

DentalReach

Making sense
of dentistry.

.today

DIGITAL EDITION

May 2020

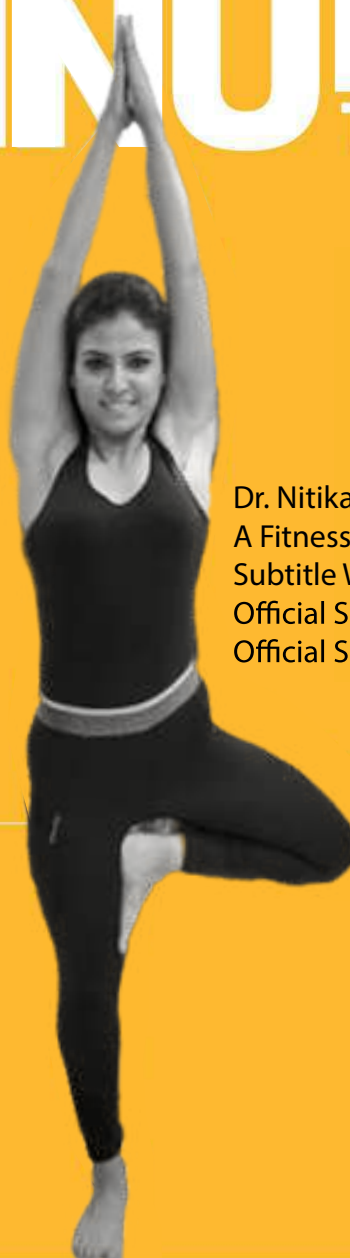
EVERYBODY HAS 21 MINUTES TO SPARE

SAYS
Dr. Nitika Anand

Watch now



Dr. Nitika Anand is a Dentist, Model, Actor &
A Fitness Enthusiast
Subtitle Winner Mrs. Delhi Ncr 2017
Official Smile Partner Mrs India 2017
Official Smile Partner Mrs Delhi Ncr 2018



We're now
5000
times stronger

**join our
community
today!**

Join now



For people in business, 2020 is just a year for staying alive.
Don't even talk about your dreams or plans. just make sure
you can stay alive, then you would have made a profit already.

-Jack Ma

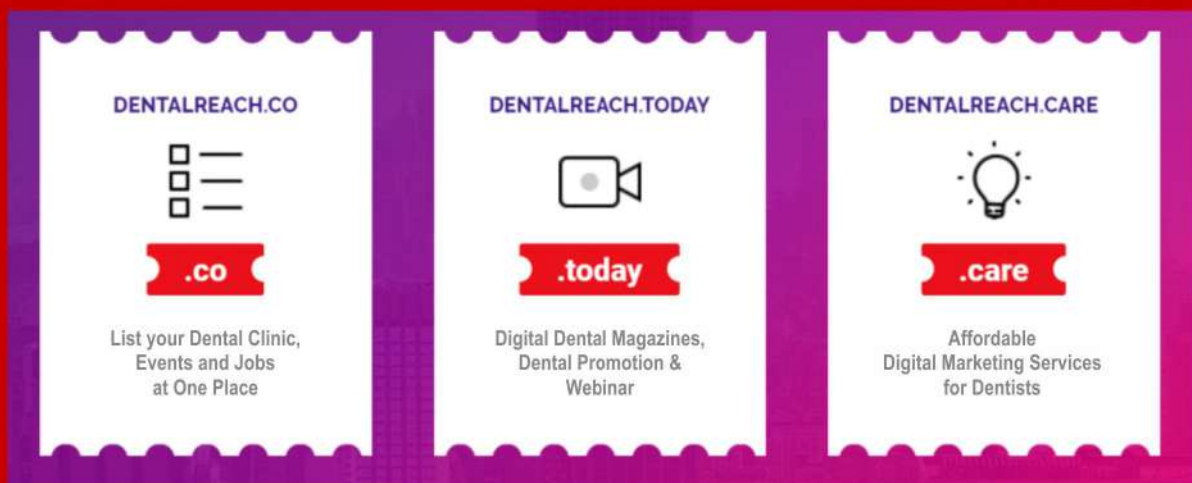
INTRO

DentalReach | Making sense
of dentistry.

