

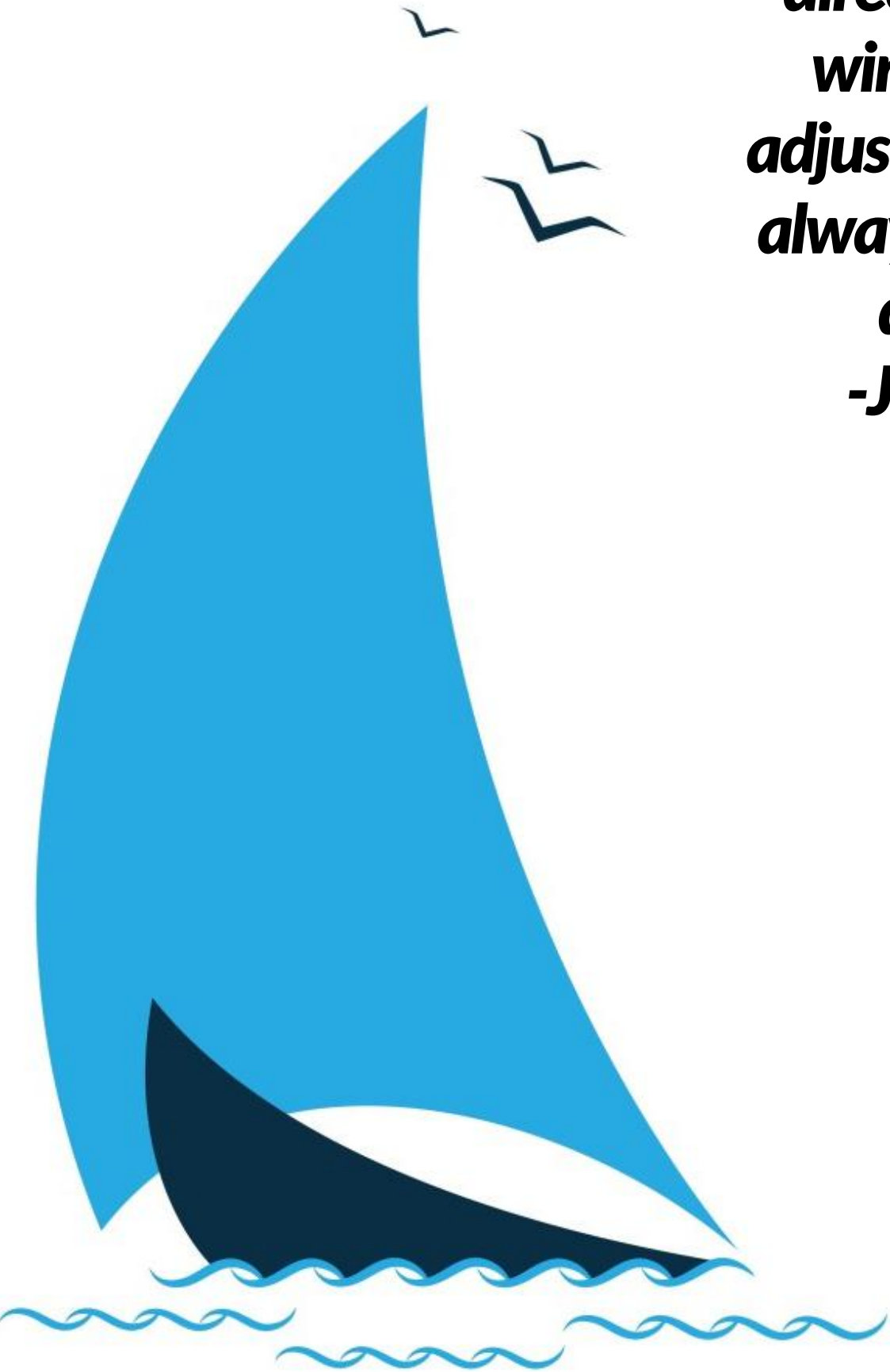
DentalReach | Making sense
of dentistry.

