WHAT IS BRANDING?
SOCIAL MEDIA CALENDER
WHAT IS S.W.O.T ANALYSIS?

STAY HOME, STAY SAFE
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
DR brings you scoop on the best business and personal development books in 12 minutes video during this look-down everyday!

JOIN NOW

DR PODCAST

Dr Santosh Ravindran
Why should dental clinics be shut at this time?

Dr Revan Kumar Joshi
Let's Celebrate World Oral Health Day 2020
Let's Unite for Mouth Health!
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.

Made with love for Dentists by Dentists!
GOT SOMETHING TO SHARE?

LET YOUR VOICE BE HEARD!

Dental podcast
Dr Revan Kumaran Joshi
Dr Rakkun Bhujel
Dr Santosh Ravindran

Contributors of the month
Dr Satish Dolai
Dr Nilesh Salgar
Dr Ahmad Madarati
Dr Sneha Shitole
Dr Piyali Bhattacharya

Crossword puzzle winner
Dr Tanuja Rao

THANKS A MILLION
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1. Dentists & COVID19 - Everything you need to know.
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7. Tips to successfully run a newly opened dental clinic
8. Noval Coronavirus Resources
9. Your go-to-guide for cementation of all types of prosthesis - Part 1
10. Dental News & Events
11. Molecular probing for early detection of oral cancers

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JOIN NOW
THE CONTAGION’S CARESS

We are flooded with news of the novel coronavirus every hour, every day. It’s making me wonder whether there really is a Thanos somewhere who has snapped his finger in an attempt to wipe out half the world. Because maintaining a ‘balance’ is historically scientific – the proof being Darwin’s theory of evolution – survival of the fittest. The fit, whether rich or poor, young or old, Asian or European, emerge victorious even if infected. In a way, this virus is uniting people all around the planet, getting all to pray for a cure. Bonding families by strictly putting them under a roof. Reinstituting the place of nature in the man’s world.

Beyond these rays of positivity, yes - we are all (privileged enough to be) bored in our homes and time seems to just pass... Wake up!!!

It’s time to use time constructively.  

Dr Nupur Shrirao
Dentists & COVID19
Everything you need to know.

Routine dental work is best avoided when a pandemic strike.

But ethics demand emergencies to be treated! Be informed. Know when to work and when to not.

Learn how to take care of dental emergencies during global emergencies with the Wuhan infection protocol.
What is Branding?
A logo with tagline?

No, your brand is defined by a customer’s overall perception of your business.

The founder of Amazon, Jeff Bezos, says it even better:

“Your brand is what other people say about you when you’re not in the room.”

Are you looking for a way to make your brand stand out? Do you feel that your product or service just doesn’t seem to stick in people’s minds?

Are you wondering why other brands have more impact than yours? Or are you one of those people who think that brand doesn’t really play a big part in marketing your business?
We all know that aerosols are a source of infection.

Is there a way to perform basic dental treatments without producing aerosols?
(Only with Wuhan dental infection protocol & PPE)
Social Media Calendar Ideas

List all Important events and festival
Then you can fill-in the gaps with these activities

<table>
<thead>
<tr>
<th>INSPIRING QUOTE</th>
<th>Share an inspiring quote</th>
</tr>
</thead>
<tbody>
<tr>
<td>BE THE EXPERT</td>
<td>Talk about a new strategy that's working well right now</td>
</tr>
<tr>
<td>PHOTOS &amp; VIDEOS</td>
<td>Share case studies before and after</td>
</tr>
<tr>
<td>PROMOTE YOURSELF</td>
<td>Share new content (article, podcast, video) or a service</td>
</tr>
<tr>
<td>ASK A QUESTION</td>
<td>Invite your followers to ask questions with an &quot;Ask Me Anything&quot;</td>
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<tr>
<td>GET PERSONAL</td>
<td>Photo of you relaxing at home</td>
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<tr>
<td>DAILY HASHTAG</td>
<td>Share a photo or video related to #WednesdayWisdom</td>
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<tr>
<td>FAVORITE THINGS</td>
<td>Share a recipe, song, movie etc</td>
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<tr>
<td>UPLIFTING</td>
<td>Share healthy tips</td>
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<tr>
<td>RUN A CONTEST</td>
<td>Selfie contest after treatment</td>
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<tr>
<td>SHARE THE LOVE</td>
<td>@mention a follower you think your audience should follow</td>
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<tr>
<td>SHOUTOUT</td>
<td>Welcome new members</td>
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<tr>
<td>SHARE YOUR ACHIEVEMENT</td>
<td>Post certificates, published article from magazine</td>
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<tr>
<td>BE THE EXPERT</td>
<td>Share a video detailing the steps on how to do something</td>
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<td>PHOTOS &amp; VIDEOS</td>
<td>Share a friendly &quot;selfie&quot; photo of you treating patients</td>
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<tr>
<td>GET PERSONAL</td>
<td>Share a book you're currently reading</td>
</tr>
<tr>
<td>DAILY HASHTAG</td>
<td>Share a photo or video related to #TuesdayVibes</td>
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</tbody>
</table>
Goals of Clinical Documentation

Now you have the time to put all your patient records in order & learn how to document cases properly.

Wondering why this is what everyone talks about these days?
Tips to successfully run a newly opened dental clinic

Thinking of opening a clinic after the COVID-19 scare is gone?

The lockdown is the perfect time to plan systematically!
What is S.W.O.T analysis?

This is the right time for us to do a SWOT analysis for ourselves and our practice.

S.W.O.T Analysis is a simple but useful framework for analyzing your organization's strengths, weaknesses, opportunities, and threats. It helps you to build on what you do well, to address what you're lacking, to minimize risks, and to take the greatest possible advantage of chances for success.
Recipe-related search for dahi vada witnessed the maximum gain at 180%. Queries related to coffee, especially the trending dalgona version, were also on the rise. Both coffee and panipuri witnessed 120% rise in searches.

Recipe-related searches for puran poli, uttapam, hummus and pancakes top the charts as well.

So what are you cooking? Do share with us and get featured in our next issue.

Mail to nupur@dentalreach.co
Your go-to-guide for cementation of all types of prosthesis – Part 1

Corona information overload? Use this lockdown wisely by refreshing yourself with clinically helpful theory!
Novel Coronavirus Resources
Teeth from the Slaves made Mr Washington’s Denture?

**Virginia Dental Office to Donate PPE to Hospitals Amid Shortage.**

Teledentistry-Filling the Oral Health Gaps in Remote Areas.

**World Oral Health Day 2020**

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

**DR webinar**

DentalReach brings to you a revolutionary webinar system: Live Streaming and Webinar Broadcasting!

Unmatched flexibility coupled with high tech precision offered at a value yet to be equalled...This is your new Jam!
The Oral Care Foundation (USA) says that historically, death rate associated with oral cancer is high not because it is hard to diagnose - but because it is routinely diagnosed late in its development.

Is science working on diagnosing it early? YES!
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

**WHY EXHIBIT?**

**BOOKINGS OPEN NOW**

For Inquiries

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We love being social!

Feel like you’re missing something

We love being social!