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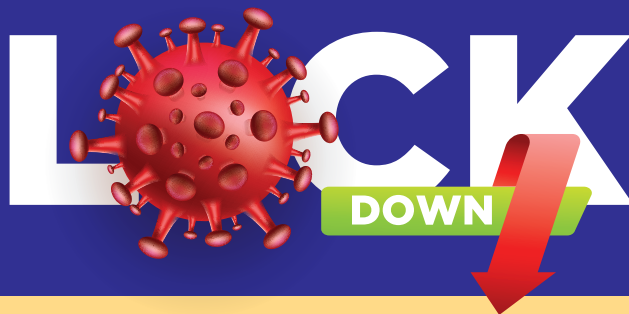
DentalReach

Making sense
of dentistry.

.today

DIGITAL EDITION

April. 2020

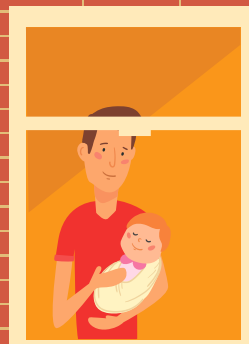


WHAT IS **BRANDING**?

SOCIAL MEDIA **CALENDER**

WHAT IS **S.W.O.T** ANALYSIS?

STAY HOME, STAY SAFE



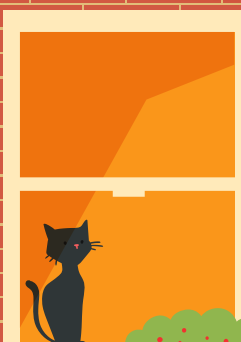
COVID-19

CORONAVIRUS

COVID-19

CORONAVIRUS

COVID-19



ATTENTION

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





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



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



Dr Santosh Ravindran

Why should dental clinics be shut at this time?



Dr Revan Kumar Joshi

*Lets Celebrate World Oral Health Day 2020
Let's Unite for Mouth Health!*



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VOICES



GOT SOMETHING TO SHARE?

**LET YOUR
VOICE
BE HEARD!**

Dental podcast

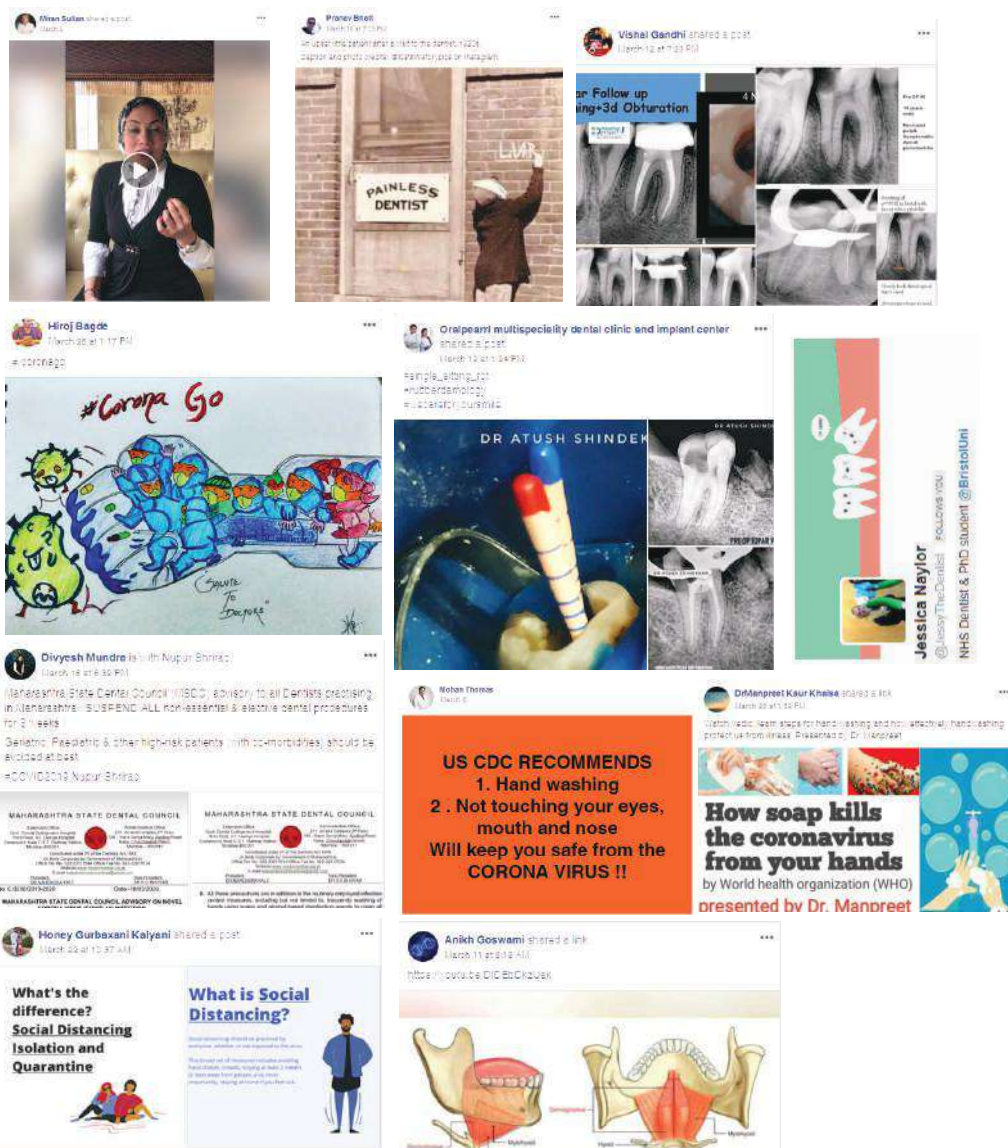
Dr Revan Kuman Joshi
Dr Rakkun Bhujel
Dr Santosh Ravindran

