

# Hawaii Dental Association Journal



Fall 2017



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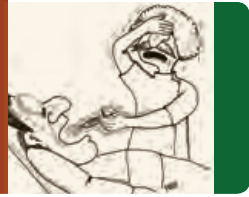
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*HDA President*  
**Chris Lee, DDS**

## Aloha HDA Members

**A**s 2017 comes to a close, and we look forward to a festive holiday season, I would like to take this opportunity to thank all of our members who have made my time as HDA president both fun and rewarding. It has been a great honor to have been asked to serve such a loyal and supportive organization.

This past year has been full of challenges and new beginnings. The HDA welcomed Kim Nguyen as our new Executive Director, and she continues to impress with her knowledge, professionalism, and leadership abilities. We also were able to establish our new community service program, the HDA Foundation, which just held its first and very successful fundraising event this October. The HDA Foundation will continue to seek out ways to serve the community and build upon the success of our Give Kids A Smile program.

In addition to the feel good vibe of our award-winning GKAS program, we also continue to see an ever-changing rules and regulations climate influencing our profession. As the legislative session picks up again after the New Year, please be on the lookout for legislative updates and requests for written testimony. Anything helps, and remember that crowd whispering in unison can sound like a roar.

Lastly, I would like to extend my most sincere mahalo to the great lifelong friends I have made and all of the other volunteers who have served our association this year. There are now more opportunities to get involved than ever before. The greatness of our association stems from the members who give their time and energy to make it so. 🦷

Mahalo Nui Loa,

Christopher Lee, DDS





*HDA Executive Director*  
**Kim Nguyen, MSW**

### **Aloha HDA Leaders and Members**

**T**ime sure has a way of moving quickly. Since our Summer Journal, your Dental Association has been feverishly working on many exciting initiatives:

The association's leadership held its strategic planning session on July 20 with support from the ADA (thank you, ADA!). This will chart our course—both work and resource-wise—for the next three years. Keep an eye out for this plan as we put the finishing touches on it; we hope you'll see yourself in the plan to help move it forward.

We've been receiving many inquiries in regards to the anesthesia/sedation and general supervision bills that passed this recent legislative session. The Hawaii Board of Dental Examiners is well aware of the questions that these bills have generated; we continue to monitor their work and decisions, and will forward on relevant information.

Summer and Fall sure seem to be the time for back-to-back conferences. Several of our leaders have represented Hawaii at the following conferences: President-Elect, Management, Western States Presidents, and ADA District 14th Caucus I. While each has its own purpose, each conference gives Hawaii an opportunity to shine. (It also reminds me of how beautiful our state is, and there's nothing like coming home from the mainland!)

Speaking of Hawaii state, President Chris Lee and I just visited with our Kauai and Hawaii County Dental Societies and are scheduled to visit with Maui County as this Journal goes to print. We're always appreciative of our neighbor island colleagues, who each face challenges and successes in delivering quality oral health care unique to their communities. Thank you for inviting and hosting us and spending time talking story.

Online registration for our January 2018 Annual Convention is now open! Go online to [www.hawaiidentalassociation.net](http://www.hawaiidentalassociation.net) and register now, before courses fill up. For many of you who may be wondering, HDA will not be providing an Ethics course in 2018, but worry not! The ADA will offer it in October 2018 during the Annual Meeting and Convention, while Hawaii plays host. The 2018 Convention will be my first with Hawaii, so be sure to stop by and say hi! Many thanks to the Dental Education Program for its hard work and long hours, with special shout-out to Chair Dr. Jaclyn Lum, in putting the 2018 Convention together.

I hope by now you've received the great news that our HDA Foundation has launched. My thanks to HDA's Board of Trustees for supporting a young organization, that aims to provide charitable oral health initiatives and education, for the people of Hawaii. The Foundation will lead community-based work that only a 501c3 can. Please join me in recognizing the Foundation Board for their hard work in getting the Foundation up and running: Drs. Gary Yonemoto, Scott Morita, Jeffrey Sonson, and Rose Tan. And welcome to Drs. Chris Nakamura and Chris Lee for joining in on the fun!

