

# NEWSLETTER

## INSIDE THIS ISSUE

Inside this month's newsletter you will find information on the following topics & more:

- Current dental industry trends
- Information on Lacombe Sleep Dentistry
- A team spotlight
- Information on upcoming training events
- Information on our newest dental office (Burns Family Dental)
- Potential hazards & hazard control



**SWEET DELIGHTS AT BBQ EVENT**

Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.



## ANNOUNCEMENTS

Welcome to the Amity Newsletter!

Thank you to those that came out to our 2nd Annual Amity Summer BBQ! It was a great success and we can't wait to start planning for next year!



# DENTAL INDUSTRY

## TRENDS



## INDUSTRY TRENDS

The dental industry in Canada has experienced substantial growth in the past five years leading up to 2022. This can be attributed to an increase in patient visits and a rise in dental services. The industry's revenue is projected to grow at an annual rate of 2.0%, reaching a total of \$19.6 billion. The Covid-19 pandemic hindered the growth, which caused a decline of 6.8% in 2021. Fortunately, with the anticipated economic recovery, the industry is predicted to bounce back with a 2.0% revenue increase in 2022.

## DENTAL FACT

August 11th is "National Align Your Teeth Day". Aligned teeth contribute to the long-term health of your natural and restored teeth. Having straight teeth facilitates easier cleaning. Misaligned or crooked teeth create additional crevices where plaque can accumulate, increasing the likelihood of it being overlooked during brushing. Right now, patients can get \$1,500 off Invisalign at Middlesex Family Dental.

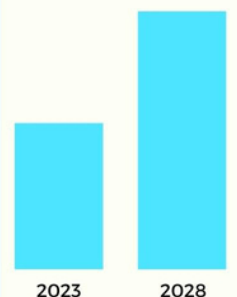
## DIGIDENTISTRY ANALYSIS

The digital dentistry market is projected to register a CAGR of 9.2% during the forecast period (2022-2027). North America is expected to dominate the market over the forecast period.

### Digital Dentistry Market Size

|                          |               |
|--------------------------|---------------|
| Study Period             | 2018 - 2028   |
| Base Year For Estimation | 2022          |
| CAGR                     | 9.20 %        |
| Fastest Growing Market   | Asia-Pacific  |
| Largest Market           | North America |
| Market Concentration     | Medium        |

### Market Summary CAGR 9.2%



Hospitals are expected to hold a significant market share over the forecast period. This is because, the growing geriatric population, projected to reach 1.4 billion by 2050, will drive demand for dental caries treatment and digital dentistry devices. With degenerative changes becoming more severe with age, increased dental visits are expected.



## WHAT IS DIGIDENTISTRY?

As per scope, Digital dentistry is a progressive field that employs dental technologies featuring digital or computer-controlled components, in lieu of conventional mechanical or electrical tools, to conduct various dental procedures. This contemporary approach optimises efficiency in restorative and diagnostic applications, elevating the precision and seamlessness of dental care delivery. By embracing digital dentistry, practitioners and patients benefit from improved outcomes, fostering a cutting-edge and patient-centric dental experience.



## Client Testimonials

”

My 6-year old son just had his dental surgery last December 2022 under Dr. Lacombe. The whole team of Dr. Lacombe which includes nurse Melissa and the nurse who look after my son for his recovery after his surgery really did an excellent job! We never had any difficulty regarding anything since day 1 to follow ups. I would definitely refer village walk dental clinic to anyone who needs dental assistance.

Roxanne B.

”

Awesome experience for my 6 years old son, and he can not remember anything; he was treated for tooth extraction with the whole process of sleeping and intubation. The entire staff was helpful, understanding, supportive, and very professional. 100% recommended. Thank you all for a great experience.

Marina G.

”

I just want to thank Dr. Lacombe and Shayma for doing a great job for my four year old daughter , we had a very positive experience at the clinic, Dr. Lacombe and Shayma are both very professional, friendly and very welcoming, they make you feel comfortable and not to worry too much. I like the feeling that we are valued client at their clinic, unlike others that all they want is your money.

Ruhama D.

## Contact Us!

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N6G 0W8  
Phone: 519-930-3341  
Fax: (519) 681-9176  
Email: [ga@villagewalkdental.ca](mailto:ga@villagewalkdental.ca)

Referrals are sent via our website  
[www.lsdental.ca](http://www.lsdental.ca)

## About Us

**Lacombe Sleep Dentistry** *Dedicated to Your Family's Comfort and Well-being*

**Patient-Centered Care** We offer specialized anesthesia services to ensure seamless, stress-free dental experiences for children and adults.

**Expertise in Pediatric Rehabilitation** Our specialty lies in providing full mouth rehabilitation for children restoring both function and aesthetics.

**Empowering Parents** We engage parents in our process. Every procedure is explained, every benefit clarified. Your child's dental health involves treatment, education, prevention, and ongoing care.

**Fair Pricing** We understand the financial concerns with dental procedures. Our commitment? Transparent, fair pricing and financial guidance.

**Minimal Wait Times** We respect your time. Our efficient processes and dedicated team ensure minimal wait times

## Meet Dr. Lacombe

Founder of Lacombe Sleep Dentistry, is a board-certified Dental Anaesthesiologist with a deep commitment to patient-centered care. With credentials from the University of Montreal and the University of Toronto, his expertise is unparalleled. Together with his highly skilled team of respiratory therapists and nurses, he strives to create calm, stress-free dental experiences for all patients, particularly focusing on the needs of children.