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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10. Dental News & Events
11. Molecular probing for early detection of oral cancers

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LETTER FROM EDITOR

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. Reinstating 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 Shrinoo

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Dentists & COVID19

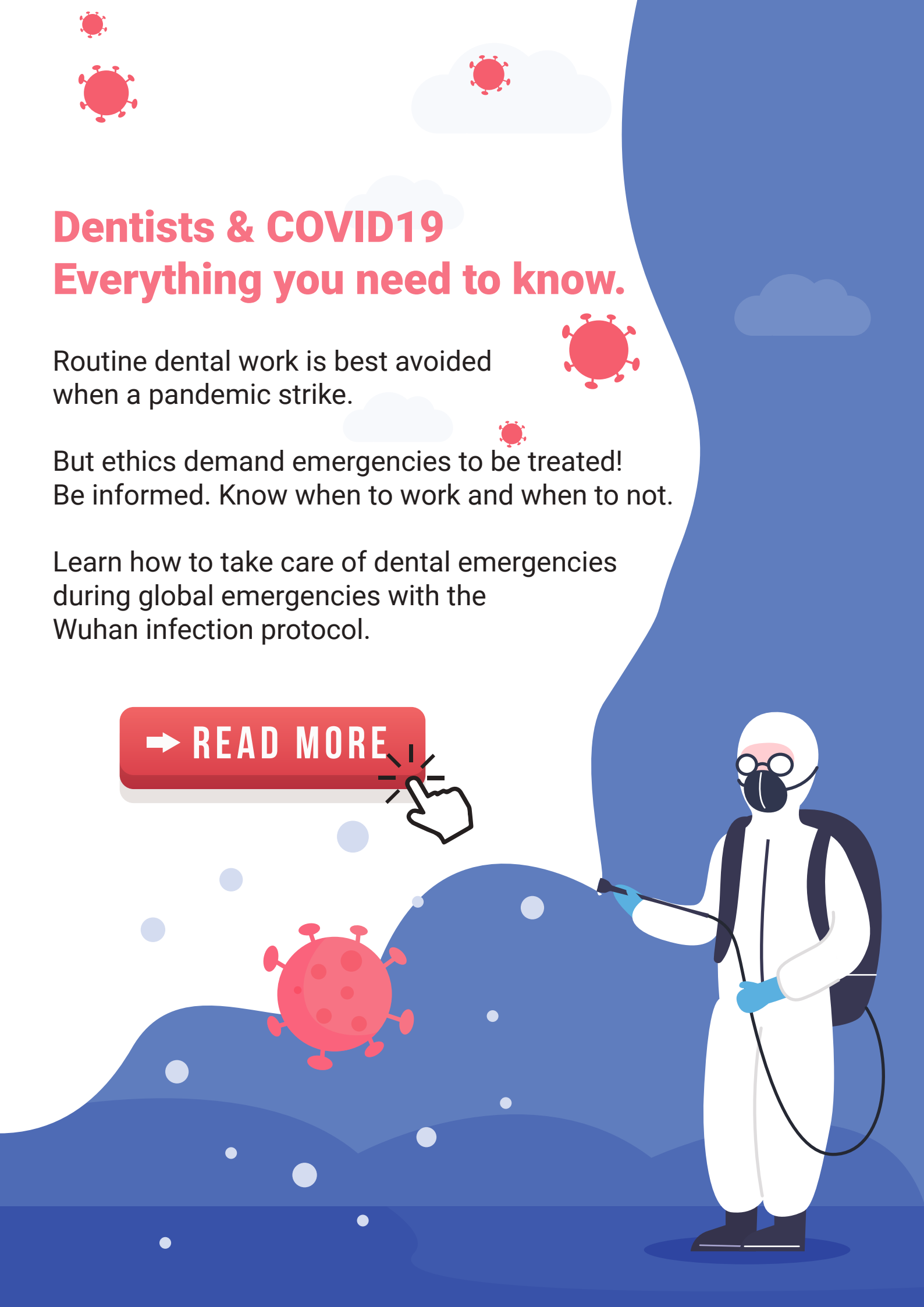
Everything you need to know.

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.

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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:

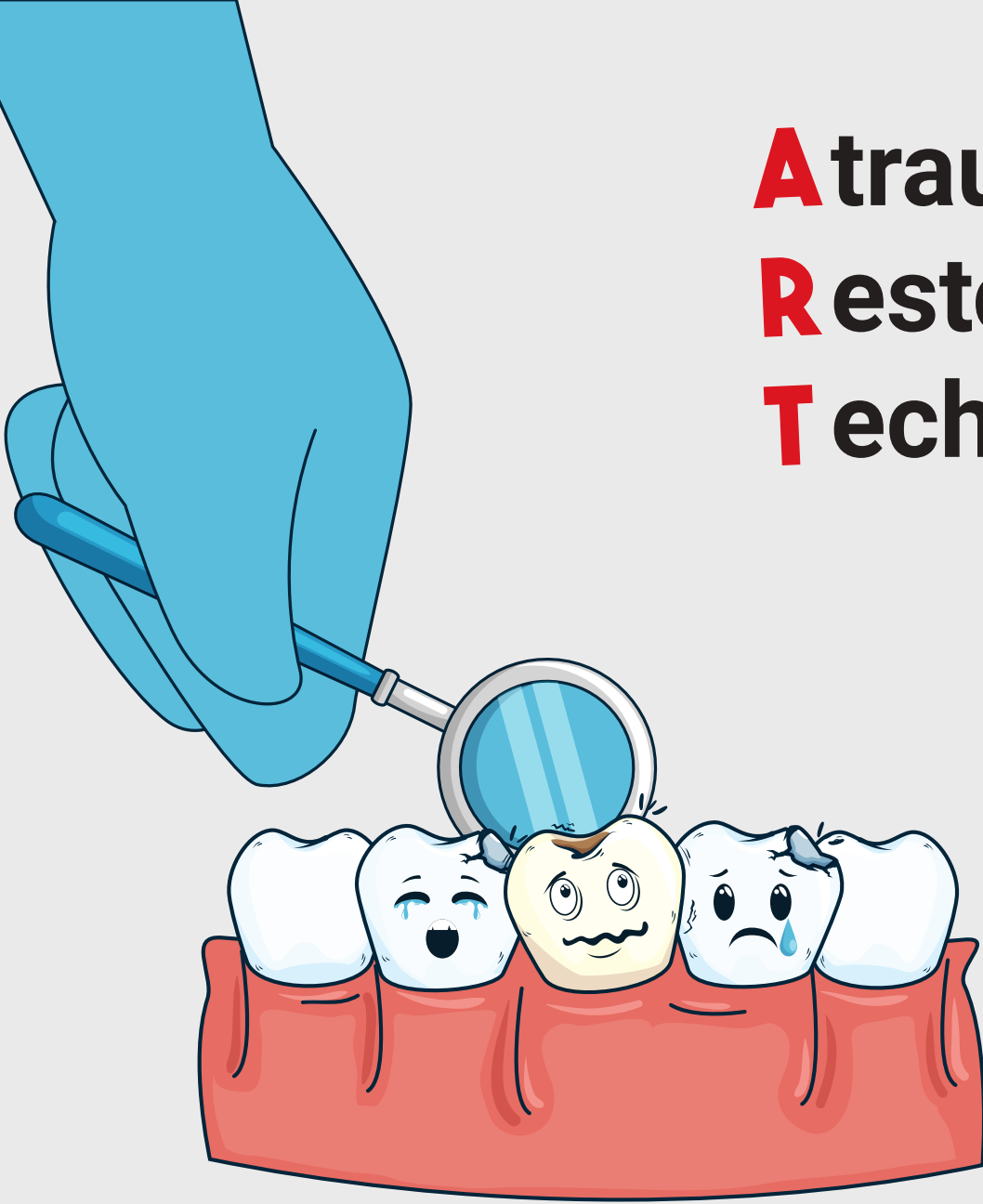
“Your brand is what other people say about you when you're not in the room.”