So stay tuned! We'll be busy closing out 2017 and preparing for 2018, but our staff here is always available to answer any questions and provide support. We'll be on the lookout for your call, email, or even a drop-in visit!

Thank you for being our valued member! 🍷

Mahalo,

A handwritten signature in black ink that reads "Kim Nguyen". The signature is fluid and cursive, written over a light-colored background.



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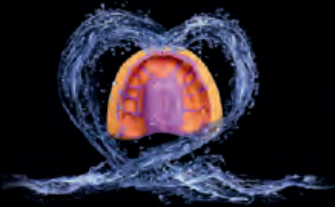
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# Hawaii on the Road!

## HDA Leadership

In addition to summer vacations and regular business, this summer was a busy time for Hawaii leaders and staff who attended several annual Conferences with our fellow colleagues and states:

President-Elect Dr. Robert Baysa attended the **President-Elect Conference**, where the stage was set for incoming 2018 leaders. The Conference opened with a sharing of current state of affairs within each state, of best practices, successes, and of challenges and areas of opportunities. Sessions included addressing business and customer relationships to build loyalty and retention, and membership.

Right on the heels of the P-E Conference was the **Management Conference** attended by association staff throughout the dental family. The week-long

conference was most helpful and timely for Hawaii's new Executive Director, who met her counterparts and gained information on the inner workings of organized dentistry.

This year, the P-E and Management conferences overlapped for a couple of sessions to build cohesion and consistency among incoming leaders and supporting staff. Attendees heard from panelists, including ADA Executive Director Dr. Kathleen O'Loughlin, on Board Governance and Leadership. Particular best practices about organizational management were shared that Hawaii may incorporate into future work. This overlapping concept was well-received. We are awaiting word if this will continue at future conferences.

Leadership again, this time with the Presidents and state Executive Directors from the Western States, convened in beautiful McCall, Idaho for the **Western States Presidents Conference**. This two-day meeting allowed each state to address any current or upcoming ideas or initiatives and to solicit feedback from fellow states. The intimate nature of this conference—13 states and 3 district trustees attended—allowed colleagues to share one-on-one and more in-depth experiences.

In preparation for the ADA House of Delegates (HOD) meeting in October in Atlanta, the 7 states from the 14th district (Arizona, Nevada, Utah, New Mexico, Wyoming, Colorado, and Hawaii) met for Caucus I. Initial resolutions to be presented



at the ADA HOD were reviewed and discussed. 14th district states will again convene for Caucuses II and III while in Atlanta. The Delegates and Senior Delegates in attendance were: Drs. Ed Cassella, Neil Nunokawa, Patsy Fujimoto, Curt Shimizu, Lynn Fujimoto, and Chris Lee.

Regardless of conferences, the goal to connect leaders and colleagues for further sharing and support was the constant theme. The next event, at the time of this publication, is the **ADA's House of Delegates** in Atlanta, GA, during the ADA Annual Meeting. We'll provide an update of that meeting in the next 2018 Journal. 🍷



# America's Dental Meeting 2018

## Honolulu, Hawaii

Calbert M B Lum, DDS  
 Chairperson, Committee on Local Arrangements: ADA Hawaii 2018

With the conclusion of America's Dental Meeting in Atlanta, Georgia, the journey for the ADA to Hawaii begins. Do save the date, and plan to attend this exciting, much anticipated convention for October 18–21, 2018. This will be Hawaii's fourth ADA dental convention.

Volunteers will be needed and our committee of Drs. Derek Ichimura, Darryl Teruya, Joe Chu, Rachel Yorita and Jackie Lum will be recruiting for speaker hosts, room hosts, and a few for directional leads. There will be a booth at our annual HDA convention in January 2018, which we are encouraging you to come inquire and sign-up for these positions.

