

May 2020

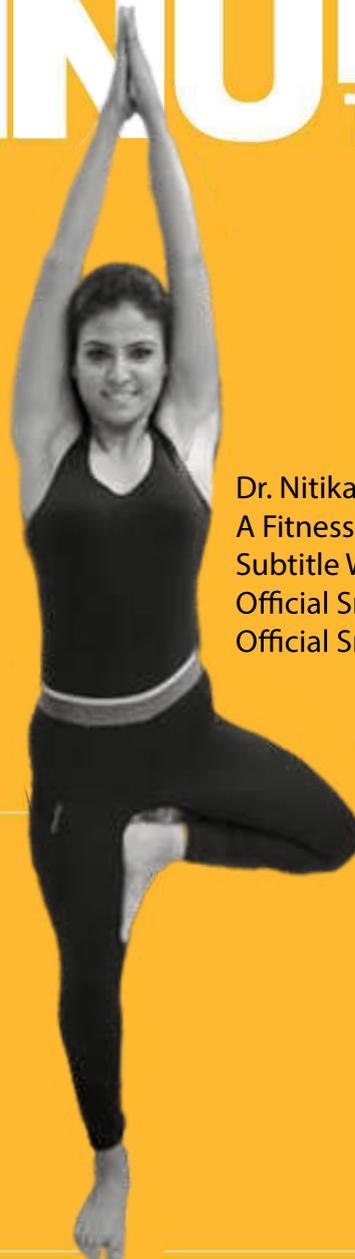
EVERYBODY HAS **21 MINUTES** TO SPARE

SAYS
Dr. Nitika Anand

Watch now



Dr. Nitika Anand is a Dentist, Model, Actor &
A Fitness Enthusiast
Subtitle Winner Mrs. Delhi Ncr 2017
Official Smile Partner Mrs India 2017
Official Smile Partner Mrs Delhi Ncr 2018



We're now

5000

times stronger

**join our
community
today!**

Join now



For people in business, 2020 is just a year for staying alive.
Don't even talk about your dreams or plans. just make sure
you can stay alive, then you would have made a profit already.

-Jack Ma

INTRO



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

<p>DENTALREACH.CO</p>  <p>.co</p> <p>List your Dental Clinic, Events and Jobs at One Place</p>	<p>DENTALREACH.TODAY</p>  <p>.today</p> <p>Digital Dental Magazines, Dental Promotion & Webinar</p>	<p>DENTALREACH.CARE</p>  <p>.care</p> <p>Affordable Digital Marketing Services for Dentists</p>
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Letter from the editor

WHEN A READER WRITES

The lockdown has brought along with it, a packet of surprises. We were all like cauldrons on a stove – tensed but brimming with talents unrealized – which effectively spilled over, spreading an effervescence of color. This color of talent is as contagious as the virus, affecting those who come in contact with it to try it out themselves! The blooming of one particular hue was the intention behind this particular issue of DentalReach. And I must say, it's overtones has left us all impressed!

There's no voice louder than that of a pen on paper. Utilizing this talent, our May issue is written by our readers!

Dr. Nupur Shirao

Read more



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We have entered World War III against a deadly virus. And the only way combat it – is to not come in contact with it! Will this war cause mass extinction or a be lost as a textbook chapter in the years to come?

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Oral medicine & radiology has a lot to offer on the global platter.

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So many devices to help prop the mouth open! But is there a device to support the open jaw? Wouldn't it make dental treatments more relaxed?

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The Coronavirus has shaken the world. Don't let it shake your dental practice. Face the challenge - use coping strategies!

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What if the most esthetic tooth filling material in the world was anti-cariogenic too?
Learn more about antibacterial composites!

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Dental News & Online Dental Directory:
Are you an exceptional dentist?
Do patients love your practice?
Level up your next dental experience.
Become a DentalReach dentist and reach thousands of new patients!

Are you wondering how you will manage your finances & practice amidst the coronavirus lockdown? Your search for solutions is over!

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READER VOICES



GOT SOMETHING TO SHARE?

LET YOUR VOICE BE HEARD!