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?

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Atraumatic Restorative Technique



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)

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Social Media Calendar Ideas



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

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

Goals of Clinical Documentation



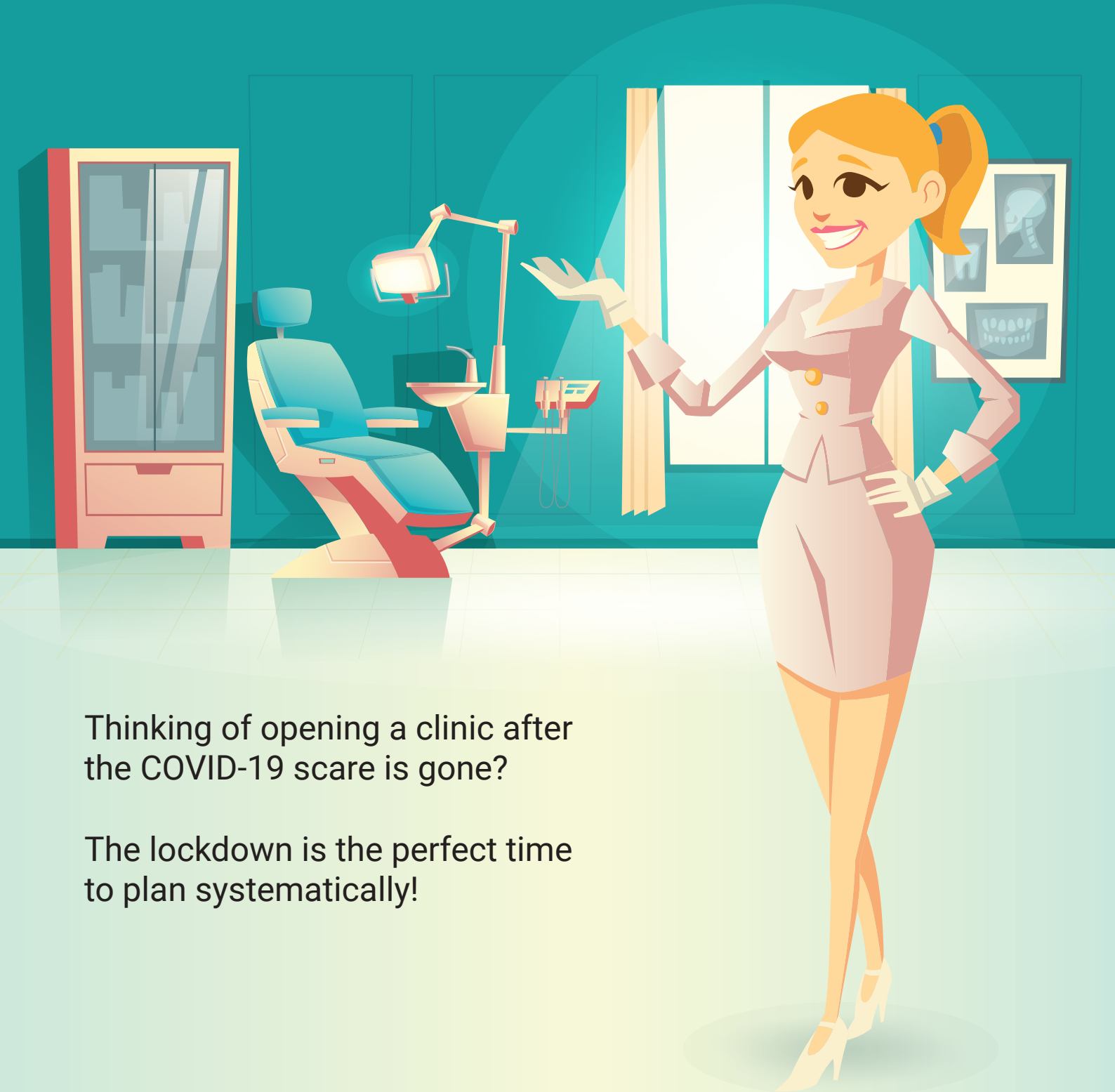
Now you have the time to put all your patient records in order & learn how to document cases properly.

Wondering why this is what everyone talks about these days?

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Tips to successfully run a newly opened dental clinic



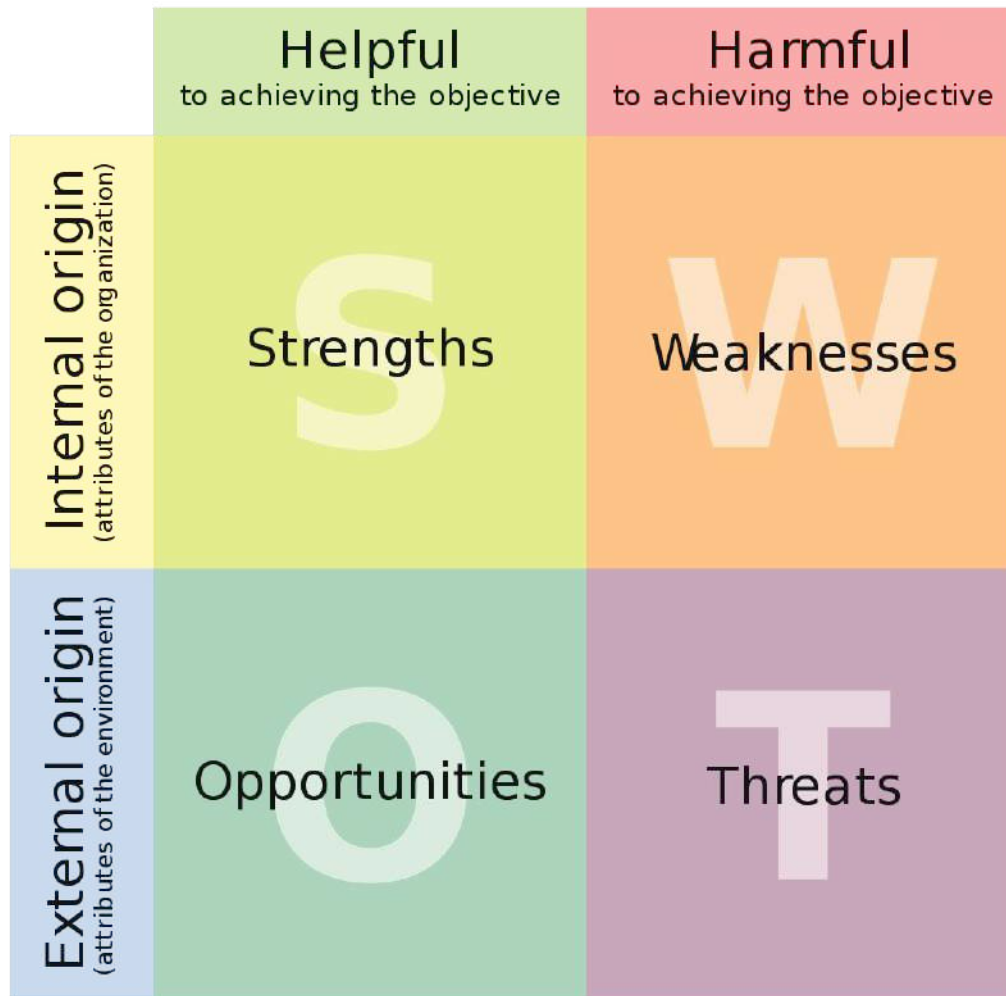
Thinking of opening a clinic after the COVID-19 scare is gone?