Some enticing considerations for interested volunteers to note will be having your registration fee of \$125 waived; CE credits will be given if you host a lecture course that offers it; and the course fee will also be waived and a meal ticket will be allotted for that day of hosting duty. In previous conventions every volunteer expressed having memorable experiences. It'll be twenty-nine years since the first ADA convention occurred in 1989 and nine years since the last one came to town in 2009. We prepared well then and will do so this time around again with your willingness to volunteer. We are looking forward to seeing you at our HDA convention booth! 🍷

# Calendar of Events

## November

- Mon., Nov. 20 Board of Dental Examiners
- Thurs., Nov. 23 HDA office closed—Happy Thanksgiving

## December

- Sat., Dec. 2 Annual Hawaii County Dental Society Xmas Party; Hilo Bay Cafe
- Tues., Dec. 5 HDA Executive Council
- Thurs., Dec. 7 Honolulu County Annual Meeting and Holiday Party
- Mon., Dec. 25 HDA office closed—Happy Holidays

## January–February 2018

- Mon., Jan. 1 HDA Office closed—Happy New Year!
- Thurs., Jan. 9 HDA Executive Council
- Thurs.–Fri., Jan. 18–19 HDA Annual Convention, Honolulu Convention Center
- Thurs., Jan. 18 HDA House of Delegates, Ala Moana Hotel
- Thurs., Feb. 8 HDA Board of Trustees

Please contact the HDA office or your local dental society with any questions, for more information, or to list your event.

# E Komo Mai!

## New Members

- Andrea Braun, DDS
- Bren Chun, DDS
- Paula Gardner, DDS
- Brandon Kanetani, DDS
- Andrew Kim, DDS
- Zachary Lee, DDS
- Jessica Liu, DDS
- Sonal Naik, DMD
- Neil Oishi, DDS
- Gavin Uchida, DDS
- Anna Truong, DMD
- Joshua Westphal, DMD

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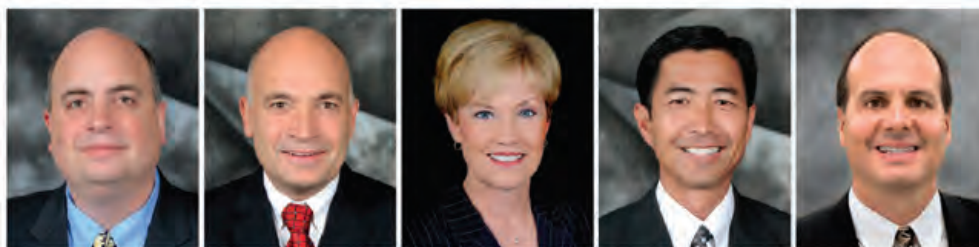


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# HDA Member Voices Matter with Leaders at the Legislature



By HDA Legislative Consultant  
Melissa Pavlicek

Leadership changes in the state legislature will likely affect decisions on oral health-related legislation in the 2018 state legislature. The House has a new Speaker, Scott Saiki, and new health chair Rep. John Mizuno. Rep. Roy Takumi returns as chair of the House Consumer Protection Chair, a position he held only since mid-session in 2017 after serving for about 20 years at the helm of the House Education Committee. In the state Senate, three members (Senators Tokuda, Green and Espero) have announced their candidacy for lieutenant governor even though they will remain in leadership positions this year—with Green chairing the Human Services Committee, Tokuda chairing the Labor Committee, and Espero chairing

the Housing Committee. Senator Roz Baker returns as the Senate Consumer Protection and Health Chair, with Tokuda now serving as her vice-chair.

What do the leadership changes mean for dentistry?

Bills that were introduced last year about dental assistants, licensing reciprocity, and funding for adult dental Medicaid will be available for Hawaii legislators to consider, plus about 3,000 more bills are expected to be introduced. The Hawaii state auditor is expected to submit a report to the legislature with recommendations to establish minimum requirements for dental assistants. What those requirements are and when they will be established will be decided in large part

by the key leaders at the state capitol.

The voice of dentists will be heard by those leaders

only to the extent that dentists individually and collectively speak out.

Hawaii Dental Association Executive Director Kim Nguyen and Lobbyist Melissa Pavlicek have met with many of the new leaders, including Takumi, Tokuda, and Mizuno. They've also met with House Education Committee chair Rep. Justin Woodson to discuss school-based oral health. Nguyen and Pavlicek have closely monitored and testified at meetings of the state Board of Dental Examiners. The board recently approved sending administrative rules, including those that will allow dental assistants to administer topical fluoride, to public hearing—HDA member engagement in those hearings will be very important to their outcome.