.today

Our ethos is heavily based around the importance of our customer experience. We had taken up the responsibility to care about your journey, from part of DR family. Today, DentalReach can be found across the globe digitally. Via several channels, we encourage social interaction and communication whether it be by personally speaking to a member, or tweeting us directly. We are here to serve you better.

Dr. Rockson Samuel



Letter from the editor

WHEN A READER WRITES

The lockdown has brought along with it, a packet of surprises. We were all like cauldrons on a stove – tensed but brimming with talents unrealized – which effectively spilled over, spreading an effervescence of color. This color of talent is as contagious as the virus, affecting those who come in contact with it to try it out themselves! The blooming of one particular hue was the intention behind this particular issue of DentalReach. And I must say, it's overtones has left us all impressed!

There's no voice louder than that of a pen on paper. Utilizing this talent, our May issue is written by our readers!

Dr. Nupur Shrirao

Read more



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We have entered World War III against a deadly virus. And the only way combat it – is to not come in contact with it! Will this war cause mass extinction or a be lost as a textbook chapter in the years to come?

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Oral Medicine & Radiology – An Undervalued Speciality Of Dentistry
Oral medicine & radiology has a lot to offer on the global platter.

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Jawpro - For A Better Dental Experience
So many devices to help prop the mouth open! But is there a device to support the open jaw? Wouldn't it make dental treatments more relaxed?

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The Novel Coronavirus Pandemic: Challenges & Coping Strategies For Dental Practitioners
The Coronavirus has shaken the world. Don't let it shake your dental practice. Face the challenge - use coping strategies!

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Antibacterial Composites with Loaded Chlorhexidine for Dental Procedures
Add teeth to design with bacteria protection
What if the most esthetic tooth filling material in the world was anti-cariogenic too? Learn more about antibacterial composites!

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Practice & Financial Management for Dentists - Pandemic Special

Are you wondering how you will manage your finances & practice amidst the coronavirus lockdown? Your search for solutions is over!

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Dental News & Online Dental Directory:
Are you an exceptional dentist?
Do patients love your practice?
Level up your next dental experience.
Become a DentalReach dentist and reach thousands of new patients!

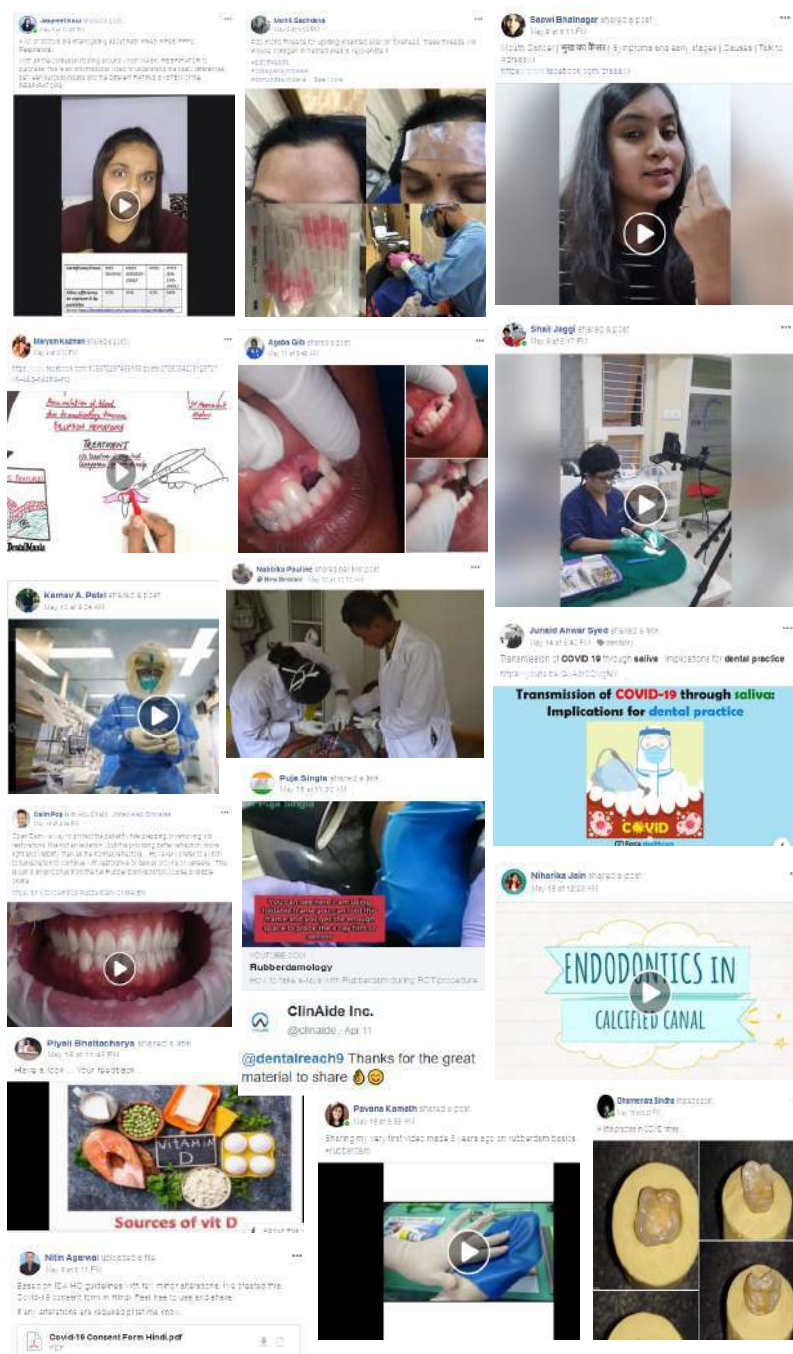
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**LET YOUR
VOICE
BE HEARD!**