Special Contribution

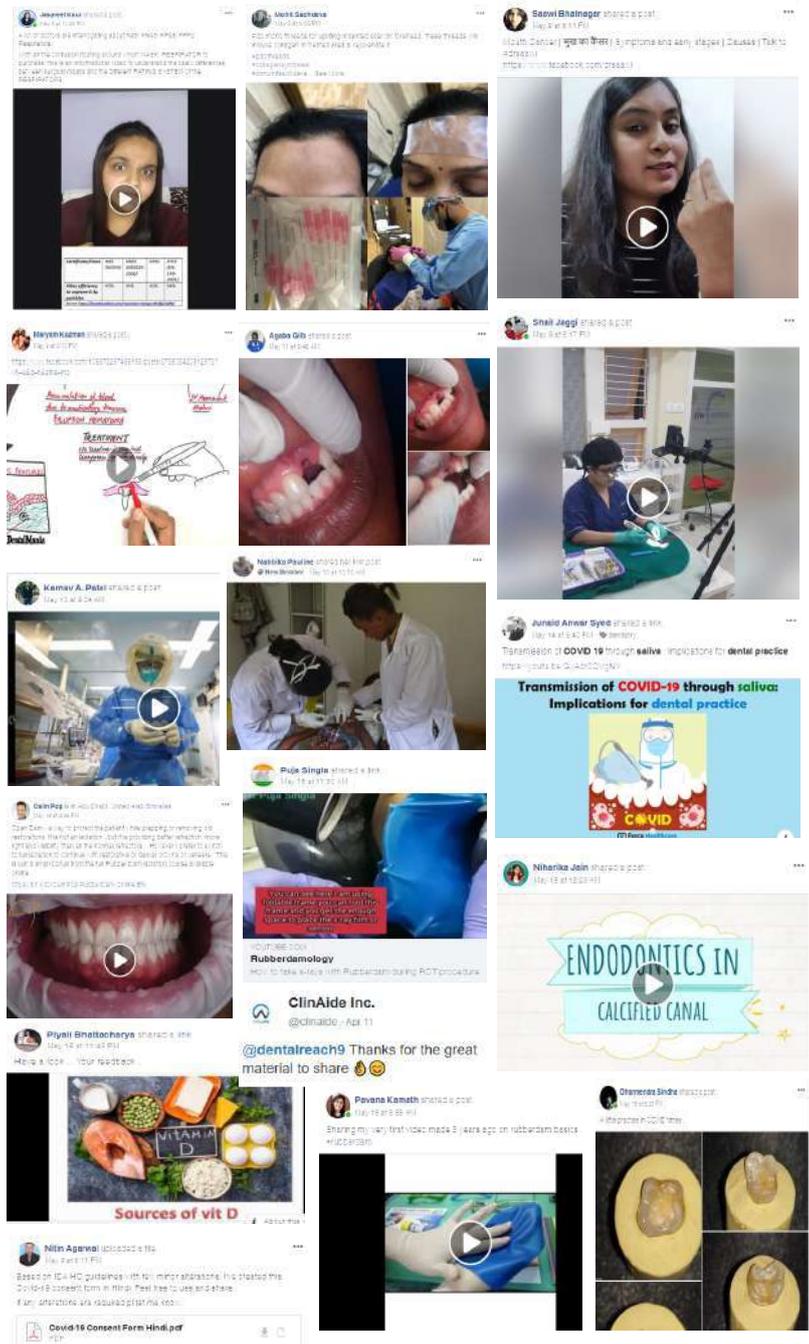
Dr. Bhavdeep Singh Ahuja

Contributors of the month

Dr. Jacob PC
Dr. Hilal Khan
Dr. Manjula BT
Dr. Divyesh Mundra

Crossword puzzle winner

Dr. Tanuja Rao



THANKS A MILLION

Virus More Deadly Than World War III

- The Coronavirus!

We have entered World War III against a deadly virus. And the only way combat it – is to not come in contact with it! Will this war cause mass extinction or a be lost as a textbook chapter in the years to come?

