



THE THOROUGHBRED

Second Quarter 2017

THE OFFICIAL PUBLICATION OF THE KENTUCKY ACADEMY OF GENERAL DENTISTRY

KY-AGD OFFICERS



PRESIDENT
Mark Moats, DMD, MAGD



VICE PRESIDENT & LEGISLATIVE CHAIR
Darren Greenwell, DMD, MAGD



PAST PRESIDENT & CE CHAIR
Geoffrey Ball, DMD, MAGD



PACE REPRESENTATIVE & NEWSLETTER EDITOR
M. Samantha Shaver, DMD, FAGD



SECRETARY
James E. Ransdell, DMD, MAGD



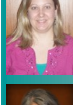
TREASURER
Todd T. Cochran, DMD, FAGD



MEMBERSHIP CHAIR
Michelle Carman, DMD



PUBLIC INFORMATION OFFICER
Laura Hancock-Jones, DMD



STUDENT MEMBERSHIP CHAIR
Marija Sasek, DMD



EXECUTIVE DIRECTOR
Maegan Bennett

www.kyagd.org

**WE WANT YOU!!!
LOOKING FOR COMMITTEE MEMBERS**

From the President...



Today is May 19, 2017

I had the honor to drive my son to school for likely the last time today for the last day of the school year. He starts driving soon. It was a bucket list day for me. No hugs or tears or even pictures- but still it will be etched in my memory. I am grateful for the experience.

I hold this belief as a result of the wise counsel of a respected coach and mentor and friend, Kirk Behrendt, the President of ACT Dental. You see it is Kirk's teaching that we only have 16 summers with our kids. He was taught this by one of his mentors. As our children grow and gain freedom with driving and life's busyness, it is a challenge to keep our children's schedules or even our spouse's schedules on the same page. I hope to follow Kirk's advice and make this summer one of the best ever by spending more quality time with my son and my family.

This lesson about time and relationships reminds me that even in our profession of dentistry with many worthy commitments, we can get out of balance with our time and talents. It does not mean that these commitments are not noble and worthy. It just may mean that they may help create an imbalance of work, play, love and worship. I believe the result of such imbalance is stress and we may give less than our best. It is my belief that we must continue to be diligent to strive for balance to offer our best skill, care and judgment for our patients, teams, families and even ourselves.

With this idea, I encourage each of us to evaluate ourselves and our efforts and hope to make certain that our time is used ways that are meaningful and rewarding and fit our balance. It is my belief that the AGD and the KY AGD serves to create balance in a number of ways for me professionally. I can count on the AGD by assisting with high quality dental education, monitoring of my progress of my continued learning. I know that the course content is current and topical. I know that the interaction with other colleagues in local, state or national meetings is enriching and valuable. I know that time spent with like minded individuals helps to advocate for our profession and general dentistry. I also know that the AGD has many resources that can meet a number of needs for my practice and my team. These are only a few, but important, areas of value for our time spent with the AGD. Check out the agd.org website for so much more.

With summer nearly upon us, I ask you to consider one question...How are you going to spend your summer? I hope that it is one of your best ever. I also hope you can connect with the AGD and see how you can benefit by investing your time and talents with us and maybe even for us.

Respectfully,

Mark A. Moats, D.M.D., M.A.G.D.

Asking for Referrals: The Most Powerful Marketing Tool in the World



Duke Aldridge, DDS, MBA, MAGD, DICOI, MICOI, FMISCH

New patients are the lifeblood of the dental practice

In this blog post, we will look at one of the most powerful marketing systems in the world, a form of internal marketing that begins by learning to ask for referrals. Asking for referrals is a recruitment method for acquiring new patients that invites your existing patients to refer colleagues, family and friends to your business. Sound simple? It should be. However, it is one of the most overlooked marketing strategies in the dental business, with less than 10 percent of dental offices employing this technique regularly. Why? Various surveys and my own experience reveal that most dentists and dental teams assume their patients will automatically share good words about them, and they simply don't think to ask. Others

report they don't believe it is important enough or they are embarrassed to ask. Some believe they don't need new patients. This simply does not make sense.

