader is through chart reviews. Lead a morning huddle or weekly meeting with your team. Discuss a difficult scenario or treatment and explain your thought process, listen to the staff's thoughts, and then come up with a great plan that you can all get behind.



AS A STUDENT, YOU WERE EXPECTED TO SHOW UP, DO YOUR HOMEWORK, ASK THOUGHTFUL QUESTIONS, AND DEMONSTRATE THAT YOU WERE LEARNING."

THINK LIKE A DENTIST, NOT A STUDENT

As a student, you were expected to show up, do your homework, ask thoughtful questions, and demonstrate that you were learning. Your professors guided your path and prompted every step. Your dental school clinic was likely run by the staff. And since they remained a constant fixture as you rotated through, and they controlled much of the activity in the clinic, you likely deferred to their judgment.

Now that you're in practice, that hierarchy has flipped. You're in charge, both in your career and in the operatory. You need to be decisive and respectful with your actions. Your auxiliaries should defer to you when treating patients. Once you recognize and internalize this, you can begin

If you're unsure about best practices or how to accomplish something, work directly with your senior doctor to discuss tough cases or get advice. Do this together in an office, rather than in front of staff. By having these conversations ahead of your all-staff chart review, the senior doctor can agree with your approach and convey confidence in your decision-making.

GET TO KNOW YOUR STAFF AND THEIR ABILITIES

If this is the first time you've ever managed people, you likely need to build those skills, too!

You will spend many waking hours with your staff, so it's wise to get to know them. Have one-on-one meetings with each one as you start your new job. Ask about their strengths, what they enjoy, and what they would like to learn. How are they used to working: relatively independently or very collaboratively? Is there an area in which they would like to take more ownership?

But also strive to know them as people. Look for common interests. Grab coffee together or ask about their weekends.

OWN THE OPERATORY, BUT DON'T BE A BULLDOZER

To be seen as a leader, you need to act like it. Even if you're quaking in your shoes, strive to project confidence in everything you do. This takes thorough preparation before each patient, close work with your senior doctor, and a certain amount of faking it till you make it.

(Read more about How to Own the Operatory.) At the same time, you need to acknowledge and appreciate that your staff has been in the practice (a lot) longer than you. They likely hold some extremely valuable expertise, especially when it comes to patient relationships.

The key is to avoid alienating your staff by respecting their expertise while establishing clear expectations.

Remember the "getting to know you" part? Take those conversations to heart and see how you can support their goals. It could be as simple as sharing a journal article on a topic they expressed interest in, or pointing them towards relevant CE. If you know that your hygienist is a whiz at calculus removal, compliment her in front of patients and staff.

Encourage staff feedback or insights about things that could be improved. However, if they contradict you in front of

a patient, you need to stress that you need to present a united front to patients. Do this immediately after the incident, away from the patient, and insist that if they disagree in the future, you will discuss it in the hallway/your office.

Good staff relationships take time to build. The clearer you are about roles and expectations, the easier it will be. Lean on your senior doctor to help establish (and enforce) these expectations and to guide your staff to work with you on your patients. It takes a team effort to build a good team.

This article originally appeared in the ADAPT blog. ADA Practice Transitions (ADAPT) matches you with the right dentist or practice; whether you are looking to sell your practice, hire an associate, buy a dental practice or find a job. Visit ADAPracticeTransitions.com.



TO BE SEEN AS A LEADER, YOU NEED TO ACT LIKE IT.

“Even if you’re quaking in your shoes, strive to project confidence in everything you do. This takes thorough preparation before each patient, close work with your senior doctor, and a certain amount of faking it till you make it.”

DON'T JUST SIT THERE!

MOVING FOR YOUR HEALTH



Had an exhausting day? Think you deserve to kick back and relax? You might want to think again. If you're like most people nationwide, you've spent more than half of your waking hours sitting or inactive for long stretches of time—at work, at school, in the car or watching TV or another type of screen. Maybe it's time to try standing up instead of putting your feet up.

Scientists estimate that Americans ages 12 and up now spend most of their time—about 8 to 10 hours a day—sitting and doing things that require little energy. The groups who sit the most are teens and older adults.

What's so bad about sitting? Sedentary behavior—which usually means sitting or lying down while awake—has been linked to a shorter lifespan and a wide range of medical problems.

Studies have found that any time you get up and move, you're improving your chances for good health. "Some of us are sort of forced into sedentary lifestyles by our jobs, by school or by commuting," says Dr. Donna Spruijt-Metz, who studies childhood obesity at the University of Southern California. "But research suggests that breaking up sedentary time with even short bouts of activity—like getting up from your desk and moving around—is associated with smaller waist circumference and other indicators of good health."

When you're upright and active, even briefly, your body is at work. "You're engaging a wide range of systems in your body when you move throughout your day," says Dr. Charles E. Matthews, who studies physical activity and cancer risk at NIH. "Your muscles are contracting, you're maintaining your balance, and you're resisting the force of gravity."

When you're sitting, Matthews says, "muscle contractions go way down, and your body's resistance to gravity decreases." When you sit for long periods, your body adapts to the reduced physical demand and slows down its metabolism. When metabolism slows, you burn fewer calories and boost the chance that extra energy will be stored as fat.