Working in close collaboration with the HDA legislative committee and its chairs Drs. Norman Chun and Glenn Okihiro, Nguyen and Pavlicek are preparing draft legislation to advance HDA's oral health agenda. HDA will seek to proactively request introduction of bills that benefit the greater community.

Finally, a meeting of dental association advocates and government affairs professionals from across the country will gather in Texas in December to discuss trends, data, and legislative strategies. HDA will be represented, and it is hoped that lessons learned in other states will strengthen the advocacy efforts for oral health here. 🍷

**December 8 - 9, 2017**     **The USC 16th International Endodontic Symposium**  
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 Fabricio Teixeira, DDS, MS, PhD (USA), Mahmoud Torabinejad, DMD, MSD, PhD (USA),  
 Rafael Roges, DDS (USA), Ilan Rotstein, DDS (USA) Symposium Chair

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### Getting to Know

# Dr. Robert Baysa

## Our HDA President-elect

Robert Baysa was born in Omaha, Nebraska to his parents, Norberto and Rosalina. He is the eldest of four children. His siblings are a sister, Lisa, who resides in Santa Maria, California, who has one daughter; a brother, Mike, who lives in Omaha, Nebraska and has two daughters and one son; and a second sister, Julie, of Billings, Montana who has one daughter, one son, and three grandkids. Robert is married to Lora and has one son, Zachary, age 23 who is a senior in college. They have two dogs, Caramel, a Lhasa Apso, and Hiwa, a Malinois/Pit Bull mix. For fun he enjoys golf, Harleys, walking the dogs, taking his wife to cello lessons, light yardwork, and, as he says, “Yup, watching the Hallmark channel.”

Robert grew up in Wahiawa on Uluwehi Street and lived within walking distance to his schools. He attended Trinity Lutheran grade school through middle school and is a graduate of Leilehua High School.

Robert attended Creighton University first as an undergraduate starting out as premed to follow in his father’s footsteps as a physician. He said, “My father gave me ten years to get a degree or I would have to pay my own tuition.” He found he was better at taking the DAT, especially the spatial analysis portion, so he switched gears and applied to dental school after getting a Pharmacy degree in 1982. He graduated from Creighton dental school in 1986. He decided on a career in dentistry because he had the opportunity to be his own boss and spend time with his family, and finds it rewarding and challenging at the same time.



By HDA Member  
Dr. Candace Wada

He recalls that while in dental school at Creighton it was “shirt and tie.” Long hours were spent studying during the first two years in the library then moving on to clinic and getting his requirements done. He said, “Creighton clinical rotations were great.” He especially enjoyed the oral surgery rotation and the community service clinics.

After dental school graduation in 1986, he started military dentistry in the Hawaii Air National Guard in 1992 and retired from the USAF Reserve after twenty years of service. He volunteered back in the day when HDA was with Olelo as a sound audio monitor during the dental shoots. He was on the Dental Examining Board in the 90’s and was a grader for the state board exams. He worked briefly at Halawa prison and did military exams in a MASH exercise on Fort Shafter for a privatized company for the Army Reserves.

After 31 years practicing dentistry, he has found that local insurance plans are not keeping up with the national average fees. For the last 10 years, porcelain crowns have not increased \$100. Corporate dentistry is in Hawaii. There has never a better time to be in solo practice.

Robert has reconnected with organized dentistry and his involvement in the HDA. He said, “Dr. Lili Horton approached me about 3 years ago at the House of Delegates meeting.” Eventually the timing was right for him to get more involved in HDA leadership. He added, “I would suggest that it is good for young dentists to start somewhere in the association, maybe as a delegate in the House of Delegates or as a Board of Trustees member.” He says, “No matter what, get involved.” Recently the HDA formed the HDA Foundation, a 501(c)(3) which was created to be the face of the HDA in public awareness events like GKAS (Give Kids a Smile). He said, “Think of it as creating a legacy in dentistry.”