Dr. Bhavdeep Singh
Ahuja

Dr. Jacob PC
Dr. Hilal Khan
Dr. Manjula BT
Dr. Divyesh Mundra

Dr. Tanuja Rao



THANKS A MILLION

Virus More Deadly Than World War III

- The Coronavirus!

We have entered World War III against a deadly virus. And the only way combat it – is to not come in contact with it! Will this war cause mass extinction or a be lost as a textbook chapter in the years to come?

Read more





Hand hygiene is
the best way
to **BREAK THE CHAIN** of
infection

KILLS
99.9%
GERMS

with
70%
Alcohol Content





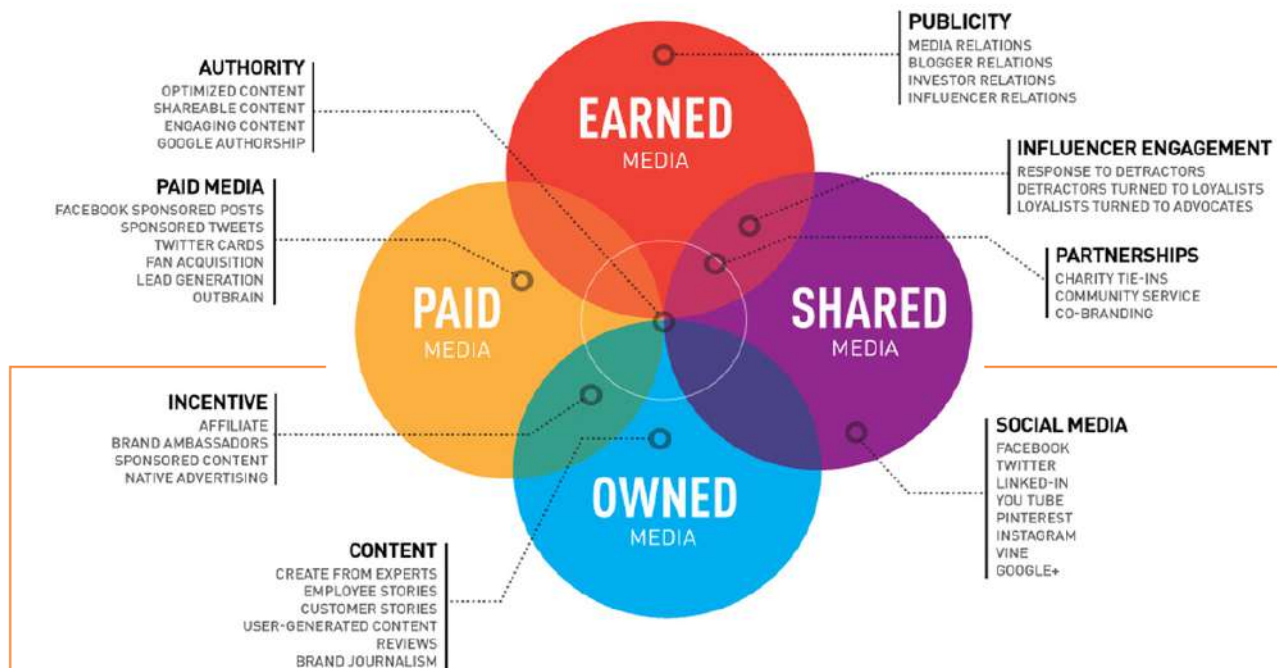
Oral Medicine & Radiology An Undervalued Speciality of Dentistry