.today

www.dentalreach.today
digital edition
July 2019



***I can't change the
direction of the
wind, but I can
adjust my sails to
always reach my
destination.
-Jimmy Dean***



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INTRODUCTION

Thank you for downloading your DR digital edition.

Edutainment	Informative and entertaining
Experience	Sharing your experiences
Engagement	Empathy and emotionally engaging
Vision	DentalReach connects dentists and general public to dentistry to raise oral health consciousness. DentalReach will do it by helping, educating and inspiring them.
Mission	To promote oral health, foster through a comprehensive online initiative and become a hotspot for dentists and public.



EDITORIAL



Dr Nupur Shrirao

She is a consultant Prosthodontist and esthetic dentist. She is currently in the Editorial Committee of 'International Journal Of Innovative Research In Dental Sciences (IJIRDS)' and the Reviewer Board of 'Journal of International Oral Health (JIOH)' and 'IP Annals of Prosthodontics & Restorative Dentistry (APRD).'

We all are living today in an unusual bubble of mistrust and suspicion targeted at our life saviours and healthcare providers. A personal dislike towards doctors can be validated by any bad experiences one has had and definitely, spoilt apples exist in every field, even ours. So you may dislike them, but you aren't allowed to disrespect them – and violence is the lowest form of disrespect. Violence is wrong and downright unacceptable!

As dentists, this is the time to reach out and support our medical counterparts to the fullest. The entire community of DentalReach strongly condemns acts of violence against doctors and stands in solidarity with them.

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NATIONAL DOCTOR'S DAY – WHY WE FELICITATE

*Dr Harshal Patil, Master of Dental Surgery
in Periodontics and Implantology from
Kandivali, East Mumbai.*

**Everybody encounters
doctors for many reasons
throughout their lifetime,
that's why doctors have
an important role in
everyone's life. Doctors
work for public
well-being, whether it is in
the government or private
sectors.**

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CROWNS USED IN PAEDIATRIC DENTISTRY

*Dr Archana Singh, Postgraduate Trainee
in Pedodontics and Preventive
Dentistry. She is a passionate writer
and music lover.*

**Crowns used in
paediatric dentistry are
for phonetics, aesthetics
and mastication.
Rehabilitating primary
teeth requires the
material to be retentive,
resistant to fracture and
esthetic.**



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CORPORATE DENTISTRY – A BIRD’S EYE VIEW

Dr Nupur Shrirao is a consultant Prosthodontist and a grammar Nazi! Besides dentistry, she enjoys giving stage performances and radio jockeying with All India Radio.

In recent times, with increasing awareness and generation gaps, the concept of a ‘family dentist’ is slowly fading away. Patients now want specialised treatment and they prefer all specialists under one roof.

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8 MARKETING TACTICS FOR DENTIST – PART II

