Dr. Bhatt Murray, Dr. Jeanne Salcetti, Rep. Ed Perlmutter, Dr. Jeff Hurst, Dr. Kevin Sessa, Dr. John Parrish and CDA Executive Director Gary Cummins in Washington, DC.

Next Month: COMOM in Loveland, CO

Colorado Mission of Mercy

In one month, the CDA will be heading up to Loveland, Colo. for the second annual Colorado Mission of Mercy (COMOM). COMOM is a 1-day, portable dental clinic that travels around the state annually to underserved areas delivering dental treatment at no charge to children, adults and the elderly. Next month, this incredible volunteer-driven effort will take place July 17-20 at The Ranch, part of the Larimer County Fairgrounds.

Patients will be seen on a first-come, first-served basis. No appointments will be made. COMOM will provide hygiene services, extractions and restorations. In some cases, partial dentures will also be made for patients with missing anterior teeth.

Thank you to those who have signed up to volunteer at this year’s event. COMOM isn’t possible without the generosity of volunteer dentists, hygienists, assistants, lab technicians, students, nurses and community volunteers. Please check the CDA Web site for information about COMOM. A list of items to bring, logistical information, hotel information and maps/directions can be found at www.cdaonline.org/COMOM.htm. It is NOT too late to register to be a COMOM volunteer! Please consider coming for any or all of the four days, and encourage your staff to volunteer as well. We still need clinical and non-clinical volunteers for this year’s event. Please register online at www.cdaonline.org/COMOM.htm.

For more information, call the CDA at 303/740-6000 or 800/343-3010.

Congratulations

MDDS Award Winners!

The CDA would like to congratulate the following members who were recently awarded with the Metro Denver Dental Society’s highest honors. The 2008 awards were presented to the following dentists at a ceremony held during the MDDS 111th Annual Meeting and Society Dinner at the Mt. Vernon Country Club in Golden, Colo.

Dr. Major W. Tappan received the Honus Maximus Award, the highest community service/leadership honor that MDDS bestows upon its members. Please check the CDA Web site for information about COMOM. A list of items to bring, logistical information, hotel information and maps/directions can be found at www.cdaonline.org/COMOM.htm.

Dr. Tappan was also honored with the Metro Denver Dental Society’s 111th Outstanding Service to Children Award. Dr. Betty Barr was also honored with the 2007 Distinguished Alumna of the Year award last October at the University of Kentucky Fall Symposium. Dr. Barr was the third recipient of this award established to “honor an alumna who demonstrates loyalty to the college and an excellence in the profession of dentistry, as well as community leadership and having reached the pinnacle of his/her field of dentistry.”

Dr. Lonnie D. Fallin received the 2008 Outstanding Contributions to the Dental Profession Award. Shauna Vollmer King daughter of MDDS member Dr. Donald Vollmer, received the 2008 Outstanding Service to the World Community Award.

Dr. Ian Paisley received the 2008 Outstanding Service to the Underserved Award. Shanna Vollmer King daughter of MDDS member Dr. Donald Vollmer, received the 2008 Outstanding Service to the World Community Award.

Dr. Jack L. Wasinger received the 2008 Outstanding Contributions to the Dental Profession Award.

Dr. Ian Paisley received the 2008 MDDS Volunteer of the Year Award.

Dr. Scott L. Whitney received the 2008 MDDS Volunteer of the Year Award.

Re-entry Support that would provide funding through grants to correctional facilities that need ancillary dentists.


Keynote speakers at this year’s conference included Sen. Amy Klobuchar (D-MN), Sen. John Ensign (R-NV) and Doug Badger, former White House Health Care Policy Advisor. The group was also addressed by Charlie Cook, a respected authority on U.S. elections and political trends.

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Children’s Dentistry, the pediatric dental practice of Dr. Elizabeth (Betty) Barr, Dr. Nelle Barr and Dr. Sean Whalen received the 2008 Outstanding Service to Children Award. Dr. Betty Barr was also honored with the 2007 Distinguished Alumna of the Year award.

Dr. Sean Whalen and Dr. Elizabeth (Betty) Barr received the 2008 Outstanding Service to Children Award.
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or many dentists the idea of marketing their dental practice is met with hesitation because in their own minds, marketing = sales. Dentists often feel that they don’t need to, or shouldn’t have to, market (or sell). However, what we’re talking about today is a new definition of marketing: letting your community know that your practice exists and informing your neighbors about the various services you provide. The benefits of marketing can be experienced on all levels of the practice. Although many dentists may find it easy to dismiss the notion of marketing for their practice, it’s hard to dismiss the idea of a happy, thriving practice. Over time, fickle patients and changing lives will affect patient flow, and new patients will be needed for even well-established practices. The best way to increase new patient flow is to make your practice visible to the community. Numerous opportunities to get in touch with your community and to be available, from patient thank you’s letters on your wall to ‘sports’ dentistry for the local high school teams. Here is a list of some practical do’s and don’ts for marketing your dental practice:

