There’s been a massive amount of research into dental anxiety, with good reason: Dental anxiety keeps thousands of people from visiting the dentist every year. Children are especially susceptible to this anxiety, particularly if they have never been to a dentist before or they are unsure about what to expect.

Incentivizing visits will help them positively anticipate each trip, particularly if they are facing multiple visits for successive treatments. Here are a few ideas to help you create a program that fits your practice.

Help patients grade oral health
A daily oral health quiz helps keep young patients on track for oral care success. It can be as simple as a checklist with questions like: Have you brushed your teeth today? Did you brush twice today? Did you floss today? Have them bring their list in each visit for a special reward. A brushing chart works well for this and can be customized with your practice name and information so they’ll remember your positive reinforcement daily.

Challenge patients to succeed
There’s nothing a child will remember more than a challenge. The idea is to turn his or her oral health into a game. One tried-and-true method is the 2-2-2 challenge. At its essence, all you’re doing is asking children to see their dentist twice a year and brush twice a day for two minutes each time. Turn it into a challenge by giving them a practice-themed notepad and pencil to record their progress. That will entice them into forming good habits from an early age and keep you top of mind.

Offer tiers of prizes
For every cavity-free visit or step in the treatment plan, allow the patient to choose a higher tier of prizes. It gives kids something to look forward to and a reason to behave well and take care of their teeth. At their first visit, they might not have been able to get the plush animal, but you can explain they’ll be able to earn it with good behavior and habits over time.

You don’t need to break the bank for this, and the reward tiers don’t have to grow excessively. The difference between a bracelet and a heart necklace might be all the incentive they need.

Add to their collection
Limited edition collectibles are an age-old trick used to help people see an increased value in certain items. It works really well with children because they usually want the exclusive toys or stickers. The value grows if you have the full set, too.

By using “exclusive” prizes like keychains that come in different designs or stickers that can only be collected at subsequent visits, it gives a positive incentive to children who may need a lot of dental work. Rather than seeing their dental visits as a chore, they have a chance to complete their collection.
OUR ROOTS RUN DEEP IN PEDIATRIC DENTISTRY

SUMMER 2018

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BOOTH 507
Pediatric dentists and parents will love I Love My NuSmile

By Diane Johnson Krueger, NuSmile Founder and CEO

Since we started NuSmile more than 28 years ago, every step we’ve taken has been guided by one of two passions: Our passion for helping pediatric dentists be more successful, and our passion for restoring the smiles of pediatric patients.

Of course, our ideal initiative is one that allows us to indulge both passions, and that’s certainly the case with our new I Love My NuSmile service. The centerpiece of the service is ilovemynusmile.com, a dedicated website that helps parents not only understand the best restorative dental options available for their children but also provides a doctor locator feature that makes it easy for parents to find a NuSmile provider nearby who offers NuSmile’s market-leading esthetic pediatric crowns.

We’re very excited about educating parents about our two esthetic solutions – NuSmile ZR Zirconia crowns and NuSmile Signature Pre-Veneered crowns – that provide a combination of lifelike appearance, function and durability that is consistently confirmed by independent testing as well as by doctor and parent feedback. We believe that using ilovemynusmile.com, as well as social media and other convenient platforms, to make parents aware of these options and the dentists who offer them is not just the smart thing to do; it’s the right thing to do!

Our website went live May 1. We encourage pediatric dentists who offer NuSmile esthetic crowns to visit the site and apply by clicking the Dentist dropdown menu on the homepage and selecting “Sign Up.” Once they submit their information, a NuSmile team member will work with them to personalize their contact information, upload a photo and write their own practice description. Advertising campaigns to the public will begin on June 1.

We could not be more excited about the potential of I Love My NuSmile to help the best pediatric dentists in the United States and Canada connect with even more of the children who really need them.

Here in Honolulu
To learn more about the I Love My NuSmile service, stop by the NuSmile booth, No. 507.

Sign up for the I Love My NuSmile service today at ilovemynusmile.com.

(Photo/Provided by NuSmile)
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Visit www.dentsplysirona.com to learn more and schedule a demonstration today!
By Anutra Medical Staff

Anutra Medical, a medical device company, provides a local anesthetic delivery system that gives healthcare providers the ability to mix and dispense buffered anesthetic. This ultimately helps to streamline a practice’s workflow as well as enhance patient experience, according to the company.

