

Volume 3 | Issue 3 ISSN: 2582-3469

DentalReach

Making sense
of dentistry.

.today

Mar. 2020

DIGITAL EDITION



Rogelio Burciaga

Credit: Dr. Rogelio Burciaga

MCDEE (dental surgeon specialist
in endodontics)
From Piedras Negras, Coahuila Mexico.

**ARE YOU TELLING
THE RIGHT **STORY?****

**MARCH-ING TOWARDS
GOALS**

**MEET 10 OF INDIA'S
DENTAL **TRAILBLAZERS****



**SURPRISE
2020**

ATTENTION



This is a digital magazine.
All the elements are clickable
and its awesome.



DentalReach

Introduction

Our ethos is heavily based around the importance of our customer experience. We had taken up the responsibility to care about your journey, from your first interaction to becoming a 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

[Read more](#)

Growing Your Insta Tribe or Telling the Right Tale

1. Share your hero's journey

Hero vs villain

Inspiring heroic journey

Happy ending

- * Hero- patient.
- * Villain- dental problem,
- * Journey- Dental treatment
- * Obstacles - dentophobia, economic constraints.
- * Hero's triumph- End result of the treatment.



2. Show, don't tell.

Make people feel that they are in the story themselves. Make the reader feel the sensitivity through your poetic description and then take them to the feeling and relief of pleasure while enjoying that monsoon tea or summer ice cream.



3. Build tension.

Focus on things that are closely related to their day to day life so that they are intrigued by your story.

Did not get a valentine this year?
Do you think your bad breath can be the cause behind it?
It is a totally treatable and preventable condition
Contact us for more detail.



Want to build your clinic brand and gain loyal patients?

Feel free to contact us for A to Z marketing tactics.



International Women's Day: Meet 10 of India's Dental Trailblazers

[Read more](#)




DentalReach | Making sense
of dentistry.

.today

ONE OF A KIND INNOVATIVE DENTAL MAGAZINE

**Training Your Brain So That You Don't Need Reading
Glasses!**

Now you can  to our articles in English.
Don't just like it, share it.

LAUNCHING

★ **DENTALREACH**
★ **PODCAST**



Made with  for Dentists by Dentists!

CONTENTS

- 07. Letter from the Editor
- 08. Reader Voices
- 09. The Journey of Panoramic Radiography
- 10. Successful VS Unsuccessful Dentists
- 11. Putting the Teeth You Extracted to Good Use!
- 12. What Your Teeth Tells About Your Personality
- 13. Ligapplants-Tissue Engineered Ligaments in Implant Dentistry
- 14. Time Killer
- 15. Dental Tourism: No Bridge Too Far
- 16. Dental News & Events
- 17. 7 Pillars of Clinical Governance
- 19. Employee recognition: How to appreciate your staff

**Are you an
exceptional dentist?**

Get discovered with
DR start promoting
your business, jobs
and events online!

www.dentalreach.co



MARCH-ING TOWARDS GOALS

If you are someone who's New Year Resolutions invariably fail in the first 2 months of the year itself, don't fret! There's a reason why the month of March is called that – to enable you to march towards your goal! What would be the ultimate case for every dentist? Maybe - a case of multiple grossly decayed teeth in a patient who possesses the will and the bills for treatment?