Must Do’s

- Do set goals, the goals you set need to be relevant to where your practice is and where you’d like to be in terms of production and profitability. More than likely, you’re not going to achieve your goals without increasing the number of new patients who come into the office, which requires marketing. So, set production goals that are tied back to new patient consultations and build a plan to reach those goals.
- Do make yourself visible. Marketing isn’t about renting a billboard announcing you’re here. It’s about getting out and being there part of your community. Here are a few ideas:
  - Sponsor a family roller-skating night for charity. For about $500 or less you can offer a couple hours of roller-skating and a slice of pizza for your pediatric patients and their parents. Their cost for admission is canned food, toys for tots or food for the Salvation Army. Your pediatric patients may even bring along a family member along with you, and the Salvation Army may not know you exist.
  - Offer scholarships to high school students with the most improved grade point average.
  - Coordinate a dinner-dance for mentally disabled kids.
  - Become more than a dentist and a dental practice – become part of the community through on-going efforts.
- Do encourage professional referrals from all related specialists. Contact your local Laski centers, plastics surgeons, cardiologists, orthopedists, and other GP’s, endodontists, oral surgeons, etc. Send a letter letting them know about your practice and your patient with an ‘8x10’ of your best before-and-after case studies. Make sure you have appropriate patient permissions.
- Do make your patient experience exceptional. A great marketing tool is word-of-mouth referrals. Giving your patients welcome gifts or end-of-treatment thank-you gifts are thoughtful ways to inspire your patients to give referrals and talk positively about their experience at your practice.
- Do offer patient financing. You can leverage a patient financing program to bring in new patients (the CDA endorses CareCredit). It also increases recommended treatment acceptance because your current patients also need monthly payment plans. Plus, some financing programs can help you attract new patients with online doctor locator services.

Practical Don’t’s

- Don’t be afraid of the Web. Using the Web and creating a Website is a great way to attract new patients. New patients who you get from the Web tend to be high quality, because if they’re on the Web it tells they’ve done their research.
- Don’t waste your money or energy. Results don’t happen overnight. If you’re not going to make a reasonable investment in time and money, it’s better to not...

Health Center Spotlight:

Volunteers Create a Dental Clinic in the Mountains

By Erin Major, Summit Community Care Clinic

The hard work and generosity of local volunteer dentists have created a dental home for the uninsured people of Summit County and surrounding areas. This established dental clinic is part of the health services provided at Summit Community Care Clinic in Frisco, Colo.

The effort took shape in 2005 when the clinic’s medical services moved into a new space that included room for two dental operatories. A volunteer taskforce met through-out 2006 to plan the opening services such as dental screenings for all students at Summit County’s six elementary schools, Head Start programs and preschools. In addition, as part of the 2008 Give Kids a Smile Day, Alliance dentists collaboratively saw over 50 children in need and provided nearly $25,000 of donated dental care.

Care Clinic’s dental services are provided on a sliding-fee scale. They cover the customary rate. They are sustained through financial support from the Caring for Colorado, Summit County Government, Summit Foundation, Caring for Colorado Foundation and private donors.

The clinic will continue to grow. We recently finished purchasing the equipment, and have planned the opening services for 2008.

To find out more about volunteering, please call Dental Coordinator Erin Major at 970-668-4053 or email summitclinic.org.

By Steven Rasner, D.M.D.

Dental Dates

Calendar of Events

JUNE
3 The Science of Creating Wealth Dr. Michael Schuster 988/494-2118 or www.pdacolorado.com
13-14 Part 5 - Dental Implant Continuum: Level II Implant Merita 988/494-2118 or 950/845-2118 or www.pdacolorado.com
20-21 Reliasce Certified Training Coord. Dr. Howard Golian 988/494-2118, 950/354-2118 or www.pdacolorado.com
26 Understanding Digital Radiography Dr. Daniel Gane, PracticeWorks, Inc., Denver, Colo. 950/354-6935
27 Essentials of Endodontics: Understanding Ulitile Evidence Based Concepts Dr. Thomas Jovicich 988/494-2118, 950/354-2118 or www.pdacolorado.com

JULY
10 Integrating Dental Implant Restorations into your Everyday Practice: Procedures for Success, Dr. Thomas Ding Denver Implant Study Club Denver, Colo. 720-498-7667 or www.alphadental.com/dulc.htm
18-20 Colorado Mission of Mercy (COMOM) Please volunteer today! Located in Colorado 950/744-6900 or 950/354-3610 Register Today! www.cdaonline.org COMOM.htm
24-26 Part 4 - Dental Implant Continuum: Implant Restorative Dr. Barry Goldenberg 988/494-2118, 950/354-2118 or www.pdacolorado.com

AUGUST
1 Golf Tournament for CDA Charity Fund Arrowhead Golf Club Dr. Perkins 950/797-5713 x310 or dpdperkins@optishadow.com www.pdacolorado.com/golf.htm
28 Immediate Loading: Taking It to the Next Level Dr. Diane Perkins Denver Implant Study Club Denver, Colo. 720-498-7667 or www.alphadental.com/dulc.htm

SEPTEMBER
12 Smile Design - Cosmetic Dentistry for 2004 Dr. Jean Francis Bedard 988/494-2118 or www.pdacolorado.com
25 Summit Dental Implant Study Club Dr. Robert Vogel 950/354-6935 or forthrightdental@yahoo.com

The calendar listings do not reflect all events, conferences and continuing education courses—only those that the CDA has been made aware of. Please contact Mailing Division at 950/354-6900 or register for a variety of dental CE courses.

