

DentalReach

Making sense
of dentistry.

.today

DIGITAL EDITION

Volume 3 Issue 8 | Aug. 2020



Leading Digital Dental Magazine

!
This is a
digital magazine
All the elements are
clickable, and it's awesome

**You don't know
what you don't know**

- Socrates

What a dentist should read
and know every month...

Intro

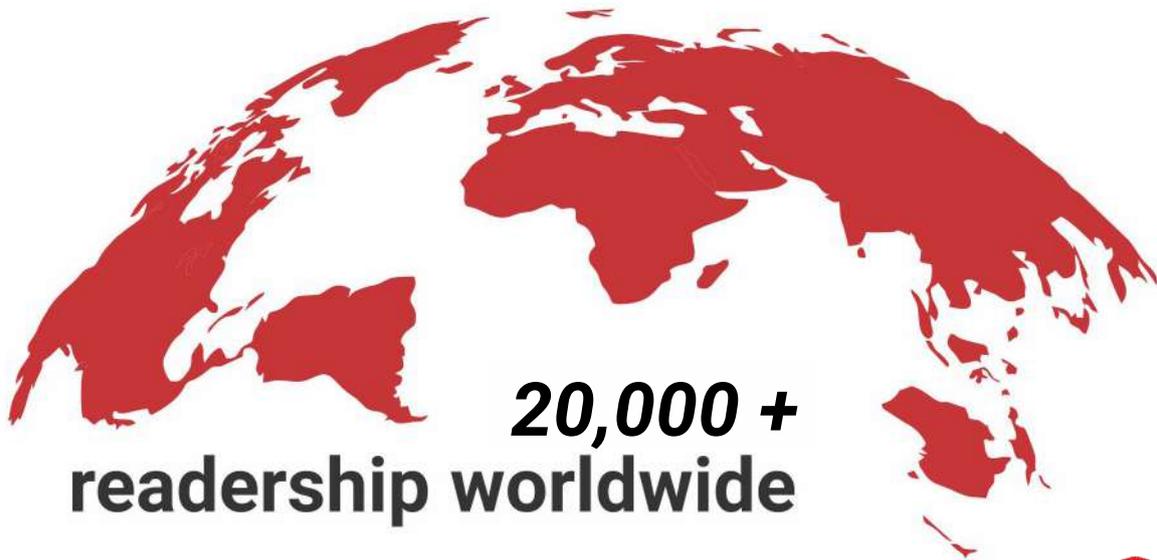
Our ethos is heavily based around the importance of our customer experience. We had taken up the responsibility to care about your journey, from part of DR family .Today, DentalReach can be found across the globe digitally. Via several channels, we encourage social interaction and communication whether it be by personally speaking to a member, or tweeting us directly. We are here to serve you better.