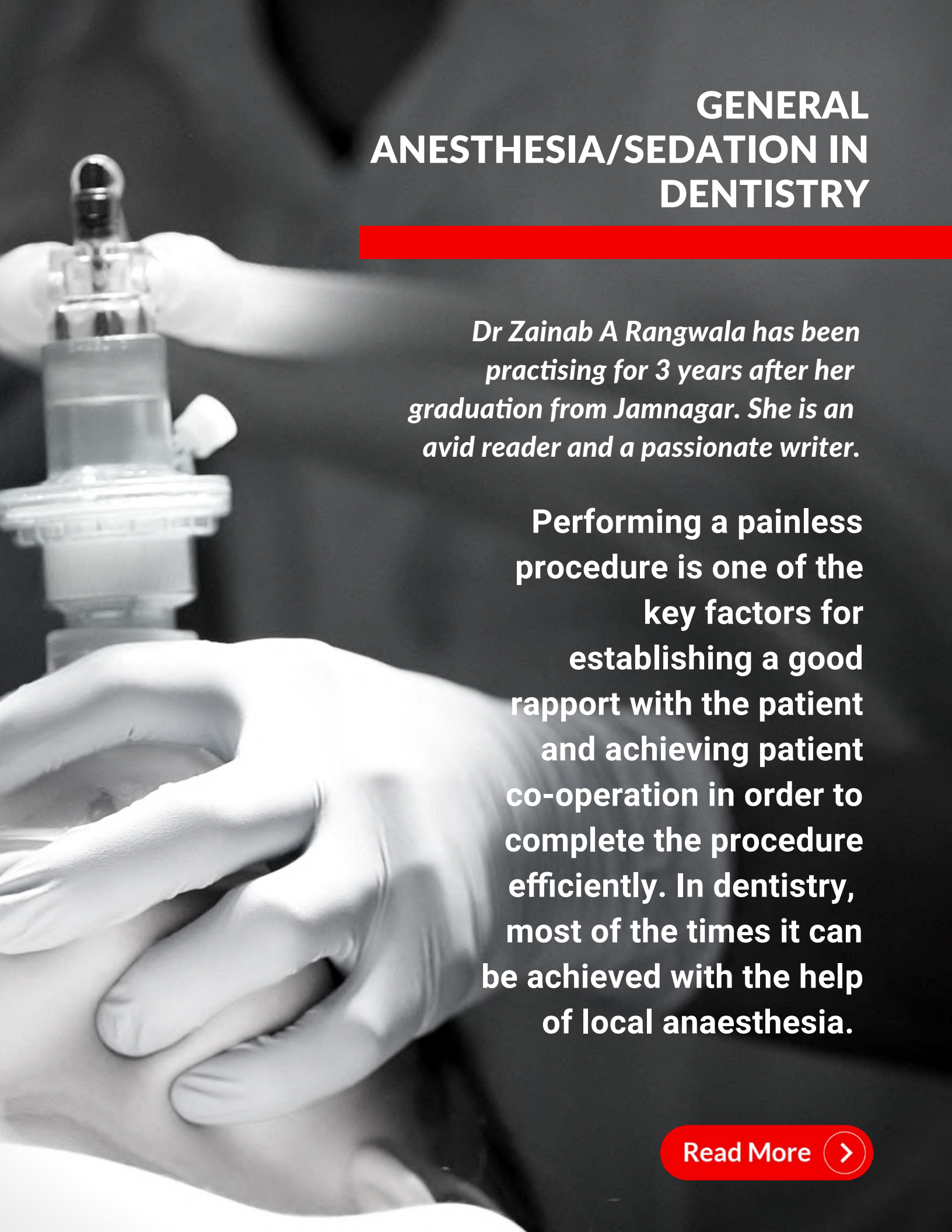
Dr Rockson, BDS, PGDM is a Digital Content Manager, DentalReach. Digital Marketer by passion and Dentist by profession.

Dear readers, I wrote about 'Branding' and how important a website is for your business in my previous article. Now I have writtern about how 'Local listing' and 'Social media' builds your relationship and trust with your patients.



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GENERAL ANESTHESIA/SEDATION IN DENTISTRY

Dr Zainab A Rangwala has been practising for 3 years after her graduation from Jamnagar. She is an avid reader and a passionate writer.

Performing a painless procedure is one of the key factors for establishing a good rapport with the patient and achieving patient co-operation in order to complete the procedure efficiently. In dentistry, most of the times it can be achieved with the help of local anaesthesia.

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VISTA SCAN IMAGE PLATE SCANNER

*Dr Rashmi B J is a Dental surgeon,
practicing in Bangalore since 9 years,
passionate in writing health articles
of dentistry.*

**The conventional x-ray
development and it's
introduction in the field
of dentistry has been the
cutting edge of surgical
diagnostics. Digital x-ray
offer images with a
high-resolution factor in
order to meet the
diagnostic needs for the
dentists.**

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THE TOP 10 INFLUENCERS OF DENTISTRY

Dr Rajesh Patnaik, B.D.S. He enjoys writing, filmography and badminton.

Every profession has a certain group of people who contribute immensely towards the growth and enrichment of the field. In our professional field, these representatives of dentistry have given their best effort.

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DentalReach



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Why DentalReach?

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You are a writer & need a platform?

You have a talent & need launchpad?

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Contact: Dr Rockson | rockson@dentalreach.co

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