Oral medicine & radiology has a lot to offer on the global platter.
Maybe we should view this 'non-clinical' speciality from another
angle to find out how!

Read more



PESO MODEL



EXTEND

the life of your contents!

1. **PAID MEDIA**
Investment in distribution of owned assets.
2. **EARNED MEDIA**
A value exchange of content versus third party validation.
3. **SHARED MEDIA**
Pushing the content through owned social channels; typically also requires paid.
4. **OWNED MEDIA**
Brand media and community relationships; requires long term investment.

Outline your strategies and start thinking like an integrated marketer!



JAWPRO

FOR A BETTER DENTAL EXPERIENCE

So many devices to help prop
the mouth open!
But is there a device to support
the open jaw?
Wouldn't it make dental
treatments more relaxed?

[Read more](#)





**Creating
happiness**
one smile at a time

ITS NOT ONLY



**IT IS MADE BY
THE BEST IN INDIA!**

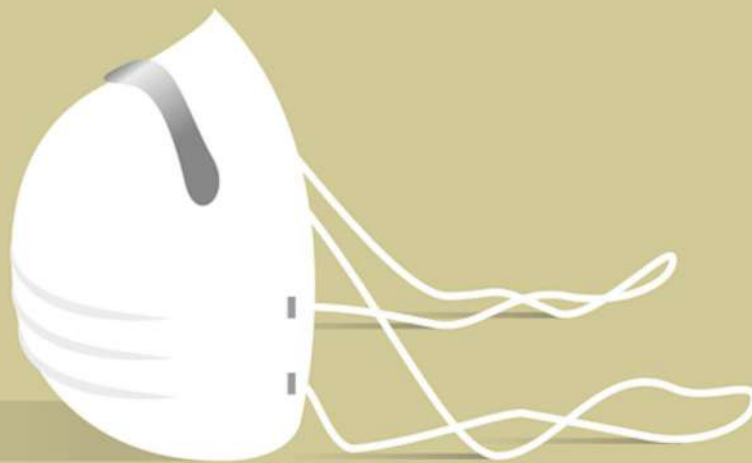
I-Fix Dental Implant has been Conceptualized, Designed & Developed by IIT-Delhi in collaboration with Maulana Azad Institute of Dental Sciences (MAIDS), Delhi, Under the Patronage of Council of Scientific & Indian Research(CSIR)- NMITLI Program

Learn more



The Novel Coronavirus Pandemic

**Challenges & Coping Strategies For
Dental Practitioners**



**The Coronavirus has shaken the world.
Don't let it shake your dental practice.
Face the challenge - use coping strategies!**



TIME KILLER

Play crossword puzzle and history of
brush recreate with red, white and black.



Play now



This is what patient should
expect from you as per your
astrological sign!