He feels the big game changes for him are CEREC and metal-free restorations, 3-D imaging, Invisalign, implants, orthotics, neuromuscular dentistry, sleep apnea treatment, biomimetics, the Wand local anesthetic delivery system, and the Scheduling Institute. One of the other things that has



improved the practice is buying his own building. Despite all these many changes in dentistry, some things haven't changed. He said these include "the passion that we have caring for patients, involving them in treatment options, using specialists who share the same outlook in oral care, creating a family legacy of wellness to total healthcare."

"There are patients that are difficult to please or to relate to but many patients will trust you if at first they know you care. God is good." His advice to other dentists: "Know your vision, your values, and give service to those who come to you. Have trained staff to handle the phones, the admin/clinical processes of a practice, and awesome hygienists. Something coming up with the HDA, is developing a strategic plan. That is also true in your personal and professional life. Come support the HDA convention. Make use of the ADA profile website with the huge marketing program being done for patients to Google you." 🦷



Robert Bayesa then



Robert Bayesa now

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# Honolulu County Dental Society Beach Clean-Up

The 12th Annual Honolulu County Dental Society (HCDS) Beach Clean-Up was held on Sunday, July 30, at Ala Moana Beach Park. Over 250 members, guests, and sponsors volunteered their time to help keep our beaches clean. Volunteers were provided breakfast and t-shirts commemorating the event. After eating a bento breakfast, volunteers walked to all corners of the beach park collecting trash and recycled items to be taken away.

We would like to thank Central Pacific Bank, Fortune Management, Henry Schein Dental, Patterson Dental, and TDIC for their support for the event and Hawaii Dental Service for co-sponsoring the bento breakfast. The HCDS Executive Committee would also like to extend a huge mahalo to all of the volunteers at the event. Without your time and effort, the event would not have been such a great success. We look forward to seeing everyone again at next year's beach clean-up! 🦷





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# Meet Your Foundation

By Gary S. Yonemoto, DDS, MS

The Foundation has arrived! There is always a great satisfaction when a project comes to fruition. After one year of talking about the concept, the Hawaii Dental Association Board in mid-2016, decided to form a three-member committee to research and form a Foundation for the HDA. The committee consisted of Dr. Scott Morita, Dr. Jeff Sonson, and myself.

As with any new project, there were many obstacles in our path and many “hoops” to jump through. However, our committee never lost sight of the objective. We all shared the vision that our members needed

an avenue to be able to donate their services, money and supplies to be able to help promote dental health to the community in need. Finally, in July 2017, all of the effort proved successful as the HDA officially established the Foundation as one of its programs.

We are set up as a 501(c)(3) public charity versus a privately held 501(c)(3) foundation. This was done for legal and compliance reasons.

We have a simple mission statement: To promote oral health by supporting community access to oral care, educational

programs, and other charitable community outreach programs.

Our energetic Board has many activities and programs planned for the Foundation. Our hope is to have The Foundation be the public face of our association. You can only imagine how this will impact our image and advocacy efforts. Also, I am please to report that we are working on our strategic plan which we hope will be accepted by the HDA board in early 2018.

We are also busy planning for the “Give Kids A Smile” event in February 2018.



Many of you probably attended our fundraiser “Under the Sea” on October 14, 2017. Mahalo to all that attended and made donations.

As with all Foundations, we need to raise funds for our charitable activities. Please visit our website: [www.hawaiidentalfoundation.org](http://www.hawaiidentalfoundation.org), to obtain more information on our activities, to make a donation, to request a grant, or to volunteer your time to get involved.

Together, we can make the Foundation strong, meaningful, and the most important program in the HDA. We invite you to “Help Hawaii Smile.” 🍷

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## It is our honor to introduce your Foundation Board and Officers

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*(Dr. Lee assumed this liaison role earlier than expected, and will serve a one-year term.)*

### Board members

Drs. Christopher Nakamura and

Rosemarie Tan

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Dr. Scott Morita

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# Standing in the Landlord's Shoes

## What Landlords Want from New and Current Dental Tenants

By Jeff Grandfield and Dale Willerton – *The Lease Coach*

Securing and maintaining a commercial tenancy isn't always an easy process. For one reason, landlords and tenants have different motivations. For the landlord, owning commercial property and leasing space to tenants are their primary goals. For the tenant, however, leasing space is not the primary goal. Instead, the tenant should focus on running a profitable business or providing great service. The property you lease is a place to attract patients to your practice—it's not an end unto itself. Dental tenants don't always want to lease space; it's simply a requirement if they want to see their business goals come to fruition—a means to an end, if you will.