The lockdown is the perfect time to plan systematically!

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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.



EXOSTOSIS
FORAMEN
DIASTEMA
BLEACHING

ORAL
PONTIC
AUDIT
PALLIATIVE
ADJUNCTIVE

TIME KILLER

Last month's
answer:



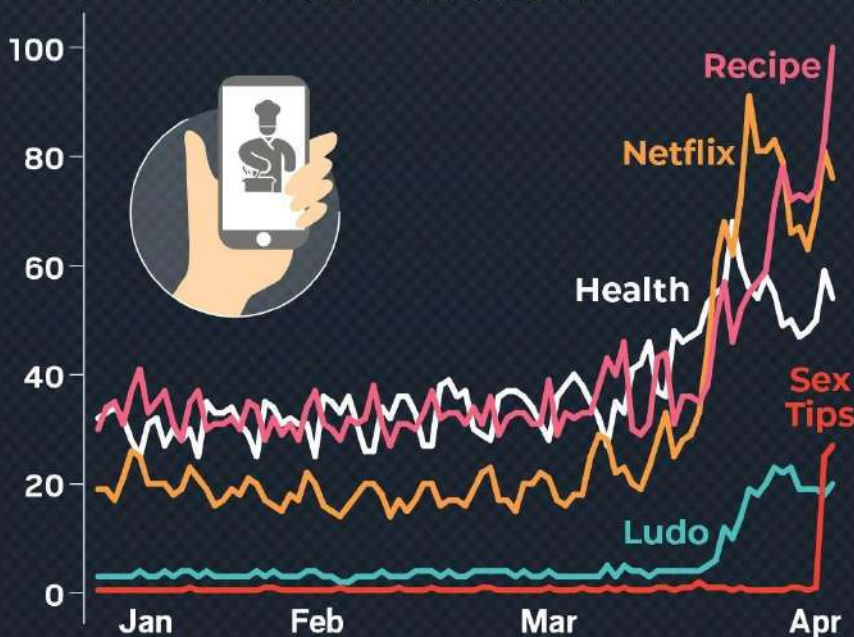
Play crossword puzzle and history of brush recreate with red, white and black.

