

PodCast 2.20.18

1. **Palmero Healthcare introduces Tablet Barrier Sleeve** - The single-use disposable sleeve provides infection prevention by mitigating cross-contamination of harmful pathogens. The Palermo Tablet Barrier Sleeve also protects equipment from harmful chemicals by minimizing disinfection requirements. The sleeve fits comfortably over a tablet with or without a case and is compatible with full or mini iPads and tablets.

Made of a material that does not contain latex or impede touch-screen operations, the sleeve has an adhesive on the flap to securely hold the tablet inside. The sleeve accelerates operatory turnover and prevents cross-contamination, minimizing disinfection requirements.

For More Information email customerservice@palmerohealth.com, or call (800) 344-6424

2. **3 common ways insurance companies deny dental claims** - EVER HEARD OF WARREN BUFFET, the man who made most of his fortune by heavily investing in the insurance industry? Of course, you have. His net worth is said to be somewhere in the area of \$100 billion. You see, insurance companies are in the business of making money, not spending it. One of the most common ways insurance companies ensure that their profits soar is to collect monthly premiums from their members (our patients), then deny as many claims as possible by referring to the literature in a patient's contract, specifically the exclusions, limitations, or frequency provisions. Exercising their right to deny payment of claims based on this literature ultimately results in decreased payouts and increased profits for the insurance company. You need to think like an insurance company. Be sure to dot your i's and cross your t's before you send out any dental claims for processing. Here are three most of the most common ways insurance companies deny dental claims

- A. Lack of information from the provider - At least 50% of dental claims for basic and major services will be placed on pending status and sent back to the dental office, which requires you to send additional information in order for the claim to be considered for payment. Most of the time the claim is sent back due to a lack of information.
Be sure to send a recent full-mouth series or periodontal charting from the last six months for claims requiring this information, such as periodontal, endodontic, orthodontic, and other basic and major services. In some cases, the insurance company will delay payment by requesting a detailed narrative with a written explanation of necessity. You must always be swift and timely with any requests from the dental insurance company to facilitate claims processing
- B. Not filing claims in a timely manner - Dental claims should be submitted upon completion of the services provided. Failing to submit the claim on time is an easy excuse for the insurance company to deny the claim. Most PPO plans require that the claim to be submitted within one year from the date of service. There are also some local union plans that have even shorter time filing periods, such as 90 days. If the claim remains unpaid past these deadlines, you will be at the mercy of the untimely filing rule and can expect to have the claim denied, should you resubmit. You may be able to request an appeal, but most often this request will also be rejected.
- C. Limitations, exclusions, frequencies - All dental plans are not created equal. Most dental plans are based on what a patient's employer has agreed on with the dental plan provider. Excluding or down coding certain procedures occurs all too often and helps to minimize insurance payout. Most of the time companies will down code a more expensive procedure to a less costly procedure and provide an alternate benefit, which results in lower reimbursement. The list for reasons of non-covered procedures, due to limitations, exclusions, and frequencies, can go on and on because these usually vary from plan to plan. This is why it is vital to find out what is covered and not covered prior to performing any procedures.

3. A common periodontal pathogen, *Fusobacterium nucleatum* (*F. nucleatum*), is the subject of research regarding its association with colorectal cancer (CRC). This research—published in the peer-reviewed medical journal, *Carcinogenesis*—demonstrates that *F. nucleatum* can be seeded in the gastrointestinal tract, specifically the large intestine, where it is highly associated with CRC.

The study raised some interesting possibilities, such as the potential use of *F. nucleatum* for the early detection of CRC. It also indicated that additional *Fusobacterium* species are also associated with CRC, including *Fusobacterium periodonticum*, among others. An intriguing finding is that treatment with metronidazole decreases the aggressiveness of this type of cancer.

At this time, there are a number of unknowns regarding the research findings. It is *not* known whether the mouth is the primary source of *F. nucleatum* to seed the gut. It *is* known, however, that *F. nucleatum* is associated with the primary tumor and metastatic sites.

It bears emphasizing that the studies undertaken to date have demonstrated an association between *Fusobacterium* and colorectal cancer, but many questions remain. There is evidence that *Fusobacterium* is a passenger bacterium or that it promotes cancer progression rather than plays a causative role. These are among the details that need to be sorted out. Additional studies likely will try to determine if other bacteria are also involved and if the reduction in *Fusobacterium* has an impact on CRC incidence, severity, etc.

One of the primary questions that needs to be answered is how the source of the *Fusobacterium* finds its way to the gut. This should be identifiable by comparing the DNA of oral sources of *Fusobacterium* with bacteria found in stool samples. Further studies may seek to determine whether *Fusobacterium* is also associated with *Clostridium difficile* (*C. difficile* or *C. diff.*), irritable bowel syndrome (IBS), or Crohn's disease. As is the case with any study demonstrating a link between the mouth and the body, a significant amount of research with consistent conclusions needs to be in place before it translates into modifications in the delivery of care. It is not, however, too soon to put more horsepower into our efforts to educate patients about the need for meticulous bacterial reduction on a daily basis and recommend the products that will maximize those efforts. It's worth it for the health of the mouth, and it may have positive downstream effects as well.

4. Hands-Free, Fully Automatic Toothbrush Debuts - Amabrush, a hands-free, fully automatic toothbrush, was officially launched in the United States market at this year's Chicago Midwinter Meeting. According to Amabrush, users press a button, and the device simultaneously brushes all teeth in 10 seconds, saving time and eliminating the human error often experienced with traditional brushing techniques. We all know that we need to brush our teeth. Whether we're skipping brushing, not brushing long enough, or not brushing correctly, many of us simply don't get our teeth as clean as they should be. Amabrush aims to change all that. Multiple rows of soft antibacterial bristles are directed in a 45-degree angle against the gumline, simulating the widely recommended Bass method of brushing. With an amplitude of 9.5G, Amabrush creates a variety of vibrations that oscillate with different resonant frequencies to gently yet effectively clean each quadrant, the company says. The Amabrush comprises three components.