Therefore, landlords and tenants are not equal. The tail can't wag the dog. If the landlord is the dog, then the tenant is the tail. And, as we know, dogs chase their tails. Consider that a dental tenant typically only has one landlord, whereas a commercial landlord may have hundreds (or even thousands) of tenants. The relationship between a tenant and landlord is not like an equal marriage with common goals.

It amazes us how, during the leasing process, many landlords avoid meeting their tenants—and most tenants avoid meeting the landlord. When it comes to new lease deals, often there's a real estate agent (or two) brokering the deal between the parties. Rarely, in our experience, does the agent try to bring the landlord and tenant together to meet

personally or to even talk by telephone. Being busy is no excuse. If a tenant isn't creating a relationship with the landlord and making deposits to that relationship, how can the tenant ever expect to make a withdrawal when they need a favor? A personal meeting with a landlord can work well for current dental tenants approaching their lease renewals—this will give you a better chance to talk, remind the landlord of your leasing history with him, and ask questions.

You may have your tenancy request rejected. This may be done for any number of reasons. Often, a smart landlord is striving for a specific tenant mix within his/her property. Consider that if a landlord is developing a retail plaza, they may want franchise and large corporate retail tenants to help draw customers to the property, but their vision may not include a dental practice. Landlords may be interested in a dental tenant for the property but may be seeking a much larger dental practice than you are prepared to open or may want to steer you towards a less visible and less desirable space that you are prepared to accept. Additionally, landlords sometimes reject tenants who have insufficient capital or bad credit scores. We have also seen landlords reject a tenancy based on the length of term the dental tenant desires as they have plans to redevelop the plaza in the near future. If you want to save yourself a lot of time kicking tires on different properties, find out what the landlord

wants right up front. Ask the agent, "Do you think the landlord wants a dental tenant for this property?" The agent's answer will let you know if the landlord does or doesn't want your type of business in his property.

Lease renewal requests can also be turned down—while dental tenants are often long-term, stable, and trustworthy tenants (and appreciated by landlords), the landlord may prefer another type of tenant in the property or simply need your commercial space for your neighboring tenant who wants to expand (even if you are a stable, rent-paying tenant, the landlord may lean towards working with another tenant who wants to grow his/her operation). The key on a lease renewal is to approach the landlord well in advance of your lease expiring. By doing so, you can better understand their expectations and plan accordingly whether that means exercising your renewal option, if you have one; negotiating agreeable terms; or planning to relocate (if needed). Allowing for 12–15 months lead time on lease renewals is not unreasonable. 🦷

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*For a copy of our free CD, *Leasing Do's & Don'ts for Dental Tenants*, please e-mail your request to [JeffGrandfield@TheLeaseCoach.com](mailto:JeffGrandfield@TheLeaseCoach.com). Dale Willerton and Jeff Grandfield – *The Lease Coach* are Commercial Lease Consultants who work exclusively for tenants. Dale and Jeff are professional speakers and co-authors of *Negotiating Commercial Leases & Renewals FOR DUMMIES* (Wiley, 2013). Got a leasing question? Need help with your new lease or renewal? Call 1-800-738-9202, e-mail [DaleWillerton@TheLeaseCoach.com](mailto:DaleWillerton@TheLeaseCoach.com) or visit [www.TheLeaseCoach.com](http://www.TheLeaseCoach.com).*





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# The Dirty Truth about Dental Marketing Providers

By Wendy O'Donovan Phillips

A September 2017 analysis of 11 dental marketing providers revealed some startling findings.

With more practices clamoring for digital marketing, the top three services provided by these agencies are search engine optimization (SEO), website development, and social media strategy.