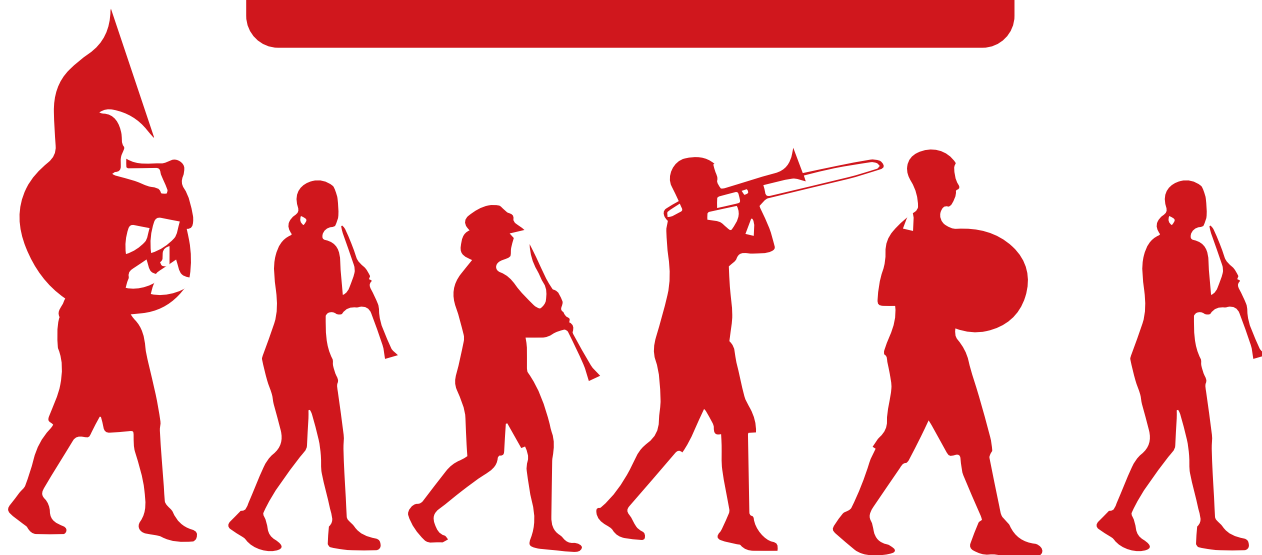
What would you do if such a patient comes to you? Let us March you step by step through this case in a short hypothetical story!

Dr Nupur Shirao

[Read more](#)

6 STEPS:

1. You will take _____.
2. You will _____ hopeless teeth.
3. You will plan _____.
4. You _____ something from the patient.
5. You work towards _____.
6. You realise _____ will help you upgrade.



READER

VOICES



GOT SOMETHING TO SHARE?

LET YOUR VOICE BE HEARD!

Dental photography cover page contest winner

Dr Rogelio Burciaga

Contributors of the month

Dr Sudhir Dole
Dr Anikh Goswami
Dr Sneha Shitole

Crossword puzzle winner

Dr Yumnam Dolly

Appreciation Letter

Dr Suhas Merchant
Editor, JIDA, M.S.

Steiner Biotechnology shared a post.
February 13 at 7:21 AM

Anti-inflammatory Medication Linked to Osteonecrosis of the Jaw



Clinique Dentaire Dr. Nilesch Salgar
D.D.S.

February 2 · Edited ·

6.3 Exo – Astra EV 4.29 x 11 Implant
Versah Gold OsseoDensification
Immediate Temporary Crown
(Part 10/25)

... See More — with Nilesch Salgar, Frank Meagher,
Anna Pigafetta and 29 others at Clinique Dentaire
Dr. Nilesch Salgar D.D.S.

Mannu Mann and 2 others

Liko Comment Share

Write a comment...

BEST. PATIENT.



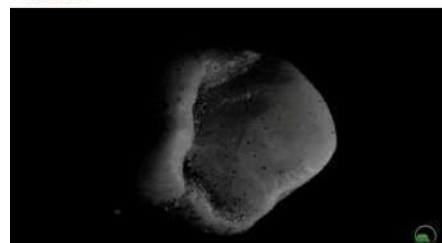
EVER!

Venkatesh Murthy K R shared a link.
February 9



Hiroj Bagde
Rising Star February 23 at 1:00 PM

Low key for all...
#dentalreachphotography
#macrophotography
#dentalreach



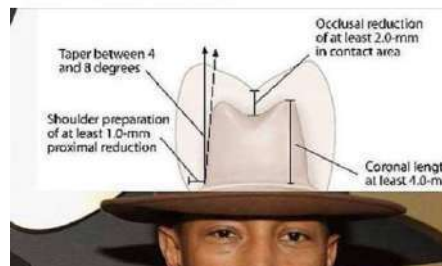
Sandeep Chauhan shared a post.
February 6