[Read more](#) >>

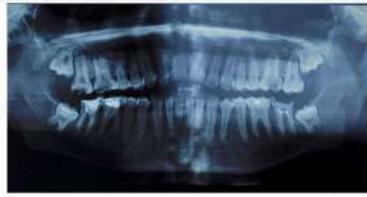


Hand hygiene is
the best way
to **BREAK THE CHAIN** of
infection

KILLS
99.9%
GERMS

with
70%
Alcohol Content





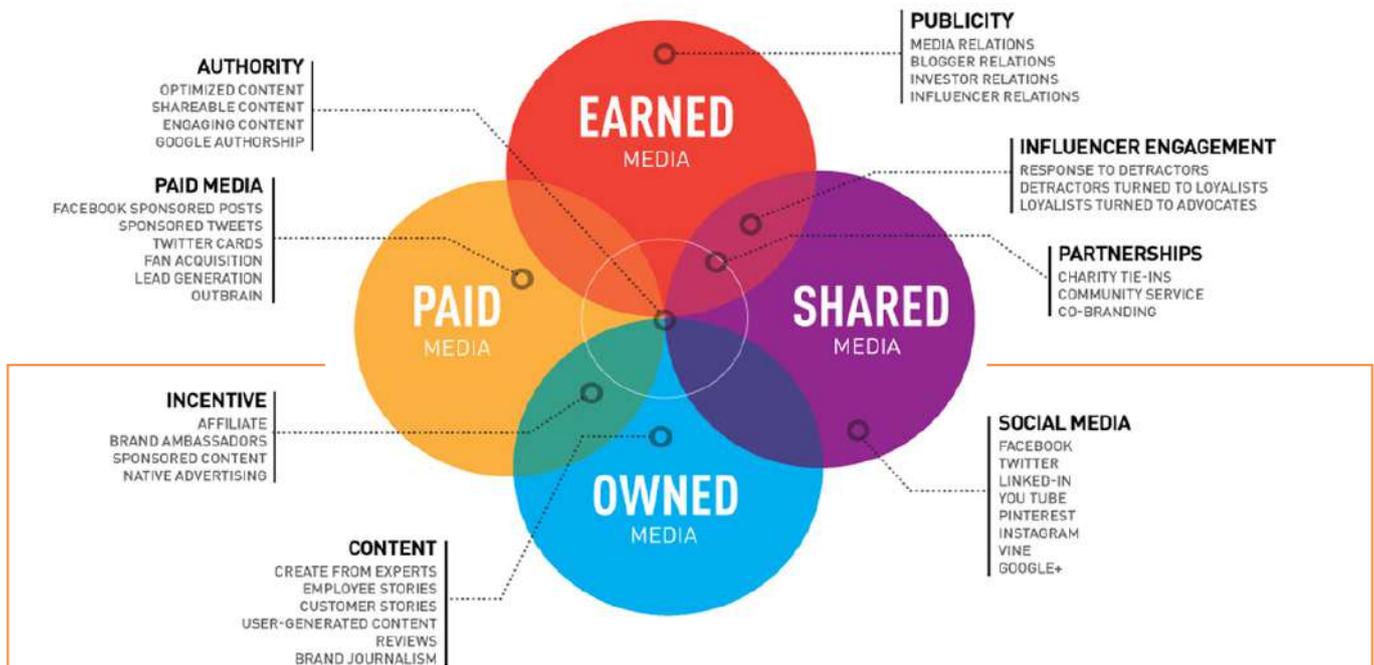
Oral Medicine & Radiology An Undervalued Speciality of Dentistry

Oral medicine & radiology has a lot to offer on the global platter.
Maybe we should view this 'non-clinical' speciality from another
angle to find out how!

Read more



PESO MODEL



EXTEND

the life of your contents!

- 1. PAID MEDIA**
Investment in distribution of owned assets.
- 2. EARNED MEDIA**
A value exchange of content versus third party validation.
- 3. SHARED MEDIA**
Pushing the content through owned social channels; typically also requires paid.
- 4. OWNED MEDIA**
Brand media and community relationships; requires long term investment.

Outline your strategies and start thinking like an integrated marketer!



JAWPRO

FOR A BETTER DENTAL EXPERIENCE

So many devices to help prop
the mouth open!
But is there a device to support
the open jaw?
Wouldn't it make dental
treatments more relaxed?

