ARE YOU TELLING THE RIGHT STORY?

MARCH-ING TOWARDS GOALS

MEET 10 OF INDIA’S DENTAL TRAILBLAZERS

SURPRISE 2020

Credit: Dr. Rogelio Burciaga
MCDEE (dental surgeon specialist in endodontics)
From Piedras Negras, Coahuila Mexico.
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
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
ONE OF A KIND
INNOVATIVE DENTAL MAGAZINE

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

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

LAUNCHING

DENTALREACH PODCAST

Made with ❤️ for Dentists by Dentists!
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Are you an exceptional dentist?

Get discovered with 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 Shrirao

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.
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.

THANKS A MILLION
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!
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.
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.
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!
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?!
Dental NEWS & EVENTS

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

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

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41ST WORLD DENTAL SCIENCE AND ORAL HEALTH CONGRESS

Singapore

** FREE ENTRY **

** MARCH 25-26 **

All Day Event

READ MORE

EXPODENT CHENNAI 2020

Chennai

** FREE ENTRY **

** MARCH 28-29 **

All Day Event

READ MORE
'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!
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

BOOKINGS OPEN NOW

For Inquiries:
8169864404 / 7010650063
anisha.n@cims.co.in

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

How to appreciate your staff?

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

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