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NEWSLETTER

INSIDE THIS ISSUE

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

- Current dental industry trends
- Meet New Talents
- Google Review Contest Winner
- Successful events
- Information on our newest dental office
- Hazard Apprehension and Safety Measures



CLEARCORRECT LONDON

The only limit to our realization of tomorrow will be our doubts of today.

"You take care of dentistry, we'll take care of you"



ANNOUNCEMENTS

Welcome to the Amity Newsletter!

Thank you to all participants and organizers who actively engaged in the IPAC seminar at Walkerville Dental, playing a pivotal role in its resounding success.



DENTAL INDUSTRY

TRENDS



WHAT IS SUBSCRIPTION-BASED DENTISTRY?

Subscription-based dentistry represents a care model offering uninsured patients affordable access to comprehensive dental coverage. It establishes a financially sustainable structure for dentists and dental organizations, enabling them to optimize the value of their current patient pool and expand their services without relying on a constant influx of new patients or practice acquisitions to support their growth.

DENTAL MISCONCEPTION

Dental radiographs often raise radiation concerns, but they're remarkably safe. Unlike medical radiographs, they use minimal radiation, employ high-speed technology and shield patients with lead aprons. Strict regulations ensure their safe use, and dentists only recommend them when necessary. The diagnostic benefits of dental X-rays outweigh their minimal risks. The use of dental radiographs is critical for proper diagnosis and treatment planning.

DENTAL FACT

Acid reflux, a common condition that affects millions of people, isn't just about heartburn—it can wreak havoc on your teeth. Acid reflux occurs when stomach acid flows back into the esophagus, often causing a sour taste, heartburn, and regurgitation. Unfortunately, the effects of acid reflux extend beyond discomfort. This acid can damage tooth enamel, making teeth more vulnerable to decay, sensitivity, and discoloration.

DENTAL HEALTHCARE SUBSCRIPTION MODELS

From 2012-2018, subscription businesses grew more than 300%, about five times faster than revenues of S&P-500 companies². And the healthcare industry has taken notice.

According to a 2021 survey of 19,000 dentists, a quarter of dentists nationwide offer subscription-based memberships.

Direct primary care memberships increased 241% nationwide from 2017 to 2021. Over that time, the average age of a direct primary care practice member has dropped from 46 to 40, proving young people are embracing the model⁴.

Healthcare subscription models start by identifying a universally valuable service for patients and aim to make it accessible to a broad patient base. When you adopt such a model, you're actively aligning a portion of your business strategy with the present and future needs of your uninsured patients.

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 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 PATIENTS HOW DID THEY HEAR ABOUT US?

Asking patients how they heard about your dental office is a valuable practice for understanding your marketing efforts and identifying areas of success. Here's a guide on how to effectively ask patients this question:

Be clear and concise when asking the question. You can say something like, "We're always looking to improve our services. Can you please share how you heard about our dental office?"

Provide options like:

- Did a friend or family member recommend you?
- Did you find us through an online search?
- Did you see our flyer?
- Have you read our google reviews?
- Did you find us on social media?

TESTIMONIALS SPOTLIGHT - QUEEN STREET FAMILY DENTAL

★★★★★ a week ago **NEW**

I had a cavity they got me an appointment fast from front office ladies to the Doctor they work professionally thank you

★★★★★ a week ago **NEW**

My hygienist was very friendly and explained everything that she was doing really well. Dr. Jas was equally friendly and explained my dental program well to get my teeth in tip top shape!

★★★★★ a week ago **NEW**

Very nice environment! Everyone is super nice :) best dental office I've ever been to!!



QUEEN STREET FAMILY
DENTAL



Dental Care at THE DENTISTRY PLACE

At The Dentistry Place, our foremost focus is on our patients and their unique requirements. We take the time to thoroughly discuss and evaluate all available treatment options, fostering an open and honest conversation with our dentists. Some of our services are:

- General Dentistry for all ages
- Cleanings
- White Resin Fillings
- Extractions
- Cosmetic Dentistry
- Crowns
- Veneers
- Root Canals
- Orthodontics
- Crowns, Bridges and Implant Restorations
- Ceramic Restorations

We help every patient achieve optimum oral health and a beautiful smile. Come see us!



OPERATIONS



DENTAL OFFICE GOWN LAUNDERING REQUIREMENTS

Public Health Ontario and the Canadian Standards Association have listed the following requirements for the on-site laundering of reusable/washable gowns in dental offices:

Rules to follow includes:

- There must be a dedicated space, physically separate from other areas of the laundering facility.
- This space should have a sorting area for soiled items, maintained under negative pressure.
- If unable to meet these requirements, consider using a commercial laundry service.
- Household and laundromat laundering are not recommended.
- Reusable gowns awaiting laundering should be stored in bins/containers lined with a barrier (e.g., garbage bags) to prevent contamination.
- For on-site laundering, use hot water and suitable detergent. If heavily soiled, consider adding a disinfectant like chlorine bleach.
- Scrubs worn as clinic attire may be laundered at home.

WHEN SHOULD HAND HYGIENE BE PERFORMED?

Hand hygiene is necessary:

- Before an aseptic procedure
- Before putting on gloves and after glove removal
- Before and after direct contact with individual patients
- After contact with environmental surfaces, instruments or other equipment in the dental operator
- After contact with dental laboratory materials or equipment
- Before leaving the clinical operator
- Before eating or drinking
- Whenever in doubt



HOW SHOULD HAND HYGIENE BE PERFORMED?

For effective hand hygiene, choose a 70-90% alcohol-based hand rub when hands are not visibly soiled, as it's quicker and highly effective. In cases of visible soiling (including glove powder) or after body functions, opt for plain or antimicrobial soap and running water. Use professional judgment, and if there's a risk of contamination with body fluids, wash with soap and water. Alcohol-based hand rubs are generally superior, except when hands are visibly soiled or exposed to body fluids.