[Read more](#)





**Creating
happiness**

one smile at a time

ITS NOT ONLY



**IT IS MADE BY
THE BEST IN INDIA!**

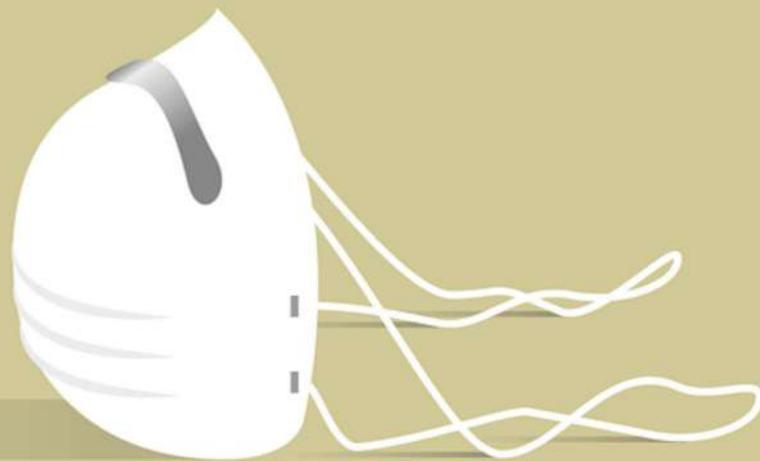
I-Fix Dental Implant has been Conceptualized, Designed & Developed by IIT-Delhi in collaboration with Maulana Azad Institute of Dental Sciences (MAIDS), Delhi, Under the Patronage of Council of Scientific & Indian Research(CSIR)- NMITLI Program

Learn more



The Novel Coronavirus Pandemic

Challenges & Coping Strategies For
Dental Practitioners

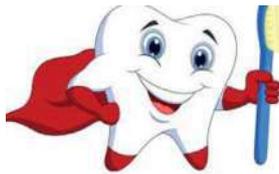


The Coronavirus has shaken the world.
Don't let it shake your dental practice.
Face the challenge - use coping strategies!



TIME KILLER

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



Play now



This is what patient should expect from you as per your astrological sign!

Do you match your sign's description?

- Aries:** "A photo of your Aries dentist is hung prominently on the waiting room wall."
Taurus: "She will be careful and considered, steady and patient; she might even seem slow, a little bovine." (Ouch!)
Gemini: "He'll likely continue to chatter throughout the visit, despite your limited abilities to articulate."
Cancer: "She is very nurturing and pays attention to how you feel."
Leo: "Our Leo dentist simply looks good! Probably a neatly trimmed beard or goatee."
Virgo: "She will do a top-notch inspection. She will find many problems. She will schedule a lot of work."
Libra: "The Libra dentist can be gracious and charming, with a lovely office."
Scorpio: "It's not that she's any crueler than the others – just more honest about the process, pain and discomfort."
Sagittarius: "You will know for sure your dentist is a Sagittarius if he says 'oops' a lot."
Capricorn: "The high charges for such competent work might surprise you."
Aquarius: "Gotta love your funky holistic Aquarian dentist and yoga instructor!"
Pisces: "He seems so reliably competent and not really that empathetic."

Last month's
answer:

GIC
CREEP
BIOSENSORS
LIGAPLANTS

ARCH
CANINE
TUBULES
SPEE





Antibacterial Composites With Loaded Chlorhexidine For Dental Procedures

What if the most esthetic tooth filling material in the world was anti-cariogenic too?
Learn more about antibacterial composites!



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Practice & **FINANCIAL MANAGEMENT** For Dentists

-Pandemic Special

Are you wondering how you will manage your
finances & practice amidst the
coronavirus lockdown?
Your search for solutions is over!

Read more



**ATTENTION
ALL PATIENTS**

STOP!!

PLEASE READ **BEFORE** ENTERING:
If you have ANY of the following symptoms:
Fever • Cough • Rash • Vomiting • Diarrhea
Respiratory Symptoms, including trouble breathing



DO NOT ENTER THE CLINIC

Call from outside and we will assist you

**Get free posters
for dental clinics**

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Dental Workers Need More Vitamin D3 Before Returning To High-Risk Jobs.
Nanoparticles To Open New Doors In Bone Defect Treatment.

Here's what Orthodontists have to say on World Orthodontic Health Day
How To Sanitize N95 Masks for Re-use? A study by NIH.