The best way to raise your metabolism is simply by moving. The more you move, the better. A new study led by NIH's Dr. Steven Moore looked at data on more than 650,000 adults, mostly age 40 and older. The researchers found that leisure-time physical activity was linked to a longer life expectancy, regardless of how much people weighed.

"We found that even a low level of physical activity—equivalent to about 10 minutes a day of walking—was associated with a gain of almost 2 years in life expectancy. High levels of activity—equivalent to about 45 minutes a day of walking—were associated with a gain of 4 years or more," says Moore.



We found that even a low level of physical activity—equivalent to about 10 minutes a day of walking—was associated with a gain of almost 2 years in life expectancy.”



The outcomes weren't so positive for those who were both overweight and did no exercise. "People who were obese and inactive lost about 7 years of life compared to normal weight people who were active," Moore says.

The many benefits of moderate to vigorous activity have been much studied. Moderate to vigorous exercise gets your heart pumping and boosts blood levels of "good" cholesterol. Moving at moderate to vigorous intensity also strengthens your bones and muscles and lessens your risk for a wide range of health problems, including stroke, diabetes, certain types of cancer, osteoporosis and arthritis.

That's why the experts recommend that adults aim to exercise at least 2 and a half hours a week at moderate intensity or 75 minutes a week at a vigorous level. You might exercise at moderate intensity for 30 minutes, 5 days a week, or try 45 to 60 minutes, 3 days a week. If your goal is to exercise for a half hour a day, you might break that up into shorter periods (of at least 10 minutes at a time) that add up to 30 minutes.

Although the benefits of intense activity are clear, less is known about the long-term impact of sedentary behavior.



Since most people engage in a range of activities throughout each day, it can be challenging to tease apart the effects that sitting and non-exercise activity can have over time.

An NIH-funded study by Matthews and colleagues found that extended periods of sitting might take a toll on your lifespan even if you exercise. The decade-long study looked at more than 240,000 adults. "Even those who were exercising a lot—7 or more hours per week—had an elevated risk for death from all causes or from cardiovascular disease if they also watched a large amount of TV (more than 7 hours per day)," says Matthews. "It suggests that a substantial amount of exercise may not always protect against the adverse effects of prolonged sitting."

"Sedentary behavior is not simply the opposite of physical activity," says Dr. John Jakicic, who studies the biology of exercise at the University of Pittsburgh. "It's not as if you're either sitting and doing nothing or you're physically active. There's a gray zone that includes light activity," such as standing up, casual walking or grocery shopping.

Scientists have had difficulty accurately monitoring how long and at what intensity people are actually moving each day. More than a decade ago, most studies of everyday activity relied on self-reports—like questionnaires or diaries of physical activity—which can be inaccurate.

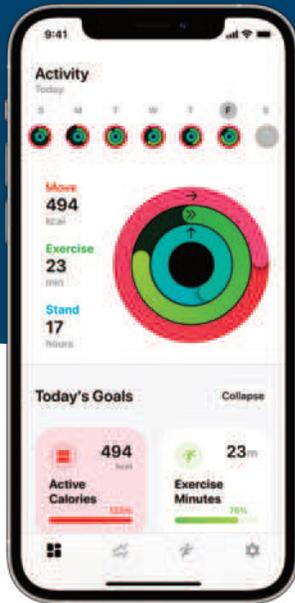
SIT LESS, MOVE MORE

- Take the stairs instead of the elevator. Park your car at the far end of the street or parking lot.
- Have "walking meetings" with colleagues at work.
- Rearrange your home so you can stand upright or walk on a treadmill while watching TV or using the computer.
- Set an alarm on your computer to go off every hour and prompt you to move around for a minute or 2.
- Try walking as if you're already late for the bus or an important meeting.
- Have small weights in your office or around your home for doing arm exercises.



“

Today, mobile technologies—such as smart phone apps and electronic activity monitors—are helping scientists gather better data.”



Scientists have had difficulty accurately monitoring how long and at what intensity people are actually moving each day. More than a decade ago, most studies of everyday activity relied on self-reports—like questionnaires or diaries of physical activity—which can be inaccurate.

Today, mobile technologies—such as smart phone apps and electronic activity monitors—are helping scientists gather better data. Study participants wear these small devices all day long. They provide data on what people are actually doing as they move throughout their day.

“Is it really the sedentary behavior that causes harm? Or is it the lack of physical activity at the right intensity that’s the problem? I don’t think we have the answers yet,” says Jakicic. With the help of new technologies, Jakicic and others are working toward answers.

“Based on findings we’ve seen in several studies to date, I think it’s a combination of lower levels of sedentary behavior and higher levels of activity that provide the most benefit,” says Matthews.

“You can alter your routine just a little bit every day so you’ll move more and sit less,”

says Spruijt-Metz. “Don’t use the phone or email if you can take a walk and talk to someone in person. Get yourself a step-counter and try to get in 10,000 steps a day. There are many ways to add movement without going to the gym.”

The bottom line is, look for opportunities to be active throughout your day. Get moving as much as you can!