Dr Rockson Samuel

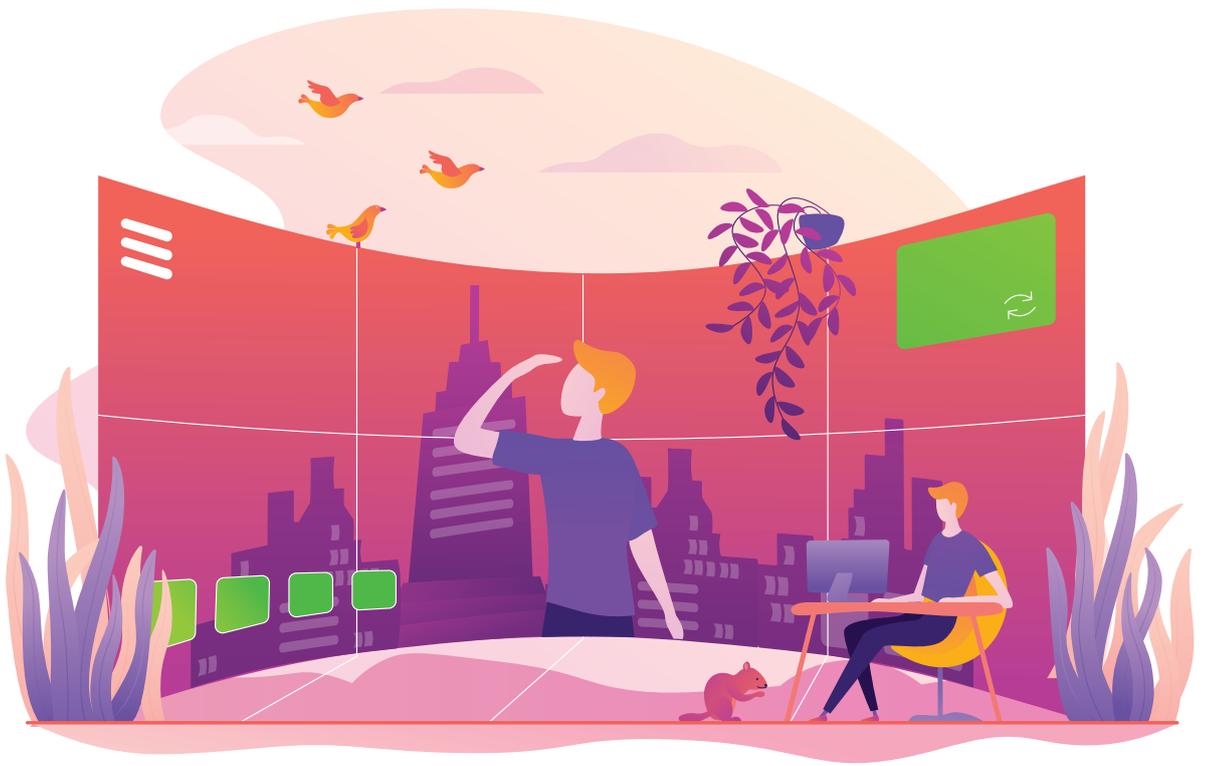
.today

.care

.co



**20,000 +
readership worldwide**



Top 6 Articles A Dentist Should Read Every Month

The **360°** Reading Concept

When we ask anyone the mantra for success, one answer we always hear from every professor, mentor, senior or successful colleague is – read, read, read! Be updated, practice evidence-based dentistry – just read! But what to read?! Are you someone who doesn't like reading much? Are you someone who reads up before a confusing case, or reads a topic of your interest and think it is enough? Then this editor's note is for you! Every month, to get maximum benefit out of your reading, you need to read six types of articles. This is what I call the '360° Reading Concept'. So which articles are these?

Dr Nupur Shrirao

Read more



Contents

Introducing DRRadio!.....	05
How To Increase Treatment Charges in Post COVID Dentistry?.....	06
A COVID-ian Smile!.....	08
Universal Truths a Young Dentist Should Know.....	10
Cementation - Clinical Tips & Tricks.....	12
Taurodontism and it's challenges.....	14
DR Podcast.....	16
Selling without selling.....	17
Amine Fluoride- The Preventive Shield In Contemporary Dentistry.....	19
Dental News & Video of the Month.....	20



Introducing

#DRRadio!

Background Music at Your Dental Office Helps Patients Relax

Long before patients are **“IN THE CHAIR”** they tend to become nervous and tense, and as a result three senses become extremely heightened.

- 1.Smell
- 2.Touch
- 3.Hearing

While we have touched on the benefits of using scenting in waiting rooms, it's equally as important to address the importance of having a music therapy strategy for your dental practice.

Now you can listen to the Classical Relax Live Radio
on our website.



Listen Now



Join our FB Group



PAGE
05

How To Increase Treatment Charges in Post COVID Dentistry?

This article provides practical solutions on the most troubling question of dentistry today

Will you apply these logical solutions in your practice?

[Read more](#)