As many of us know, new patients are the lifeblood of any dental practice. Why? Because of attrition, or the normal loss of patients associated with moving, relocating, loss or change in insurance, unemployment, divorce, death and numerous other causes. In fact, the median attrition rate for solo practitioners in the United States is 3 to 5 percent annually. For example, if a dental business has 2,000 active patients, defined as anyone who has been in for treatment within the past 18 months, then they can anticipate losing 60 to 100 patients per year due to normal attrition. As a result, it is important to offset this loss of patients by adding new patients to replace them and help the practice grow. In the ideal situation, the astute businessperson realizes that by adding quality patients, or what I refer to as "A/B" patients (who arrive on time, pay their bills, appreciate you and your team, are not insurance-driven, etc.), they can predictably grow a patient base that appreciates and values excellent clinical dentistry and five-star customer service — a means to a recession-proof dental business, not a company dependent upon external marketing campaigns whose precursor is to attract price shoppers looking for the free prophylaxis, \$300 dentures or \$400 crowns. Value-added patients create tremendous goodwill and substantial profits so when it comes time to sell your practice, you reap the rewards of hard work. In a March 1, 2017, *The Daily Grind* blog post, "The Profitability Factor in Selling a Practice," blogger Andy Alas, DDS, was kind enough to share his own experience regarding potentially selling his practice. Thank you, Dr. Alas.

In his national best-seller, "Influence: The Psychology of Persuasion," Robert B. Cialdini, Ph.D., outlines the six laws of persuasion and explains the psychology of why people say "yes." Dr. Cialdini is the originating expert in the rapidly expanding field of influence and persuasion, whose teachings are circulated worldwide. Two of the laws, the law of reciprocity and the law of liking support, address "asking for referrals," noting that people buy from people who are similar to them and from people they like. We have all heard the adage "birds of a feather flock together." This proverb dates back to the 16th century and can be interpreted as people who have similar interests and characteristics or who like to socialize together.

Recently, the Levin Group reported its results of a survey of dentists. It revealed that 88.3 percent of respondents stated that "referrals from current patients are the most successful marketing method."

Our findings and data are very similar. This form of internal marketing ranks at the top of marketing strategies and delivers the most predictable results.

(Continued on next page)

Asking For Referrals Continued

“Birds of a feather flock together”

In 2015, a worldwide study (in more than 100 countries spanning five continents) by The Nielsen Company, looked at consumers’ trust levels and how they relate to purchasing services and products. The results were unanimous. Family, friends and colleagues are the most trusted source of referrals in the world. It doesn’t matter what the product or service is. It is a universal finding.

In summary, asking for referrals is the most powerful and unequivocal manner in which to grow a successful and prosperous dental business. The chances of your most esteemed patients having friends like them are very high. These are the patients for whom you and your team should target your request. Begin today by asking your team to develop a script, or what I prefer to think of as learned verbal skills on how, when and whom to ask for referrals. Some key points to include:

- Only asking patients who are ideal and represent the value you and your team deserve.
- Asking your team to take action and develop a few key phrases that can be used when asking for referrals.
- Looking for opportunities keying on patient compliments.
- Soliciting comments. Upon checkout, have your front desk personnel ask patients about their visit. If the response is excellent, ask for a referral. If the response is poor, address the patient’s concern and attempt to resolve the issue before the he or she leaves the office and reviews your business on social media.

Why do less than 10 percent of dental offices routinely ask for patient referrals? I am not sure. However, for those that do, congratulations. The best part about asking for referrals is that it is free — and it delivers the most predictable results.

AGD’s Most Popular Webinars Available for Free

Have you taken advantage of your free CE member benefit yet? As an AGD member, you get six webinars a year for free. Great courses are available now, such as 2016’s most popular webinar, “Can You Really Save That (and Why Would You?) Treatment Options for Carious Primary Teeth,” with David Rothman, DDS, which was viewed by nearly 1,000 members last year. And it’s just a click away. Visit AGD’s Online Learning Center, and explore all the great webinars available to you, many of them for free.

Advertise with US

Want to Sponsor our Quarterly Newsletter?