→ PLAY NOW



INDIA HONES ITS COOKING SKILLS DURING LOCKDOWN

FIVE THINGS THAT HAVE SEEN A SURGE IN INTERNET SEARCHES BY INDIANS WHILE IN LOCKDOWN



Source: Google Trends

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



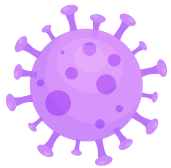
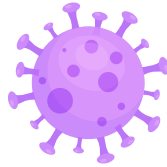
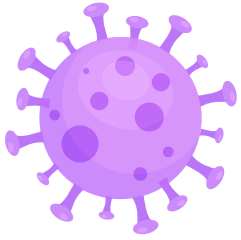
*Your go - to - guide for cementation
of all types of prosthesis - Part 7*

Corona information overload?
Use this lockdown wisely by refreshing
yourself with clinically helpful theory!

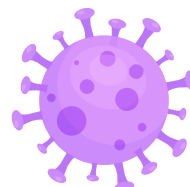
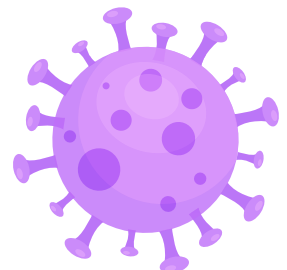
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Novel Coronavirus Resources



GOV.UK



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

DENTAL NEWS & EVENTS

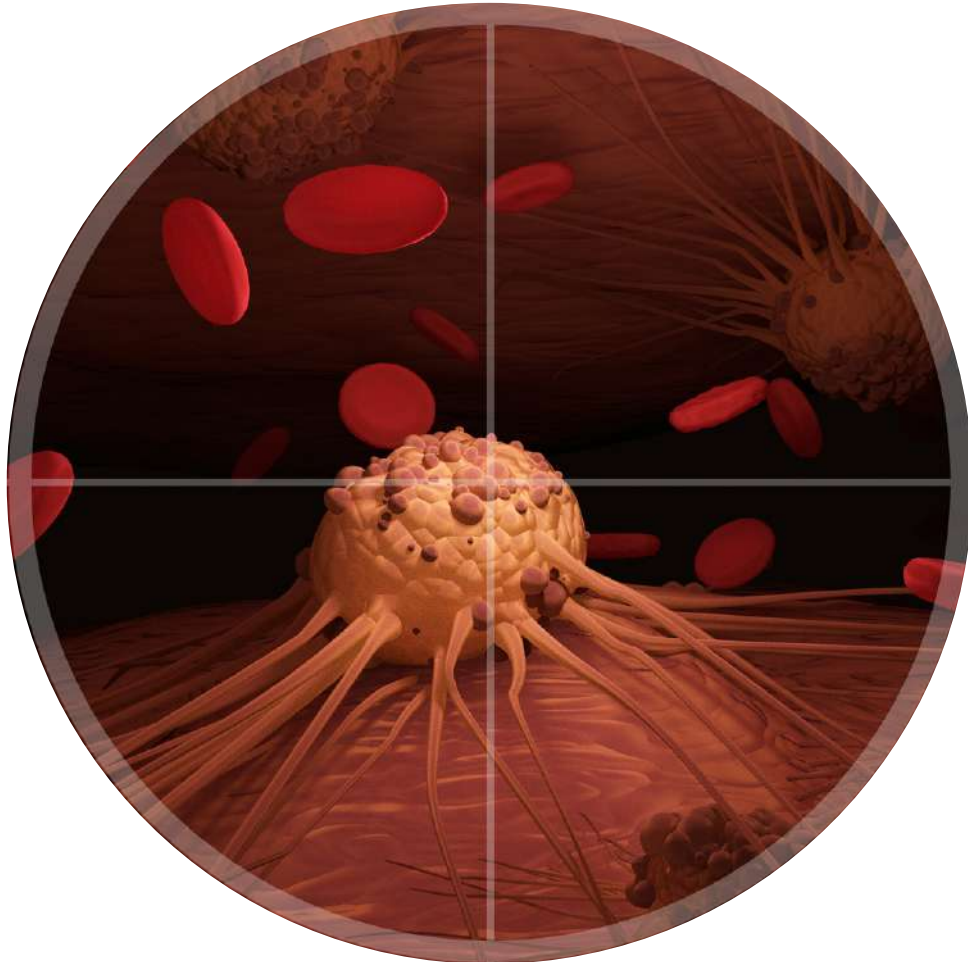
DR webinar

DentalReach brings to you a revolutionary
webinar system:
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Unmatched flexibility coupled with high
tech precision offered at a value yet to
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MOLECULAR PROBING FOR EARLY DETECTION OF ORAL CANCERS



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!