READER

VOICES



**GOT
SOMETHING
TO SHARE?**

**LET YOUR
VOICE
BE HEARD!**

**Special
Contribution**

Dr Shahbaz Alam

**Contributors
of the month**

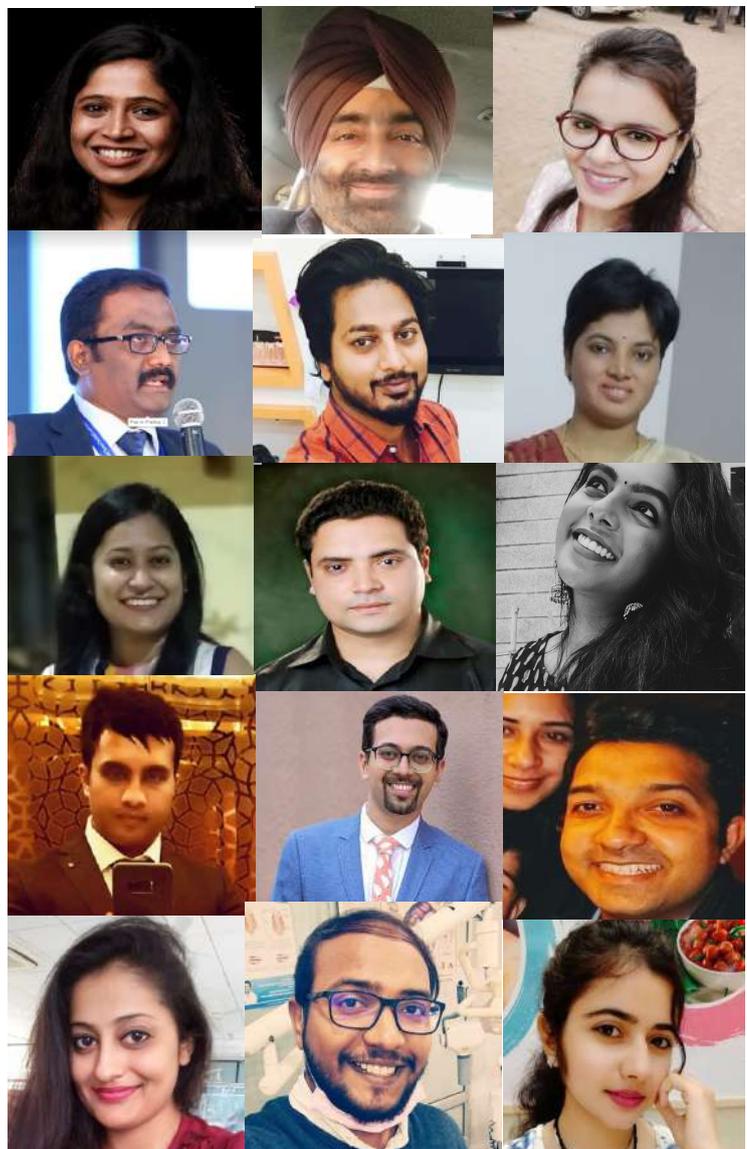
Dr Ankita Jain

Dr Andie Ahler

Dr Madhulika Banerjee

**Crossword
puzzle winner**

Dr Supriya Shakya



THANKS A MILLION



A COVID-ian Smile!

This patient-oriented article explains the dentist's situation in the pandemic to the patient and shares oral healthcare tips for their benefit.

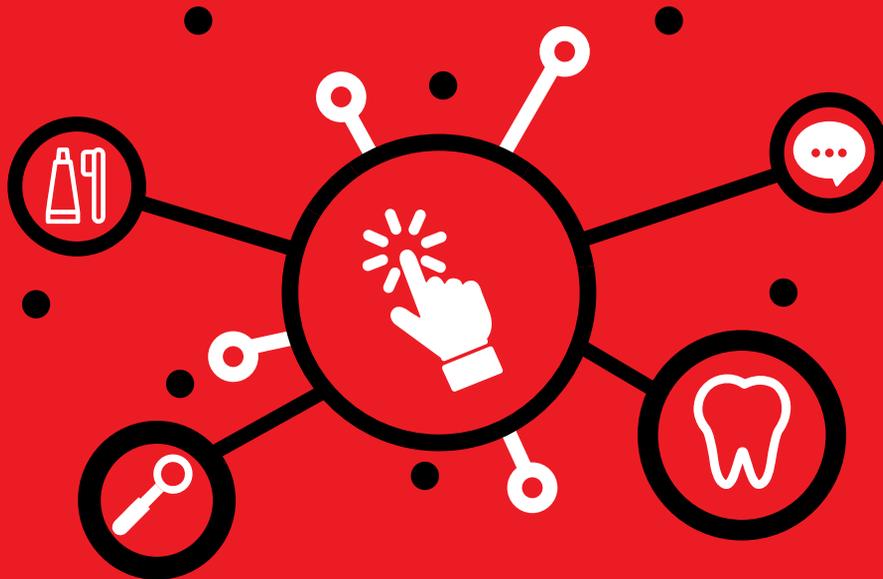
Will you share this with your patients?