Lacombe  
sleepdentistry

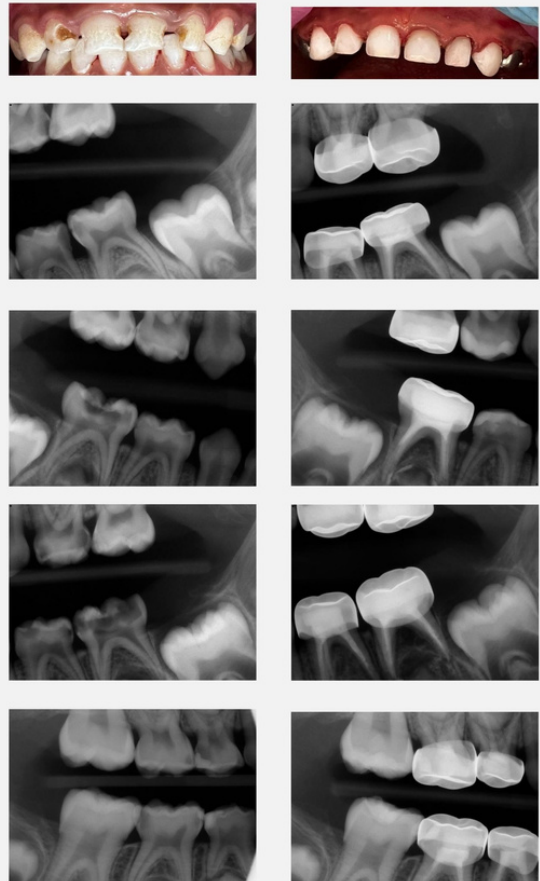
Providing comfortable dentistry  
Through sedation and anaesthesia



## WELCOME TO LACOMBE SLEEP DENTISTRY

At Lacombe Sleep Dentistry, we provide tailored anesthesia services for children and adults. Our mission is to ensure their utmost comfort and safety during dental procedures, helping them have a stress-free experience at the dentist.

Dr. Lacombe excels in transforming severely decayed teeth, restoring them to optimal function and aesthetic



# MARKETING



## SOCIAL MEDIA CONTENT

This is a reminder for staff members to take photos of patients, the office or staff, and email them to [socialmedia@amitymanagement.com](mailto:socialmedia@amitymanagement.com) for them to be posted to the office's social media pages. Kindly ensure the photo consent form is signed by the patients.

## HOW TO ASK FOR A GOOGLE REVIEW

When considering services, potential clients often turn to Google reviews as their initial source of information. These reviews play a crucial role in enhancing your local SEO.

- Provide excellent service
- Choose the right moment: It's best to ask for a review shortly after completing a transaction or providing a service.
- Personalize your request: Reach out to your customers personally rather than using a generic automated message.
- Keep the request simple by making it easy for your customers.
- Explain the importance
- Be polite and respectful

Asking for reviews is a continuous process, and the more positive reviews you accumulate, the stronger your online reputation will become.

## TESTIMONIALS SPOTLIGHT - 600 TECUMSEH DENTAL

★★★★★ a week ago **NEW**

The entire staff at 600 Tecumseh Dental is very professional & respectful ... I found Cathie, my hygienist, an outstanding & a caring professional. Dr. Jaz Takhar, is a super sympathetic professional. I found Dr. Yassin very professional too. The front desk staff is friendly, very helpful and respectful to all patients...]

★★★★★ 4 months ago

Switch to this dentist after mine retired and it was the best choice I made. Never have to wait more than 5 min when arriving for my appointments. Staff is very friendly and handle all of my billing for insurance for me, so I have nothing to worry about. Cleanings are quick and efficient! Had my wisdom teeth removed here right in office, was fast and easy.

If you are looking for a dentist I would highly recommend!



600 Tecumseh Dental



## Dental Care at Burns Family Dental!

At Burns Family Dental, we offer a comprehensive range of top-tier dental services designed to meet all your oral health needs. Our unwavering commitment to exceptional patient care ensures that you and your family receive the finest dental treatments available.

General [Dental Care & Hygiene, Dental Fillings, Root Canal Treatment, Periodontics]

Cosmetic [Restorative Dentistry, Dental Implants, Crowns & Bridges, Dentures, Veneers, Zoom Whitening]

Orthodontics [Invisalign & Traditional Braces]





# OPERATIONS



## POTENTIAL DENTAL OFFICE HAZARDS

Dental offices, like any medical setting, can have potential hazards that need to be addressed to ensure the safety of both patients and staff. Here are some common hazards found in dental offices:

1. Infection control
2. Exposure to hazardous materials
3. Radiation exposure
4. Ergonomic hazards
5. Needlestick injuries
6. Electrical hazards
7. Anesthetic complications
8. Medical emergencies
9. Slips, trips, and falls
10. Fire hazards
11. Patient allergies and medical conditions

## MINIMIZING HAZARDS

To ensure a safe environment, dental offices must implement strict infection control measures, provide appropriate training to staff, maintain equipment regularly, and follow established safety guidelines and protocols. Continuous assessment and improvement of safety practices are essential to minimize potential hazards in the dental office.



## MAINTAINING OFFICE CLEANLINESS

As outlined by the RCDSO, contact surfaces should be cleaned and disinfected between patients and at the end of the workday. Front desk staff should also sanitize high touch points in the reception area frequently throughout the day. This will eliminate the potential spread of diseases, minimizing hazards.