A surprising 91% of dental marketing providers offer SEO, yet data from an earlier study shows that only 27% of patients surveyed in 2016 would search online for a dental practice.

Dentists are interested in SEO and will readily buy it from eager marketing salespeople—it sounds cheap and exciting—but it's not necessarily serving the practice well. SEO is terrific for brand awareness but doesn't translate into immediate patient traffic.

In more detail, SEO is an online marketing tactic that focuses on increasing a practice's web presence and boosting visibility of the website in the organic, non-paid areas of online search engines. Search engines such as Google, Bing, and Yahoo! are powerful forces in driving traffic to websites across the internet. Because there is so much information housed in search engines, websites can get lost in the cracks or buried below other results. SEO helps to push the website to the top of applicable search results and ultimately increase attention around the dentist's services and offerings.

SEO is a long-term marketing strategy and a process that can take up to a year

to start driving worthwhile results. More direct marketing tactics such as Google AdWords or direct mail can quickly get new patients through the door.

It's a myth that being #1 in search results is all that matters in dental marketing. There are so many varying factors that impact the ranking of search results. Search results vary from person to person, depending on each individual's search history, location, exact keywords, and more. Having high-quality, pertinent search results based on keywords is much more beneficial and important to the long-term success of any practice's online presence.

Of course, SEO is not all these dental marketing providers are peddling. A surprising 55% of them offer direct mail yet only 17% of patients surveyed in 2016 would pay attention to direct mail when selecting a dentist. Direct mail may still make sense for some practices in certain locations or when they have the desire to attract a particular demographic, but marketing providers may be over-selling direct mail.

And only 27% of dental marketing providers offer internal marketing, otherwise known as referral marketing. Yet 67% of patients surveyed last year indicated they would pay attention to a referral when selecting a dentist. In fact, "referral" emerged as the most popular of all marketing tactics in patients' minds.

There are more than 50 marketing tactics that a dental practice could deploy, and

of those, only a handful is appropriate right now. The majority of practices realize higher production dollars and profits when the marketing plan includes the right combination of brand/awareness marketing tactics, traditional marketing tactics and internal marketing tactics in addition to a few online marketing initiatives.

The only real way to uncover the mix that is right for your practice is to survey patients, ask what media captures their attention most, and invest marketing dollars there. Professionally developed demographic reports help as well. Only 9% of dental marketing providers studied complete target market research and develop a strategic marketing plan from those findings. The rest are simply shooting darts in the dark, and that is a phenomenal waste of hard-earned production dollars.

Be sure your marketing provider is on the right track by asking them five questions:

- What target market research was completed specifically for my practice?
- What data from the target market research indicated that these marketing tactics would work?
- May I see a detailed report with data supporting where my marketing dollars are being spent?
- What are the provider's revenues?
- What is the provider's client retention rate?


Not all dental marketing providers are created equal. More than half of the

providers analyzed had revenues under \$780,000, which are the average revenues for a single-dentist practice. If they can't market themselves to that point, their gimmicks likely aren't going to get a practice there or beyond either.

On the other hand, there are precious few dental marketing providers that boast revenues of over \$2 million and even more than \$8 million. These are the ones that have served the industry well for years, truly looking out for dentists' best interests. Be sure that yours is one of them! 🦷

*Wendy O'Donovan Phillips is CEO of Big Buzz, the nation's third largest dental marketing agency and only full-service firm. They offer more than 50 different marketing tactics, all backed by research. She is the author of KABOOM! The Method Used by Top Dentists for Explosive Marketing Results, which is on the Amazon Top 100 List for Dental Office Practice books. She has been honored by the American Marketing Association for excellence in her field, and she has been hired by the American Dental Association as an expert consultant in marketing*

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By Michael A. Peele, DDS




Michael A. Peele, DDS is the author of Bite Softly Please. A special thank-you to John M. Jones, DDS of Honolulu for the idea of republishing Dr. Peele's cartoons to the HDA Journal, sending a copy of his book, and obtaining Dr. Peele's permission to reprint the cartoons.

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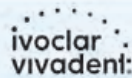
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