\$100 for 1/4 page\$300 for a half page \$500 for a full page spread

Newsletter e-mailed to Members and Non-Members and Posted our website

Several KYAGD members were present at the 2017 2017 KDA Legislative Day in Frankfort, KY on March 8, 2017.



R-L James "Randy" Ransdell, DMD KY(AGD Secretary), H. Fred Howard, DMD (Past KDA president and AGD member), Ansley Depp, DMD, FAGD (KDA President Elect and AGD member), Geoffrey Ball, DMD, MAGD (KY AGD Past President and current CE chair), Laura Hancock-Jones, DMD (KY AGD PIO), Mark Moats, DMD, MAGD (KY AGD President), Darren Greenwell, DMD, MAGD (KY AGD Legislative Chair).



University of Kentucky College of Dentistry Shoulder to Shoulder Trip to Ecuador



Featured in photo from left to right: Dr. Tyler Sanslow UKCD '17, Emily Knott UKCD '18, Dr. Jane Lyon UK Faculty, Spencer Wright UKCD '18, Sarah Specht UKCD '18, Whitney White UKCD '18, & Dr. Hunter Hazel UKCD '17

This past March the University of Kentucky Shoulder to Shoulder Global traveled to Santo Domingo, Ecuador to provide healthcare. This trip encompassed a whole healthcare team that consisted of students from the following programs: dentistry, physician assistant, nursing, physical therapy, pharmacy and medical school. On this trip myself and five other dental students along with one UK College of Dentistry faculty member provided dental care to Ecuadorians of all ages.

The University of Kentucky has a partnership with the people of Santo Domingo and has an established clinic that is open year round in the community. This was the first time the UK

College of Dentistry has participated in this program in over five years. Being a part of the newly established pilot program that allows dental students to incorporate a global experience in our education was very rewarding.

Each day we would go to a different location and set up a temporary clinic. The dental section was structured to provide patients with oral hygiene instructions, a quick clinical exam, and fluoride varnish. They would also receive a toothbrush, toothpaste, and floss. If the patient had pain or severe decay further treatment was provided that ranged from extractions to applying silver diamine fluoride to arrest the active decay. When out in the field we brought our own instruments and supplies.

The clinic that is already established has a part time dentist. Each student that went on the trip had the opportunity to do a day rotation through the clinic with Barbara, the clinic dentist. I had never worked with a dentist from a different country, but this was one of the coolest experiences of the trip. While our cultures were very different dentistry is still dentistry no matter where it is practiced.

She was so welcoming and showed myself and the other students how she runs her clinic daily.

As a dental student I know it is easy to become consumed with our busy schedules. Often we become so focused on the next exam or practical we lose track of what is happening around us in the world. I feel trips like these are vital to participate in as a healthcare provider. It is eye opening to global healthcare needs and reminds me that I am in fact a global citizen. This trip gave me more confidence in my clinical abilities and judgment. I learned how to communicate more efficiently with a language barrier, and I worked with a healthcare team to provide care to patients. While in many ways this trip was physically exhausting because we were working long days, it was also rejuvenating. It reminded me why I want to be a dentist.

Spencer Wright – DMD Candidate 2018, AGD member



Featured in photo from left to right Barbara Ecuadorian Dentist, Spencer Wright UKCD '18, sibling patients, & Emily Knott UKCD '18

THE KENTUCKY AGD WELCOMES NEW MEMBERS

We encourage you to welcome new members in your community.
Don't forget to recommend AGD membership to your colleagues.

Active members

Charles K. Bunch
Louisville
Aaron O. Warmath
Paducah

Students

Ashley E. Arnao
Margaret B. Arnold
Britany L. Baker
Jonathan R. Barry
Ruth F. Beach
Kevin L. Berman
Taylor D. Blaylock
Henry B. Briggs
Jahne L. Britow
Karah L. Brown
Jennifer L. Carver

Chris C. Casterline
Sarah A. Chhadn
Deepti Chittal
Cyrus B. Clarke
Amelia Beth Coleman
James P. Devine
Scott B. Drake
David E. Eccher
Jillian N. Felton
Jacob P. Gribb
Andrea Griggs
Brittany Evans
Hampton
Ayman R. Haroun
Hunter L. Hazzle
Gloria B. Hensley
Li Horton
Jenny Marie Ingle
Abby M. Kerbaugh
John R. Ledford