A. First, the one-size-fits-all mouthpiece is made of a flexible antibacterial silicone material that wards off 99% of bacterial agents found in between bristles. Strategically arranged soft 3-D bristles are gentle enough to prevent enamel and gum damage yet strong enough to thoroughly clean both teeth and gums. Built-in microchannels are made to transport an ideal amount of specially formulated Amabrush toothpaste. The mouthpiece is cleaned using traditional rinsing methods, just like regular toothbrushes.

B. Second, the handpiece magnetically connects to the mouthpiece. It dispenses the Amabrush toothpaste capsules and houses the toothbrushing technology. Also, it comes with a built-in low-energy wireless

charging module that uses the Qi standard, and it's equipped with Bluetooth and the Amabrush App. A fully charged battery lasts for approximately one month.

C. Finally, the toothpaste capsules are placed into the handpiece, and a built-in mechanism foams and automatically delivers the ideal amount of toothpaste to the mouthpiece each and every time. Approved by the Food and Drug Administration, the toothpaste is specially formulated for the system. It is available in whitening, sensitive, and extra fresh varieties. A single capsule lasts for up to a month. For More Information Visit Amabrush.com.



5. Use LinkedIn to Promote Your Dental Practice Or Any Product Marketing - When you consider social media marketing for your dental practice, you likely think of Facebook or Instagram. LinkedIn probably isn't your top priority, and it possibly isn't even part of your marketing strategy. For more than a decade, it has been regarded as little more than a job-hunting website, or perhaps a place for your online resume. As recently as 2016, there was [widespread speculation](#) that LinkedIn would shut down after Microsoft purchased it. Instead, the network has experienced explosive growth, with a broad user demographic. What does this mean for your dental practice? It means opportunities, not only for professional networking but also for patient retention and acquisition. With [half a billion users](#) and more than 9 million companies represented, LinkedIn has quietly grown into a social marketing powerhouse. There are millions of healthcare professionals active on LinkedIn, so it should come as no surprise that it is an excellent place for establishing professional connections and finding quality employees. However, it also is a rich marketing opportunity.

The average [LinkedIn user](#) is an adult over the age of 30, with an annual income exceeding \$75,000. Membership is nearly equally divided between males and females. These people are typically college educated, working professionals.

LinkedIn demographics probably resemble your target market. [Statistics](#) show that people with higher incomes and more education are more health conscious. Additionally, career-oriented individuals tend to be image conscious, making them an excellent market for cosmetic dentistry.

Getting Started

One of the most unique features on LinkedIn is the user profile. Whereas most networks offer little more than a short biography and basic contact information, on LinkedIn, you can detail your entire professional history.

When you join, it seems like you face an unending barrage of questions to answer and information to fill in. Most users skip some, or most, of these questions during the initial signup process. Unfortunately, many of them neglect to complete their profiles later. This is one of the most common mistakes.

Review your profile, and add any missing information. The most important aspects include:

- A photo: A high-quality, professional profile picture is essential.
- Headline: Instead of a general term like "dentist," make your headline descriptive and distinctive. For example, "holistic dentist, thought leader, and founder of My Practice."

- **Keywords:** Search engine optimization is not just for websites. Google often includes results from social networks, including LinkedIn. Include your top, targeted keywords in the headline and summary, as well as in your content.
- **Summary:** Use this area to describe your qualifications, special areas of interest, and experience. It should be clear, concise, and well-written.
- **Business page:** Your own profile is about you. Create a business page for your practice.

Content for LinkedIn

The rapid growth of LinkedIn is partially attributable to changes in the network, which made it more versatile and user-friendly. In 2015, the Pulse app was fully integrated with LinkedIn, giving industry experts and influencers a unique platform and targeted audience. A more recent and possibly more significant update came late last year, when native video was introduced.

On most social networks, the best performing content is friendly, casual, relatable, and maybe even humorous. The goal is to humanize your practice and create an emotional connection with your audience. LinkedIn is different. It is designed for business, and the most effective content is professional, informative, and valuable.

Use LinkedIn to post information that is of interest to your peers as well as patients. The goal of content marketing here is to showcase your knowledge and position yourself as an expert in the field. A few examples of topics well-suited to this professional atmosphere include:

- Insights and advice about practice management
- Original dental research
- Discussion of clinical trials
- Case studies
- Oral health advice for working professionals
- Topics of interest to local businesspeople
- Job openings at your practice

Choosing and Using Groups

One of the most useful features of LinkedIn is groups. Although some forms of groups are available on most networks, they are typically dominated by hobby enthusiasts, cultural or political topics, and general chit-chat. LinkedIn groups are all business. A quick search will reveal thousands of dental related groups, ranging from practice management topics to those focused on a specific sub-specialty. They present endless opportunities for networking, inspiration, research, and exchange of ideas. However, you don't need to limit yourself to dental groups. General healthcare groups can help you connect with potential referral sources. They also can boost your brand awareness within the medical community. Plus, look for regional and local groups. Connecting with business owners and professionals in your community will help increase brand awareness for your practice. Choose your groups wisely. Select topics that are relevant and of interest to you. Groups are not the place for promotional content. Your contributions should add value to the conversation. The goal here is making connections, as well as gaining and sharing knowledge. Don't simply join and then ignore your groups, though. To benefit from these groups, as well as from the entire network, you need to be an active participant. In 2018, trends continue moving toward customized content, highly targeted marketing, and reputation building. LinkedIn is perfect for today's dental marketing strategy.

LinkedIn is a great way to market any products you may offer.