

1. **What are dental practice advocates, and why do you need them?** Dedicated, loyal, lifetime patients, or what are called “practice advocates.” Dental patient advocates will save your practice from having to find dozens of new patients each month.
  - A. **How to create practice advocates** - Converting patients into practice advocates is 100% dependent on their experience interacting with you, your team, and your business. You, your team, and your practice must satisfy patients’ emotional needs to transform them into practice advocates.
  - B. There is an “emotional connection pathway” patients must follow. It starts with the new patient being totally unconnected, untrusting, and skeptical.(2) After high-quality experiences with your practice they feel connected, trusting, and less skeptical. The final and desired levels are when they feel like part of your practice family, trust your recommendations and fees, and recommend your practice. They become practice advocates. Specific emotional needs must be satisfied along this pathway. You must make your patients (1) feel as if they stand out from the crowd and feel they’re part of something special, (2) feel a sense of freedom and feel like they have choices, (3) experience a sense of thrill and have fun, (4) feel a sense of belonging, (5) have confidence in the future and good image of their health, and (6) enjoy a sense of well-being.
  - C. **How to make it happen in your practice** - You and your team’s imagination are the only limits to the possibilities. To begin creating practice advocates in your practice follow these six steps:
    1. Distribute copies of ideas at your next team meeting.
    2. Discuss practice advocates and their value to the practice.
    3. Encourage your team to brainstorm about other actions that could trigger these emotions in your patients.
    4. Fill the actions into the chart and connect them appropriately.
    5. Decide as a team how to integrate these emotional satisfiers into your daily operational systems to ensure they happen consistently.
    6. Evaluate your efforts by using your patient survey system regularly.

**More Information:** <http://www.dentistryiq.com/articles/2017/04/what-are-dental-practice-advocates-and-why-do-you-need-them.html>

2. **Does your practice ask current patients for online reviews?**  
**6 foolproof steps to getting great online dental patient reviews** - While it's a well-known fact that online reviews can help a dental practice, getting patients to write them is another matter. But it's worth the time and effort for dental staff members to ask and encourage your patients to write these reviews.
  - A. **Always ask for a review while your patient is still in the office**—Too many medical and dental offices mail or email requests for feedback the week after patients have been in the office. The return rates on these surveys are abysmal. You’ll get better feedback and a higher response ratio if you ask for reviews while your patients are still in the office. When you ask in person it’s harder for someone to say no.

- B. Give patients their swag bag first, then ask for a review**—People are more likely to say yes when they're responding to a gift or favor. Give patients their goody bags before you ask them for a review.
- C. Target specific patients for reviews instead of asking everyone for a review**—Patients are more likely to say yes to writing a review if you don't ask everyone to review you every time they come into the office. At the beginning of each day, pick several patients on the schedule as your "reviewers" for the day.
- D. Use a wide range of reviewing technologies**—Online reviews are a must. Make sure that patients can access the platform in the office using your Wi-Fi. For patients who don't like using a phone for reviews, you might want to provide a tablet, laptop, or computer terminal. Some of your patients may not like to type. Offer them a pen and paper. You can always photograph or scan their review for later use.
- E. Ask for specific feedback based on your practice goals** Ask questions that target specific areas you'd like to improve, or that recognize exemplary staff performance. For example:
  - What was the best part about working with Kristi?
  - Did Deborah do anything that made you feel especially well cared for?
  - What is your favorite part of our waiting room?
  - What steps can we take to make our patient bays more appealing?
- F. Use a tool to coordinate online reviews across platforms** There are so many review sites and social media platforms that coordinating and publishing reviews can quickly become overwhelming. Find a service to help with this. It is convenient and intuitive so you can add these functions while freeing up staff time. Because the company specializes in patient relationship management, they've perfected systems for getting patients to give reviews that will be valuable to you and your prospective patients.