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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



BOOKINGS OPEN NOW

FOR INQUIRIES

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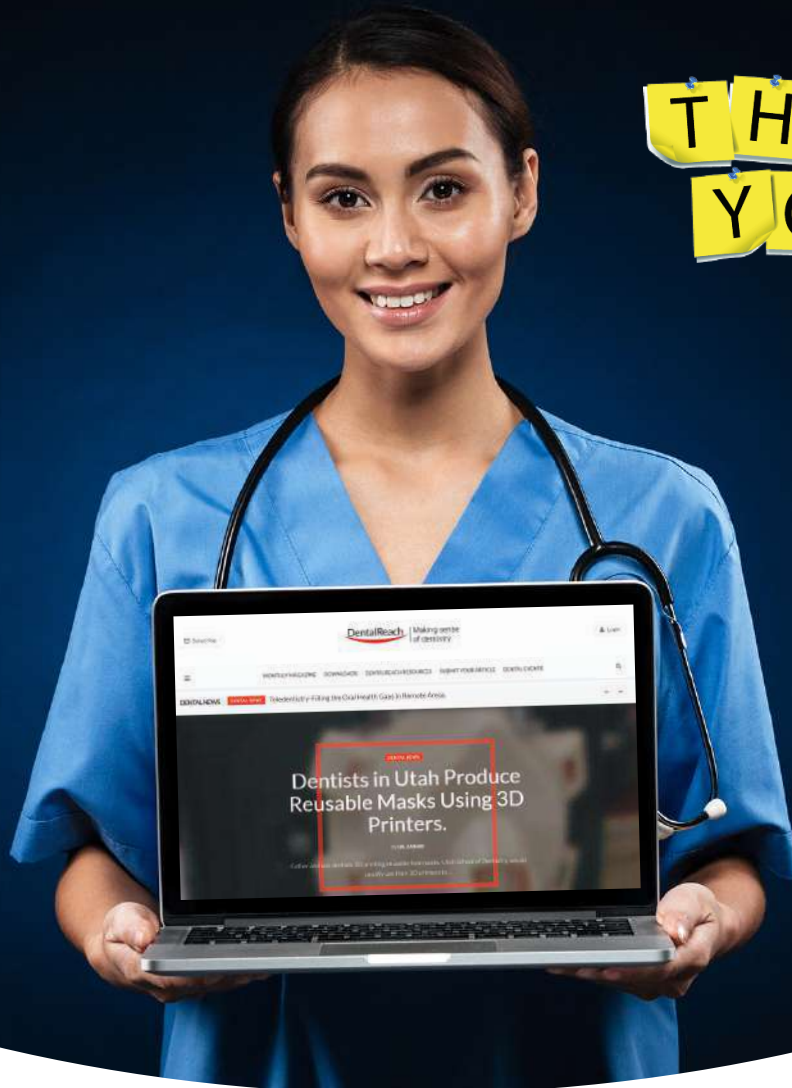
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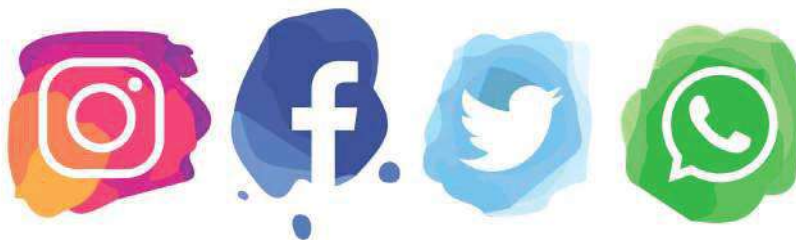
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YOU!



Feel like
you're
missing
something



We love being social!



Got some knowledge
to drop about Dentistry?
Submit your content to:
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