implant



Dr. Chinmoy Hazarika shared a post.
February 5

Tooth prep techniques for jacket crown



Einat Ben Shaul shared a post.
February 13 at 8:02 PM

Natural looking Veneers with ProVeneer



THANKS A MILLION

The Journey of Panoramic Radiography: From “Then” to “Now”- Volume: 2

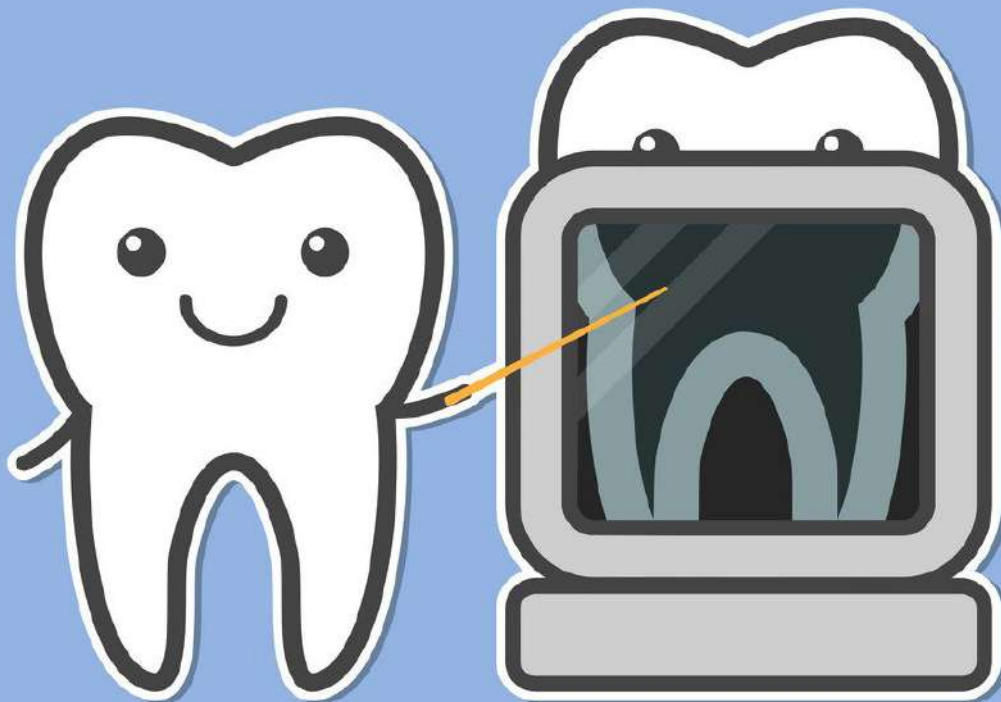
Why to do an OPG?

When to do an OPG?

Should we opt for full-mouth IOPA's or 1 single OPG?

What are the non-dental findings on OPG?

Get all answers!



[Read more](#)

SUCCESSFUL *VS* UNSUCCESSFUL DENTISTS

Successful dentists

- Establish their own identity.
- Stay focused on one goal/plan.
- Understand administrative traits.
- Meets fellow dentists to share knowledge.

Unsuccessful dentists

- Try to be a hybrid of various successful dentists.
- Frequently changes goals.
- Lack of administrative training.
- Meets fellow dentists to share grudges.



A little change in your daily attitude will make
a big difference in your clinical success.
Do you have your own success story?
Inspire your peers by sharing it through our magazine.

“

**Putting the Teeth
You Extracted to**

Good Use!

”



**What happens of the tooth you extracted from a patient?
Did you know there's a sterilization & disposal protocol?
Or that they are being sold online?**
**Read more about legal and ethical issues of extracted teeth
through a survey conducted in
a premier institute in Mumbai, India.**

Read more

WHAT YOUR TEETH TELLS ABOUT YOUR PERSONALITY.