The benefits of using the Anutra Local Anesthetic Delivery System are many, the company asserts. By buffering local anesthetic, practitioners can offer an injection that is fast-acting and reliable, allowing the majority of patients to get numb seven times faster than traditional anesthetic. Further, buffered anesthetic provides a more comfortable injection for patients. The average patient, on a Likert scale from 1 to 10 where 1 is “totally painless” and 10 is “very painful,” rates a buffered local anesthetic injection from the Anutra Local Anesthetic Delivery System a 1.81, averaging “painless.”

A major benefit of implementing buffered anesthetic into a health-care practice, particularly in the dental office, is the time savings. The average dental office reported between 15 and 20 minutes saved per appointment where buffered local anesthetic was used.

Anutra Medical has redefined how practitioners can receive their supply of local anesthetic by offering a platinum membership. This membership gives the dentist the option to receive everything they need to buffer and administer anesthetic in one simple membership package.

Traditionally, practitioners would have to piece together different components for giving injections, including but not limited to topical, syringes, needles and the anesthetic. Via the platinum membership, Anutra Medical provides this to the practitioner in one simple step. Further, Anutra provides other offers to its platinum membership, including working with Podium.

This week, Anutra announced its partnership with Podium, a leading customer communication platform for local businesses. Through its messenger and review products, practitioners are able to streamline their online review invitations.

Patients who have had an appointment are sent an invitation to review their experience via text within minutes, when reviews are most accurate and likely to be acted upon. This partnership will save dentists time as well as increasing the number and quality of their online reviews on Google, Facebook and other key sites.

By working together, Anutra is subsidizing the cost of a Podium subscription exclusively to its platinum members.

“We are constantly looking for innovative ways to help practices grow their patient base and spread the word that patients no longer should fear an injection,” Ryan Vet, VP of marketing at Anutra Medical, said. “Further, with the efficiencies that come along with utilizing buffered anesthetic in a practice, it only makes sense that we, Anutra, help our platinum members continue to grow their patient base to help their practice become even more profitable.”

Platinum members of Anutra are immediately eligible for the Podium offering and can contact Anutra for more information. Anutra will be subsidizing up to $1,650 off the first year’s subscription of Podium to eligible platinum members.
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Planmeca USA introduces its ULD certification program

By Planmeca USA Staff

In March, during the Hinman Dental Meeting in Atlanta, Planmeca USA introduced a unique certification program designed to encourage dialogue between patients and their dental practitioners on imaging radiation levels.

The Helsinki, Finland-based dental technology company, with North American headquarters in Roselle, Ill., manufactures and sells imaging equipment, such as the Planmeca ProMax® 3D family of units.

This CBCT system has a unique ultra-low-dose (ULD) feature that delivers a lower dose of radiation while achieving imaging quality that allows clinicians to provide an optimal diagnosis.

“A Planmeca ProMax 3D system using ULD can drastically reduce patient radiation by up to 77 percent — without a statistical reduction in image quality,” said Brett Hines, president of Planmeca USA.

Hines cited a study published by Dr. J.B. Ludlow and D. Koivisto that demonstrates radiation doses used in dental imaging can be reduced without loss of diagnostic quality. The company is not aware of any other dental imaging manufacturer, with an independent study, that can claim the same.

Because of attention in the lay press about this issue, it’s more likely that dental patients, too, may have questions and concerns.

To help encourage these conversations about imaging safety, Planmeca USA developed a complimentary ULD certification program exclusively for Planmeca ProMax 3D ULD-capable systems.

ULD certification program features:

• Planmeca ULD certified office display materials to inform patients that you are using advanced safety/quality care X-ray equipment.
• Access to downloadable digital materials for use on your website and social media outlets to educate and market your practice as Planmeca ULD certified.
• Ability to become part of a searchable database of Planmeca ULD certified dentists, for prospective patients who seek low-radiation imaging practices in their area.
• A complimentary program available to all practices using Planmeca ProMax 3D Ultra Low Dose enabled systems.

The Planmeca ULD certification registration program is available at www.planmeca.com/na/uld/.

To see the study, go to https://goo.gl/UPW5vL.