**More Information:** <http://www.dentistryiq.com/articles/2017/04/what-are-dental-practice-advocates-and-why-do-you-need-them.html>

- 3. Teledentistry reaches the tipping point with CDT 2018 codes** - Dentistry will never look the same again: teledentistry, or telemedicine in dentistry, will be included in the CDT Code in 2018.
  - A. Teledentistry**, also known as telemedicine in dentistry, will be included in the ADA's Code on Dental Procedures and Nomenclature (CDT Code) for the first time in 2018. (1) Telemedicine is defined as "the use of medical information exchanged from one site to another via electronic communications to improve a patient's clinical health status." (2) The patient outcomes of teledentistry can be similar to those of visiting a brick-and-mortar dental office. In addition, teledentistry can increase access to care and practice revenue streams by providing profitable outreach to the community without adding more chairs.
  - B. Evolving language and laws** - Teledentistry is a rising trend and an expansion of the traditional dental practice. With teledentistry, patients can have a virtual dental home in addition to a physical one. California and Arizona began covering teledentistry in 2015. Other states, including West Virginia, Hawaii, Oregon, and Colorado, have also considered passing legislation to allow teledentistry.
  - C. CDT 2018 teledentistry codes** - Although yet to be determined, the teledentistry codes will probably be placed in the Adjunctive General Services D9000–D9999 section of CDT 2018. These codes will most often be used in conjunction with other codes. The final language for the new codes with descriptions will not be available until later in 2017 for use with CDT 2018.

While the language is not yet final, the codes that have been accepted are as follows:

- Teledentistry: synchronous; real-time encounter
- Teledentistry: asynchronous; information stored and forwarded to dentist for subsequent review

**D. Promise of teledentistry for private practice** - TeleDent by MouthWatch provides an easy, cost-effective, and secure way to facilitate teledentistry. To date, it is the only system designed specifically for teledentistry.

**More Information:** <http://www.dentistryiq.com/articles/2017/04/teledentistry-reaches-the-tipping-point-with-cdt-2018-codes.html>

- 4. Productive Practices introduces Straddle stool** - Productive Practices has introduced its new Straddle stool, which provides optimal positioning of the spine and pelvis. The stool positions the clinician in an anterior-pelvic-tilt angle, similar to the position involved in sitting on a saddle. The angle allows for the proper balance of core muscles and maintenance of normal curvature, or lordosis, without the use of a backrest. The Straddle seat provides forward tilt, allowing the clinician to work "flexed" without placing stress on the spine. The assistant arm can be adjusted to create optimal ergonomic seating benefits for the assistant.

**More Information:** <http://www.dentistryiq.com/articles/2017/01/productive-practices-introduces-straddle-stool.htm>

- 5. CANAJOHARIE** -- A local dentist was arrested this week, as authorities investigate reports of insurance fraud and other alleged crimes. Martin A. Sorbero, 62, of Hagaman, was charged with second-degree forgery, third-degree grand larceny and first-degree falsifying business records. He was arraigned in Canajoharie Village Court and was sent to the Montgomery County Jail on \$50,000 cash bail. A jail official said Tuesday afternoon that Sorbero made bail and was released. Police said that, after forging an insurance claim application to a company called Care Credit, Sorbero submitted the document and was paid \$11,000 for dental work that was never done. Numerous other victims have been identified, state police said, including a deceased woman. Search warrants were executed at Sorbero's office on Montgomery Street in Canajoharie and at his home in Hagaman. Police said more charges are expected.

**More Information :** <https://dailygazette.com/article/2017/04/04/canajoharie-dentist-charged-with-falsifying-11k-in-dental-work>

- 6. Dental Fun Facts:**
- \*\*\*48% of young adults have untagged themselves from a photo on Facebook because of their smile.
  - \*\*\* Kids laugh roughly 400 times a day. The average adult laughs only 15 times per day.
  - \*\*\* According to a recent survey by Time magazine, 59% of people would rather have a dental appointment than sit next to someone who is talking on a cell phone.
- 7. Expanded Tricare Dental Coverage Hits May 1**
- A. Among the expansions is an increase to the annual maximum benefit from \$1,300 to \$1,500 and a change that makes sealants free instead of carrying a 20 percent co-pay.
  - B. Tricare dental users may have to change their dentist as a result of the switch, since some providers who accept Tricare's MetLife plan will not accept United Concordia's. Although Tricare beneficiaries in the U.S. can use a non-network dentist, doing so carries higher fees. Tricare users stationed overseas can see any dentist they want since there is not a specific Tricare dental network.