Read more



DentalReach

Making sense
of dentistry.



www.dentalreach.co

Now you can directly connect with peer dentists
and dental products owners with our chat system.
New eco-system for dentists and dental brands.

Why register in www.dentalreach.co?

- List you clinic or company
- List your product & service
- List your event & webinar and
- Even job listing



All under
one roof!



Digital
Transformation!



Add your
listing today!

Universal Truths a Young Dentist Should Know



If we look at current dental practice scenario and the typical young dentist, we see that...

- Employment opportunities are diminished, and competition is a reality
- University debt will be significant and there is competition for finances between study debt, home purchase, further education and maybe a practice
- Most practitioners will be employed and never own their own practice
- Employment will likely be in a large group private practice, a corporate or in a government agency
- General Practitioners will remain the dominant group in the dental profession. But...
- The dentist will be part of a team of other allied dental practitioners
- As the most highly trained dental professional, dentists should lead the team and will require skills to do this
- And finally, the half-life of knowledge is diminishing. Much of what is learned at dental school is irrelevant in a short time. Continuing education will be essential.

In the new reality, what should a recently graduated dentist be doing to equip themselves for their career and what are these universal truths that might help?

1. Network
2. Teach
3. Find a Mentor
4. Keep Learning
5. Get Involved

Join our FB Group





DentalReach WEBINARS

- 8,000+ Members & Growing
- Up to 5000 attendees and 6 presenters
- Stream Live webinars, Case studies, Presentations
- Secure webinar rooms with password protection
- Engage with a virtual whiteboard, polls and live chats
- Customised registration pages
- Inject pre-recorded videos for perfect presentations
- Automatically record every webinar
- Know your data with our advanced analytics and tracking
- Email confirmation and reminders
- Registrations for different global time slots
- And all done and supported by us



Cementation - Clinical Tips & Tricks

This clinically oriented article talks about specialised cementation protocols & tips, to enhance the quality of your fixed prosthetic practice.

Which ones were you unaware of and which do you religiously follow?

Read more



TIME KILLER

Time for an entertaining challenge! Tickle your brain to solve the dentistry crossword in our latest edition.

Play now



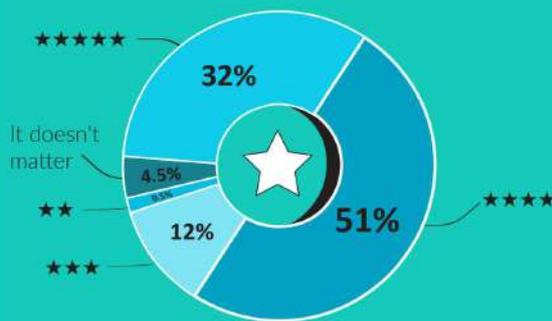
Online Reviews for Dental Practices

What Impacts Patient's Decision?

up to 2 months old

reviews are taken into account by patients

MINIMUM STAR RATING required to prove dentist's worth



★★★★★ is the min. rating score to convince 50% of patients

30+ reviews is the optimal number to believe dentist's overall rating

TOP 3 most important review aspects



MINIMUM NUMBER OF REVIEWS to trust overall rating



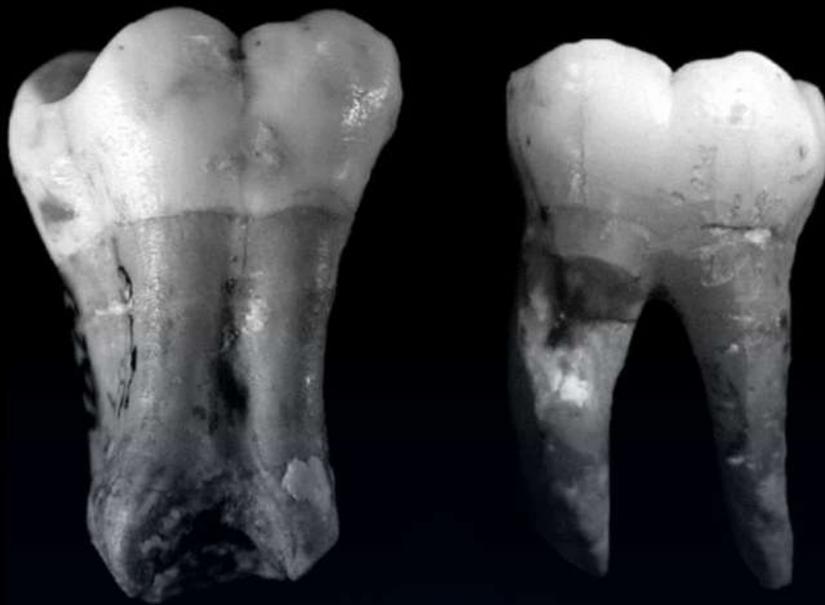
TOP 5 things patients are looking for in reviews