**Do you match your sign's
description?**

Aries:	"A photo of your Aries dentist is hung prominently on the waiting room wall."
Taurus:	"She will be careful and considered, steady and patient; she might even seem slow, a little bovine." (Ouch!)
Gemini:	"He'll likely continue to chatter throughout the visit, despite your limited abilities to articulate."
Cancer:	"She is very nurturing and pays attention to how you feel."
Leo:	"Our Leo dentist simply looks good! Probably a neatly trimmed beard or goatee."
Virgo:	"She will do a top-notch inspection. She will find many problems. She will schedule a lot of work."
Libra:	"The Libra dentist can be gracious and charming, with a lovely office."
Scorpio:	"It's not that she's any crueller than the others – just more honest about the process, pain and discomfort."
Sagittarius:	"You will know for sure your dentist is a Sagittarius if he says 'oops' a lot."
Capricorn:	"The high charges for such competent work might surprise you."
Aquarius:	"Gotta love your funky holistic Aquarian dentist and yoga instructor!"
Pisces:	"He seems so reliably competent and not really that empathetic."

Last month's
answer:

GIC
CREEP
BIOSENSORS
LIGAPLANTS

ARCH
CANINE
TUBULES
SPEE



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13



Antibacterial Composites With Loaded Chlorhexidine For Dental Procedures

What if the most esthetic tooth filling material in the
world was anti-cariogenic too?
Learn more about antibacterial composites!



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Practice & **FINANCIAL MANAGEMENT** For Dentists

-Pandemic Special

Are you wondering how you will manage your
finances & practice amidst the
coronavirus lockdown?
Your search for solutions is over!

Read more



ATTENTION ALL PATIENTS

STOP!!

PLEASE READ **BEFORE** ENTERING:

If you have ANY of the following symptoms:

Fever • Cough • Rash • Vomiting • Diarrhea

Respiratory Symptoms, including trouble breathing



DO NOT ENTER THE CLINIC

Call from outside and we will assist you

Get free posters for dental clinics

Download



Dental Workers Need More Vitamin D3 Before
Returning To High-Risk Jobs.
Nanoparticles To Open New Doors In Bone
Defect Treatment.

Here's what Orthodontists have to say on
World Orthodontic Health Day

How To Sanitize N95 Masks for Re-use? A
study by NIH.

Are Your Sterile Packaged Implants
Completely Free of Impurities?

Beware Dentists! Are The Masks And Testing
Kits That You Are Buying Online Authorized?

Bengaluru Dental Clinic Turns Into Labour
Room.

Can Teeth Be Considered 'Chronicles' of a
Person's Life?

Habsburg Jaw- A Result Of Inbreeding?

Read more



DENTAL NEWS &

ONLINE DENTAL DIRECTORY

Are you an exceptional dentist?

Do patients love your practice?

Level up your next dental experience.

Become a DentalReach dentist and reach thousands of new patients!

List yourself today!

Join now



INDIAN DENTAL EXPO

In association with



MSME-DI, OKHLA NEW DELHI
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

Organised by



CIMS
Medica

EXHIBITION

CONFERENCE

WORKSHOP

12th & 13th Sep 2020 | Hall-1, CIDCO Exhibition Centre, Mumbai

WHY EXHIBIT?

It attracts dental professionals from every facet of the dental industry through a powerful combination of an extensive trade exhibition and scientific sessions.

This could be the essential meeting point for all dental professionals to connect, network and learn about the latest trends and developments in the field of dentistry. Networking areas such as experience zones, meeting pods and expanded F&B areas will facilitate and provide opportunities to exhibitors to meet and interact with attendees.

EXHIBITOR PROFILES

- Dental practice instruments
- Diagnostic and visual systems
- Implantation products
- Dental materials
- Dental units & laboratory instruments
- Infection control and maintenance
- Pharmaceuticals
- Technology products in dentistry
- Related services

EXPO HIGHLIGHTS

- CIMS Medica – The leading Global Healthcare Media since past 5 decades
- Supported by Ministry of MSME
- Top Indian & International Dental Universities
- National & International Dental Association Partners
- National & International Certification Program
- Workshops, Hands-on, Symposium, Plenary Talks
- Scientific & Business Conferences
- One of its kind Dental Expo with B2B Networking, Exhibition, Conference & Workshop under one roof



