

## PodCast Week Of 4/24/17

1. **Is it time to raise the fees in your dental practice?** Dentists often do not want to raise the fees for fear it will drive away patients. In fact, raising fees will actually increase patient confidence because they'll know the practice strives to stay up to date.

Patients expect you to raise your fees. As long as you keep the increases reasonable and you focus on delivering exceptional care, they won't think twice about paying a little more for your services.

- A. Your Fees are the lowest in your area - This makes your practice a target for price shoppers who are more concerned about finding a good deal than a good dentist.
- B. You have no idea how your fees compare to other dentists in your community - Dentists set their fees without knowing what other clinicians in their area charge. If you find your fees are a lot lower than other dentists in your area, it's probably time to increase them. When adjusting your fees, remember that while it's important to keep them in line with the community you serve, they should also reflect the level of service your practice provides.
- C. Your fees are all over the place - Dentists who set their fees too low for certain services and too high for others. There's no consistency, which just confuses and annoys patients.
- D. You're falling short financially - If you're not meeting your financial goals, that's probably a sign you need to raise your fees. If you don't have specific goals, now is the time to set them.

Establish a solid fee for each service you provide, and then plan to adjust those fees twice a year—2% the first time and 3% the second time, for a 5% total increase each year.

More Information: <http://www.dentistryiq.com/articles/2017/04/is-it-time-to-raise-the-fees-in-your-dental-practice-how-to-tell.html>

2. **Saving Your Child's Baby Teeth** - Some new parents decide to save their child's umbilical cord blood in case the stem cells are needed in the future. Now parents can save their child's baby teeth to potentially save his or her life. Scientists have discovered that stem cells from teeth can be grown and used to fight certain diseases or help repair bone. When your child loses a tooth, simply send it off in a Tooth Preservation Kit. It comes with an enrollment form, instructions for your dentist, cold packs, shipping materials, and a tooth fairy certificate. The tooth will be stored and frozen in a cryopreservation lab. In the event that your child ends up being diagnosed with a disease or suffers a sports injury, you can use it.

You can find this Tooth Preservation Kit at [storeatooth.com](http://storeatooth.com).

3. **Making Children's Dental Surgery Easier With One Simple Trick** - Dental surgery under anesthesia is a common procedure for young children, but it can be a traumatic one for many kids. Leaving their parents to go back to the operating room for surgery can cause a lot of anxiety and tears.

Dr. Tanner decided to purchase several battery-operated cars that kids can "drive" to the operating room. "I saw the opportunity to make it a better experience for these kids," says Tanner. "It helps to alleviate separation anxiety not only for the children, but their parents." The child-sized blue Jeep and white BMW convertible are controlled by a remote, so Tanner can keep the kids from bumping into the walls on their drives.

More Information: <http://www.hhnmag.com/articles/8145-making-childrens-dental-surgery-easier-through-one-simple-trick>

4. 8 myths and facts about natural whitening products
  - A. Strawberries: Fact - Strawberries have an abundance of a 'magic' malic acid, which naturally cleans and whitens the teeth, even though they're red. The riper the strawberry becomes, the higher the concentration of malic acid compared to the more harmful citric acid. Choose a really ripe strawberry, rub it on your teeth and just like exfoliating the skin, it does remove superficial debris. The malic acid won't actually break down the stain molecules, but the surface clean gives your teeth a whiter appearance
  - B. Coconut Oil: Fact - This technique, also known as oil pulling, is likely to lessen the bacterial load in the mouth and has been shown to improve the health of the gums and whiten teeth
  - C. Green Tea: Myth – Will actually stain your teeth It contains plant compounds, known as tannins, which increase the staining potential. This means it is acidic and will break down the enamel on teeth.

More Information: <http://www.netdoctor.co.uk/beauty/dental/a27973/does-charcoal-whiten-your-teeth/>

5. Canajoharie dentist facing numerous charges - Police arrested a dentist they say falsified business records. Police believe Dr. Martin Sorbero was stealing money from his patients at his dental office for years. “A lot of them are elderly and wouldn’t check their balances very often,” Canajoharie Police Chief Bryan MacFadden said. According to Canajoharie Police, when dozens of patients did check their care credit card balances from the 62-year-old family dentist they found thousands of dollars charged to their accounts. The problem, the patients didn’t have any of the charged dental work done. “Then they would check it and there would be \$10,000 or \$19,000 of one was \$22,000 I believe. After hours he would go in and he would add charges on credit cards for nothing and take that money out.”
6. Opioid addiction: 4 ways dentists can help solve the national epidemic - Opioid addiction presents an equal-opportunity problem that cuts a swathe through the North American population at all economic levels. Is there anything dentists can do about the national prescription drug epidemic caused by the lure of opiates?
  - A. Be aware that for teens, opioid abuse can start at the dentist
  - B. Start screening - NBC report spoke of one girl who told her dentist that she was an addict. He prescribed Fentanyl anyway, and then the patient relapsed. This highlights the importance of screening for drug addiction.
  - C. Practice patient assessment and referral - One of the rationalizations for screening is that for some people, a visit to the dentist is the only interaction they have with the medical system. Tooth pain and other critical dental issues are hard to ignore, prompting even the uninsured and the cash-poor to make appointments with dentists to fix their teeth.
  - D. Offer patient education - Helping patients understand the dangers of opioids is one way to help

More Information: <http://www.dentistryiq.com/articles/2017/04/4-ways-dentists-can-help-solve-the-national-opioid-epidemic.html>

7. How Dental Students Are Turning Toothbrushes Into Treasures - dental products that would normally wind up in the trash can... worn out toothbrushes, used toothpaste tubes, empty floss containers. The dental hygiene student is behind an effort to repurpose these hard to recycle items. Yorke and her classmates send the used items to a company called [Terracycle](#) which turns them into benches, picnic tables, and even playgrounds. The company pays around \$2 per pound. The students aim to

raise at least \$100. That's enough to pay for 10 free X-rays for patients at UC Blue Ash's low-cost dental hygiene clinic. Yorke says it's a misconception to think a few old toothbrushes won't amount to much.

More Information : <http://wvxu.org/post/how-dental-students-are-turning-toothbrushes-treasures#stream/0>

8. Dental Fun Facts:

\*\* Mosquitoes have 47 teeth.

\*\* The most valuable tooth belonged to Sir Isaac Newton. In 1816, one of his teeth was sold in London for \$3,633.00, or in today's terms, \$35,700.00. The tooth was set in a ring.

\*\*60% of people don't know that a sore jaw, when combined with chest pain, can signal a heart attack - especially in women.

\*\* In North America, over 3 million miles of dental floss are purchased annually.

\*\*61% of adults are attracted to somebody by their smile alone.

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