1. Passive personalities:
 - Flat canine with curvy tops
 - Poor eating habits
 - Eating when not really hungry.
2. Anxious personalities:
 - Smaller teeth
 - Chewing non food objects and grinding teeth.
3. Aggressive personalities:
 - Pronounced canines.
4. Careless personalities:
 - Poor oral care habits- damaged, crooked or missing teeth.
5. Competitive personalities:
 - All or nothing attitude - neglecting mouth gear, clenching or over aggressive brushing.

We come across these kind of patients in our day to day practice.
How to handle them?
Join our Fb group to start a healthy discussion!





LIGAPLANTS:

TISSUE ENGINEERED LIGAMENTS IN IMPLANT DENTISTRY

Taking tissue engineering to another level in dentistry, scientists are researching on the one big issue with a dental implant. They are making it more life-like
By giving it a periodontal ligament!

[Read more](#)

GERD
MINOCYCLINE
MORTAR
XYLITOL
IMIDAZOLIUM

YOMI
RUBOR
CHARCOAL
PENIA
PROPOLIS

Last month's
answer:

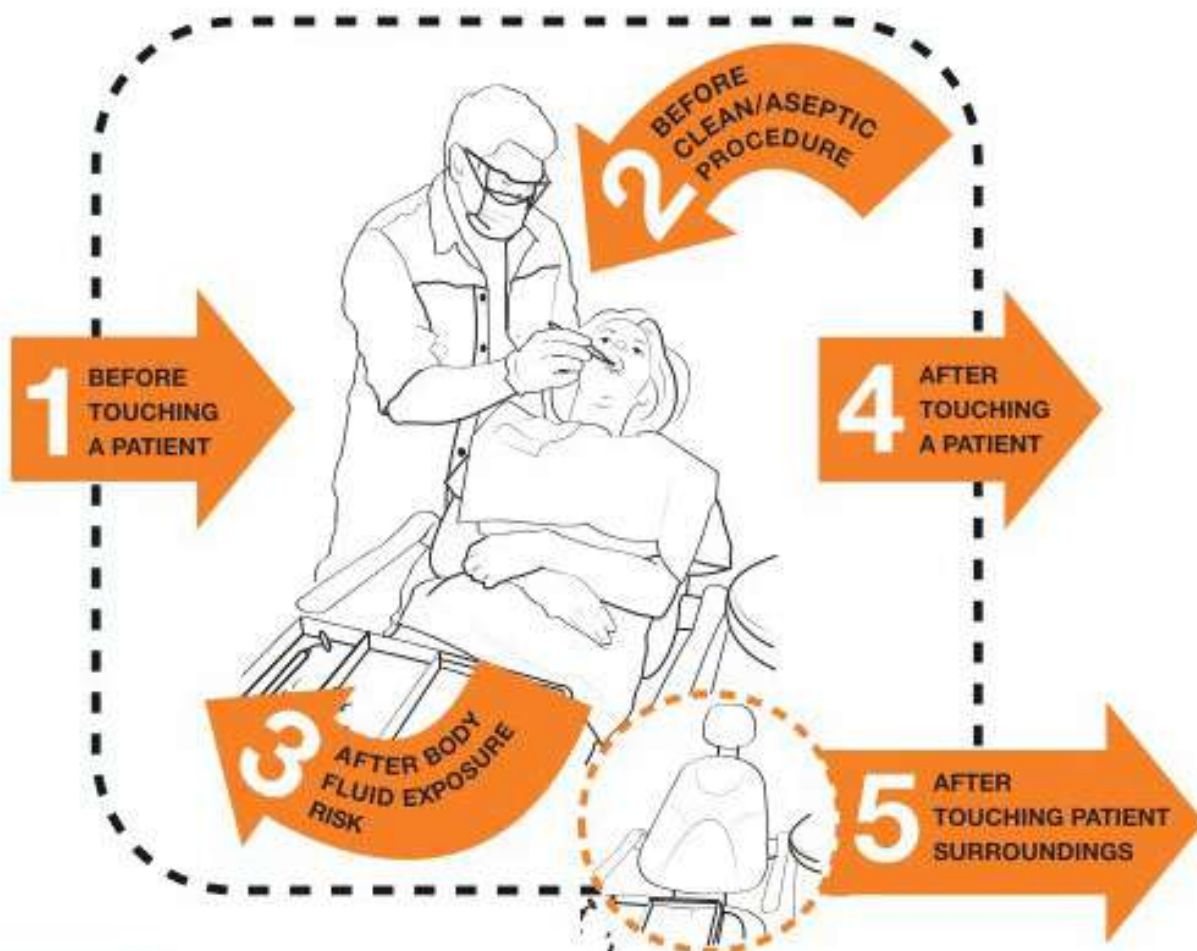
TIME KILLER

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



Play now

Your 5 Moments for Hand Hygiene Dental Care



1	BEFORE TOUCHING A PATIENT	WHEN?	Clean your hands before touching a patient.
		WHY?	To protect the patient against harmful germs carried on your hands.
2	BEFORE CLEAN/ASEPTIC PROCEDURE	WHEN?	Clean your hands immediately before performing a clean/aseptic procedure.
		WHY?	To protect the patient against harmful germs, including the patient's own, from entering his/her body.
3	AFTER BODY FLUID EXPOSURE RISK	WHEN?	Clean your hands immediately after a procedure involving exposure risk to body fluids (and after glove removal).
		WHY?	To protect yourself and the environment from harmful patient germs.
4	AFTER TOUCHING A PATIENT	WHEN?	Clean your hands after touching the patient at the end of the encounter or when the encounter is interrupted.
		WHY?	To protect yourself and the environment from harmful patient germs.