NEW DENTIST CORNER

The art of storytelling in the business of dentistry

As a new dentist, you're about to embark on an exciting journey in the world of oral health care. While clinical skills and patient care are at the forefront of your practice, there's another crucial aspect that often goes overlooked: the power of storytelling. Your dental practice has a unique story waiting to be told, and sharing that story can set you apart in a competitive field. In this article, we'll explore how you can find your story and showcase it to build a strong connection with your patients and community.

1. Understand the importance of storytelling

"Stories are the most powerful communications tool we have."
— Susi Hately

Storytelling is an age-old art that transcends cultures and generations. When done right, it can humanize your dental practice, making it relatable and memorable. In today's day and age, patients want more than just dental services; they want a connection, a sense of trust and a reason to choose your practice over others. By sharing your story, you create a compelling narrative that can resonate with potential patients.

Picture yourself, a new dentist fresh out of dental school, just like one of my colleagues who conquered her childhood fear of the dentist. Now, she's on a mission to make every patient's visit a comfortable and reassuring experience. Her personal story, which

speaks through many personal touches to her practice, brings depth to her practice, making her not just a dentist but a trusted friend.

2. Find your unique angle

"Everyone has a story, and there's something to be learned from every experience." — Oprah Winfrey

Begin your quest by delving into your personal story. What motivated you to become a dentist? Have you faced and conquered challenges or experienced life-altering moments that have shaped your approach to patient care? Perhaps you possess a special interest or expertise within the vast realm of dentistry, such as pediatric care or cosmetic procedures or caring for patients with obstructive sleep apnea or temporomandibular joint disorders. Identify what sets you apart, and let that distinction shine at the heart of your narrative.

Every dentist, including you, holds a unique journey that led to this profession. One of my batchmates discovered his passion for pediatric dentistry through volunteering at a children's hospital during dental school. He understands what it's like to be a child in the dental chair, and his empathy shines through in his practice, which is regarded as one of the most kid-friendly offices in the area.

3. Craft a compelling brand story

"Your brand is a story unfolding across all customer touchpoints." — Jonah Sachs

Your brand story should reflect your values, mission and vision for your practice. Consider these elements when crafting your narrative:

- Begin with a relatable introduction: Start with your background and what inspired you to become a dentist.
- Highlight your core values: Discuss the principles that guide your practice, such as patient-centered care, compassion or community involvement.
- Emphasize your mission: Clearly state your purpose as a dentist and explain how your practice helps patients achieve healthier, happier smiles.
- Share patient success stories: Showcase real-life cases and testimonials that demonstrate the positive impact of your dental care.
- Include your vision: Articulate your future goals and how you plan to grow your practice while continuing to provide outstanding dental care.

4. Engage with authentic content

In the digital age, storytelling isn't limited to in-person conversations. Leverage various platforms to communicate your narrative, including your practice's website, social media profiles and marketing materials. Share content that resonates with your audience, such as before-and-after photos, educational articles and videos that give a behind-the-scenes look at your practice. Authenticity is key in building trust with your patients, so be yourself and let your personality shine through.

One of the popular dentists in my local dental society uses his practice's social media presence to share informative videos about the latest dental technologies in the most unique ways. He is genuine and relatable in his content, which resonates with his patients and potential clients.

5. Connect with your community

"The best way to find yourself is to lose yourself in the service of others." — Mahatma Gandhi

Now, envision "Dr. Compassionate," who actively participates in local health fairs, offering free dental checkups to underserved communities and to veterans on Veterans Day every year. Their story isn't merely about their practice; it's also about their unwavering commitment to the well-being of their community.

Remember, your practice's story doesn't exist in isolation. Engage with your local community by participating in events, sponsoring initiatives and supporting causes that align with your values. By becoming an active and caring member of your community, you'll forge opportunities to share your story and build lasting, meaningful relationships with your patients.

To summarize:

Dear New Dentist, the stage is set, and your unique story is your spotlight in the competitive world of dental practice. Understanding the significance of storytelling, discovering your unique angle, crafting a compelling brand story, engaging with authentic content and connecting with your community are your tools to success.

Steve Jobs once said, "The most powerful person in the world is the storyteller." Remember that. Embrace the art of storytelling, step forward and captivate the world with your dental tale.

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“Stories are the most powerful communications tool we have.” — Susi Hately

Blogger Anubhuti Misra, B.D.S., D.D.S., graduated from the Herman Ostrow School of Dentistry of USC in Los Angeles with honors after completing her B.D.S. in India. She has worked with people who are underprivileged or have special health care needs in the Silicon Valley and witnessed the challenges faced by them very closely. She also serves as a subject matter expert for dental law and ethics with the Dental Board of California and has formerly served as a faculty member at the University of the Pacific Arthur A. Dugoni School of Dentistry. She is based in the San Francisco Bay Area and passionate about supporting new dentists in her role as a New Dentist Committee member at the Mid-Peninsula Dental Society. Her interests in dentistry include artificial intelligence, 3D printing and implants, among many others. Outside of dentistry, she loves to practice yoga and mindfulness, explore the mountains and the gardens with her husband, and paint.



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See you soon!

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