Are Your Sterile Packaged Implants Completely Free of Impurities?
Beware Dentists! Are The Masks And Testing Kits That You Are Buying Online Authorized?

Bengaluru Dental Clinic Turns Into Labour Room.
Can Teeth Be Considered 'Chronicles' of a Person's Life?
Habsburg Jaw- A Result Of Inbreeding?

[Read more >>](#)

DENTAL NEWS &

ONLINE DENTAL DIRECTORY

Are you an exceptional dentist?
Do patients love your practice?
Level up your next dental experience.
Become a DentalReach dentist and reach thousands of new patients!
List yourself today!

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In association with



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

Organised by



CIMS
Medica

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



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FOR INQUIRIES

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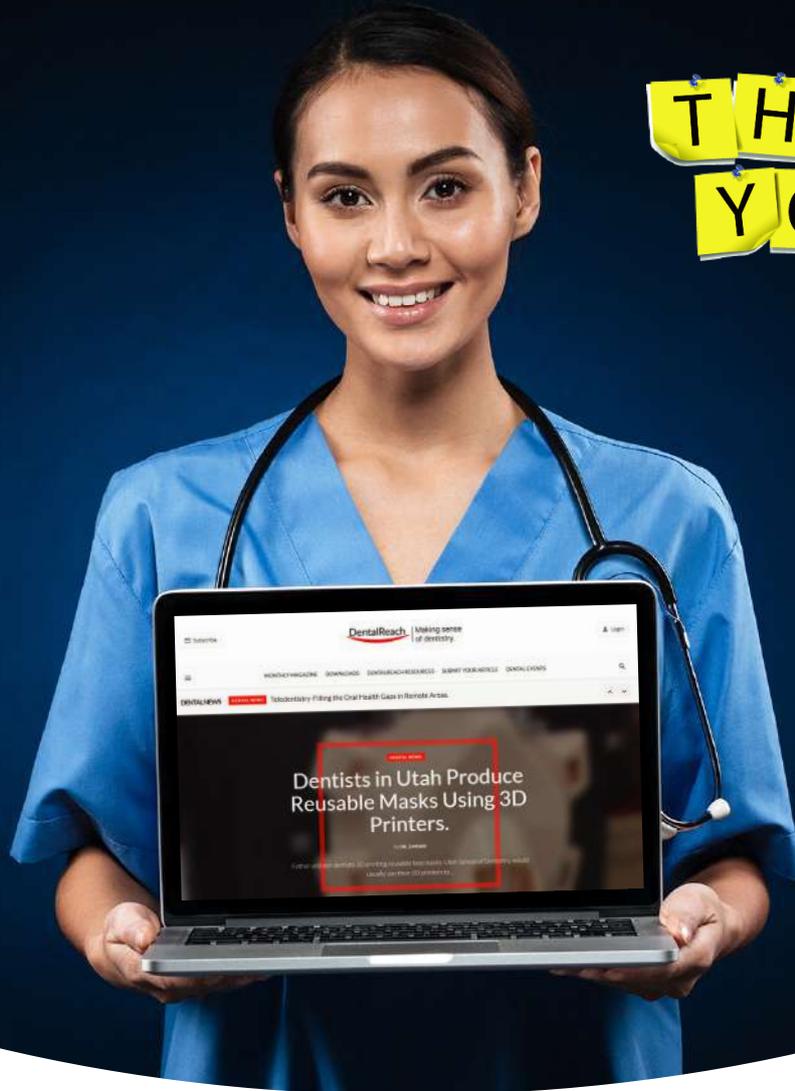


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of dentistry.

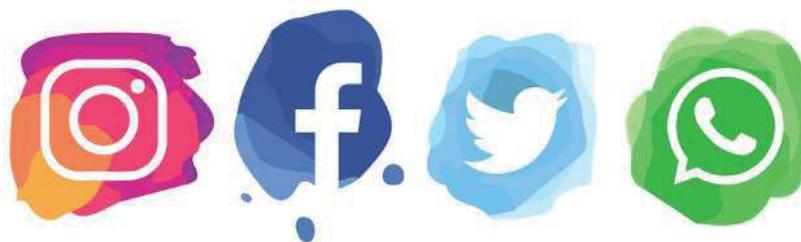
THANK
YOU!



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:
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