2 - Colorado DENTISTRY
Some of you may recall the article that Boulder Valley School District (BVSD) submitted to this publication in June 2003. At that time, we were entering our second year of the BVD Adopt a Smile Program. We are pleased to announce that this program is now in its sixth year with excellent participation from our local dentists! We now serve students from four cities: Boulder, Broomfield, Lafayette and Louisville.

Data from the Boulder County Public Health Department, collected in July 2000, showed that nearly 8% (of school aged children) were unable to get needed dental care due to cost. Now, years later, these children still struggle to get basic dental care. As a result, each December, den- tists from the above mentioned cities are asked by Adopt a Smile to donate or discount their dental care for one or two stu- dents from January 1 to June 30 of the following year.

Children needing a Smile assistance are discovered through screening programs. Our BVSD nurses collaborate with the Colorado Department of Public Health and Environment to provide visual dental screening services to students in five of our neediest schools. We started those screenings in October last year and look forward to more follow-up time for the students who were found to have dental needs. Dental Aid also works with the City of Boulder’s Family Resource Schools and provides dental screenings to another five elementary schools with a high percent- age of low-income students. We are especially proud to announce that extra funding from the City of Boulder was used to help students at a local middle school and high school with high- need populations. These programs are funded with the demographics of the residents can afford your services.

Are You Locally Challenged?

By Anne Schur, Mosaic Management Professionals, Inc.

“Adopt a Smile” Thanks CDA Members


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Are You Locally Challenged?

By Anne Schur, Mosaic Management Professionals, Inc.
**MARKETING continued from page 2**

anything at all. If you don’t have patience or persistence, don’t do it.

Don’t wait. A new dentist should consider marketing for his/her practice as she/he would for any job. Remember, the office equipment as a necessary part of setting up shop. For the established practices, experiencing that period of non-growth, start marketing now. Do more with more time to fix a bad or declining situation than to be proactive. Marketing is so much more than advertising. It’s everything the practice says and does that is shared with the community. In addition to traditional and non-traditional methods, marketing is making your practice a positive part of the community through involvement and networking. Too many dentists get out there but don’t know you exist. Be visible. Be creative. And be successful.

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Dr. Steven Ramirez is a author, lecturer and dentist. He holds a MENTORSHIPS with the Academy of General Dentistry and has authored two books, "The Protocol Book" and "The Art of Giving Paid".

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**CLASSIFIED ADS**

Reach out to 2001 GDMA Members across the state. GDMA offers the right tools to attract new members. Let GDMA help you get the most out of your practice and place your name in front of our Case and Call The Phone of the Practice at Health and Personal Care.

Centennial, Colo. Half partner Littleton, Colo. Grossing over Alamosa, Colo. Priced to sell! Littleton, Colo. Call Air Techniques VistaCam Omni intra-oral camera, DVD, CD, satellite radio and technology, space design and construction support. Market your practice to sell! Great potential site for sale, refer your patients to this one of a kind. Established practice with a solid patient base.

Sterling, Colo. Grossing $300,000, 50% Woodland Park, Colo. Very New, high-tech, digital Centennial CO: Aurora, Boulder, Brighton, or call CTC Associates at

the office equipment as a necessary part or in total. Electricity or don’t pursue marketing.

the practice for you. Great mountain living with

perfectteeth.comabout RLM Services, Inc., please visit our mbirner@birnerdental.com or visit Call Dr. Mark Birner at 303/691-0680, e-mail at

treat patients, ages 0-21. Full-time. Great

Associate:

Dental office for rent. Two oper- ations, one for treatment, the other for patient waiting. One specializes in pediatrics, the other in general dentistry. Excellent location, close to downtown Centennial with large flat screen educational pro-

room with large flat screen educational pro-

and has authored two books, "The

Daylight Dental.

success in Grossing $300,000+ per year in a very busy office with many patients present for treatment at once.

DBD: Jed Esposito, M.B.A., D.D.S., Jed Esposito is a graduate of the University of Michigan School of Dental Assisting at 866/880-3030. He is a Hard and has authored two books, "The

Market and has authored two books, "The Protocol Book" and "The Art of Giving Paid".

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**SERVICES/ANNOUNCEMENTS/MISC**

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Dentistry.

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