One stop solution to All Your Dentistry Needs:
Exhibit, Promote & Network with
the top Dental Experts & Industry Stalwarts



BOOKINGS OPEN NOW

FOR INQUIRIES

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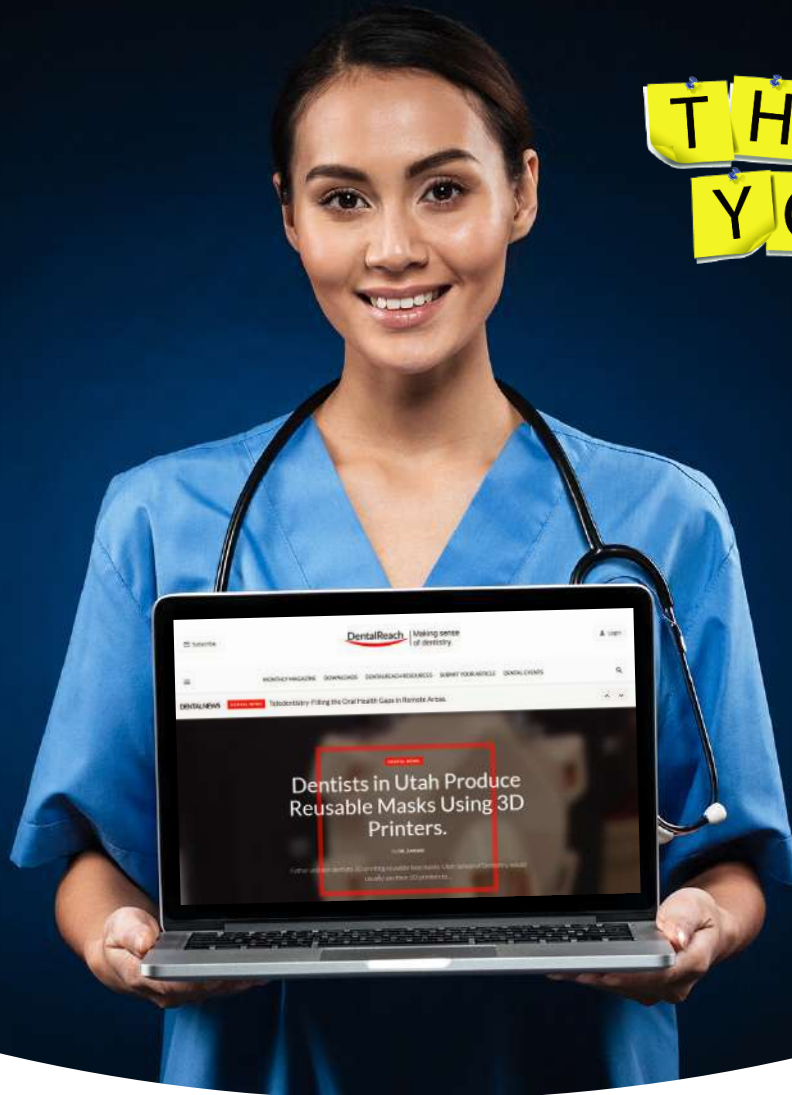
anisha.n@cims.co.in



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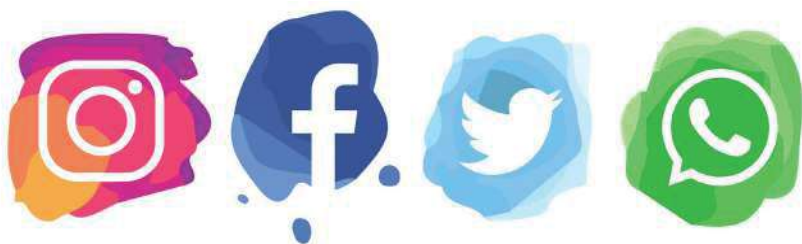
THANK
YOU!



Feel like
you're
missing
something



We love being social!



Got some knowledge
to drop about Dentistry?
Submit your content to:
nupur@dentalreach.co



DentalReach

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