Steven Mariani
Hannah T. McKenzie
Jamie M. McWilliams
Tiffany C. Moore
Raegan A. Paige
Arjun S. Patel
Lin Peng
Lucas R. Pepper
Wendy A. Peterson
Briana L. Price
Al Primavera
Bianca E. Savarese
Priyanka Shrestha
Kaitlyn D. Skidmore
Josh K. Stamper
Courtney Thompson
Jane-Kathrine White
Michael J. Whitman
Taryn T. Wilson
Kassidy L. Wolfe

***WELCOME
TO THE
AGD!***

MEMBER SPOTLIGHT

If you or any other KY AGD members have participated in any continuing education or advocacy promoting events, and/or community service events, please email me your pictures with a description of the event to share in our quarterly newsletters. Thank you! Email: michellecarmandmd@gmail.com

CALLING ALL DOCTORS! VOLUNTEERS NEEDED!

Norton Healthcare Prevention and Wellness is partnering with the Hispanic Latino Coalition and Doors to Hope to host its annual Hispanic Latino Health Fair on Saturday, August 5th, 2017 from 8am -12pm. Help do some screenings and make a difference in your community today and earn from CE credit as well. Please call Susan at 502-244-2005 or email Dr. Carman at michellecarmandmd@gmail.com.

FREE LDS DENTAL CLINIC VOLUNTEERS NEEDED!

Save the dates below! Treat patients, inspire and mentor pre-dental and dental students in local churches in Louisville, KY with a group of dedicated dentists.

Held on Saturdays usually 8:30am-1pm. June 17th, Aug 19th, Sept 9th, Oct 21st, Nov 4th, Nov 18th,

UPCOMING EVENTS

Upcoming Continuing Education...

Ohio AGD invites you to attend Two Day Live Patient Digital Smile Design Training August 18-19, 2017 ROE Dental Laboratory in Independence, Ohio

Hands-on Digital 2D Digital Smile Design DSD Project Via Keynote, Improved Diagnosis and Treatment Planning Skills. DSD protocol fosters true “Team Synergy” between the Restorative Dentist, Laboratory and Specialist. You will gain skills on how to Consult, Present, and Gain High Levels of Case Acceptance. **Click here for more [info](#).**

Central Illinois AGD and Southern Illinois University School of Dental Medicine presents: Anesthesia/Pain Control/Emergency Medicine

Stanley Malamed, DDS and Rick Ritt, BS, MA, EMT-Paramedic Friday, June 9, 2017 and Saturday, June 10, 2017

Southern Illinois University School of Dental Medicine, Hoag Hall Auditorium, Bldg. 283, 2800 College Avenue, Alton, Illinois **Click here for more [info](#).**

The **Chicago** Component of the Illinois Academy of General Dentistry Presents: The all 4-event Season Pass for 2017-2018 **Click here for more [info](#).**

The Season Pass has 4 Included Seminars:

#1 – 9/27/2017 – Mini Dental Implants: Single and Multiple Tooth Replacements and Denture Stabilization

#2 – 12/1/2017 – The Science and Technology of Treating Sleep Apnea

#3 – 3/9/2018 – The Ever-Expanding Role of the General Dentist

#4 – 5/11/2018 – Avoid Coding Errors; Excel in Insurance Administration

Tennessee AGD presents: Endodontic Breakthroughs and Concepts with Dr. Gary Glassman October 13, 2017 – October 15, 2017 in Nashville, TN **Click here for more [info](#).**

Kentucky Dental Association The 2017 Kentucky Meeting in French Lick, IN at the French Lick Resort August 24 to August 27, 2017 **www.kda.org**



Board Meetings...

Next KYAGD Board Meeting– TBD. If you are interested in getting involved with the board and attending our board meeting please contact Maegan Bennett at maegan03@hotmail.com or 270-401-3928.

Next KYBOD Board Meeting– July 8, 2017 at 9:00 am at 312 Whittington Parkway First Floor - Board Meeting Room Louisville, Kentucky 40222. For more information about attending a Board of Dentistry board meeting please contact the Board at 502-429-7280.