Last month's answer:

GAG
IDIOPATHIC
AMPULE
HIATUS

HYPSODONT
RANULA
DISINFECTION
VENEER



Taurodontism and it's challenges

This case report discusses if RCT in a bull shaped tooth is different from that of a normal tooth.

If it is, then how different is it?

Read more





Your Trusted Shield Against Sensitivity

SHY-NM[®]

Calcium sodium phosphosilicate-5%

Toothpaste

GOT BETTER



More Foaming



More Freshness



More Safe

SHY-NM[®] IS NOW

Free from SLS

Free from PARABENS

NEW

SHY-NM[®]

Shield Against Sensitivity





DR Podcast

top

5

benefits of
doing a podcast

1. **It gives you the opportunity to create authority and credibility in your industry or niche.**
2. **It's available to a worldwide audience, and the barrier to listen is, well, very low.**
3. **Those who listen to podcasts are IN LOVE with the medium!**
4. **A podcast can help you grow your audience.**
5. **Once you have an audience, podcasting gives you the opportunity to create an intimate relationship with them.**

HOW TO GET STARTED?

Do you have 2 minutes?

To send in your own podcasts, refer to details below -

1. Mode- Audio Message
2. Topic -
 - Clinical tip
 - An interesting article abstract
 - A product review
 - An instrument experience
 - Sound dental advice
 - A non – dental talent.
3. Time - 2 minutes.
4. Language - Any global language! (With English translation text)

Email your audio message to - nupur@dentalreach.co

Looking forward to listening from you!





Selling without selling

This digital marketing article teaches you the secret of how to promote yourself without actually promoting yourself!

Are you ready to unveil the secret?

Read more





Pediflorkidz Ad

To get a series of such awesome kids' educational videos with your clinic branding by Pediflor Kidz,

kindly mail your Clinic name, address and contact details to rockson@dentalreach.co





**Amine
Fluoride**

Amine Fluoride- The Preventive Shield In Contemporary Dentistry

This article researches the specific uses of amine fluoride in preventive dentistry.

Does amine fluoride find a special place in your practice?

Read more >>

DENTAL NEWS

**Oral Lesions may be a COVID-19 Symptom,
Study Suggests Tell Tale Teeth**
What is 'Fallow Time' in Dentistry?
Guidelines for Reporting COVID-19 in the Workplace
Oral Hygiene Affects the Accuracy of COVID-19 tests
AI will Help Dentists Diagnose Problems Faster

Read more



YOUTUBE VIDEO

**The country's biggest Covid Care Centre, with
10,100 beds, will open by August at Bengaluru
International Exhibition Centre (BIEC) on
Tumakuru Road.**

Let us join hands, fight it together!

Watch Now



INDIAN DENTAL EXPO

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



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



BOOKINGS OPEN NOW

FOR INQUIRIES

☎ 8169864404 / 7010650063

✉ anisha.n@cims.co.in



MEDIA PARTNER

DentalReach | Making sense
of dentistry.



Thank You

COLLABORATE WITH US

Although some may think starting a business often means doing it alone, the reality is quite different. Collaboration is vital to the health and success of any business today. As neighbors and friends, it's our natural inclination to look out for each other, and the world of business can be no different. There are many ways in which small-business owners can join forces and learn from each other, exchange ideas, increase purchasing power and grow revenues.

Why collaborate with DR?

1. Inspires you
2. Helps you grow your network
3. Educates you
4. Helps you save money
5. Solves problems
6. Is a win-win

Join our journey and grow together

Join Us



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