5	AFTER TOUCHING PATIENT SURROUNDINGS	WHEN?	Clean your hands after touching any object or furniture in the patient surroundings when a specific zone is temporarily and exclusively dedicated to a patient - even if the patient has not been touched.
		WHY?	To protect yourself and the environment from harmful patient germs.



Dental Tourism:

No Bridge Too Far

You've heard of a sunny summer vacation
Or a cool winter vacation
But what in the world is a 'dental' vacation?!

[Read more](#)

DENTAL NEWS & EVENTS

New High-Tech Mouthwash Uses
Light to Kill Harmful Bacteria on
Teeth.

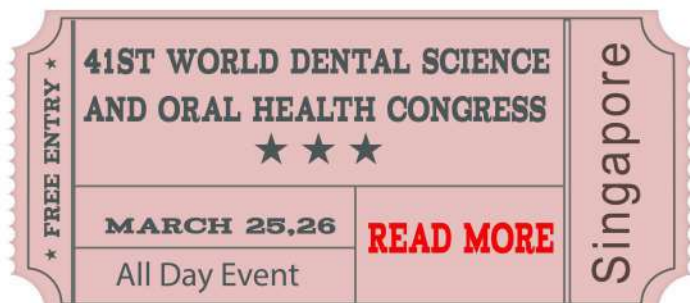
UK suffers from illegal teeth
whitening.

Melbourne Dentist Wins Right to
Unmask Bad Google Reviewer.

Miraculous cures' for diseases
will soon attract 5 years jail,
hefty fine.

AI Discovers Antibiotics to Treat
Drug-Resistant Diseases

[Read more](#)



Want to list your events &
workshops?
Mail to
rockson@dentalreach.co

7 Pillars of Clinical Governance

'Clinical Governance' is a framework through which the National Health Services improve the quality of organizations. It is designed in such a way that you can use it to improve your healthcare practice too!

[Read more](#)

Sponsored Advert.

In association with



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

Organised by



INDIAN DENTAL EXPO

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**



indiandentalexpo.org

MEDIA PARTNER

DentalReach | Making sense
of dentistry.

BOOKINGS OPEN NOW

FOR INQUIRIES

📞 8169864404 / 7010650063

✉ anisha.n@cims.co.in

Employee Recognition:

How to appreciate your staff?

Your employee is your representative to the world.
Treat him/her with respect!

[Read more](#)



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



Contact us:
Dr Rockson | rockson@dentalreach.co | +91 7010650063
DentalReach
521/A, 2nd Main Rd, 2nd Block,
2nd Stage, Rajajinagar, Bengaluru, Karnataka 560055
ISSN: 2582-3469