



PROTEA News



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Fall for Education

Welcome back to our fall edition of the newsletter. I have always found this to be such an interesting time of year. Kids are back at school, the mornings are cooling down, the days are getting shorter and yet I am really excited for the opportunities that lie ahead before our break at the end of the year.

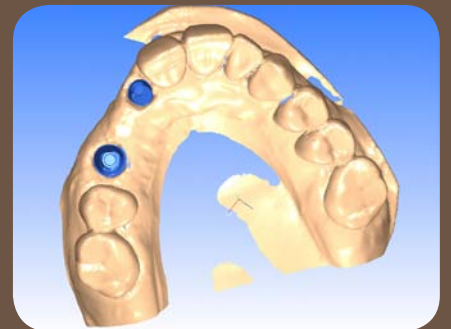
On Oct. 4 our Kois Study Club started another great year, focusing this year on cases and treatment planning utilizing the Kois diagnostic and treatment philosophies. We already have our first volunteer to present a case! We are involved with other study clubs in the area as well, including a new group

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How DIGITAL DENTISTRY Delivers for YOUR PRACTICE

There has been a great deal of talk about the impact of the digital dental laboratory, but how has what your dental laboratory does via digital dentistry affected your patients and your practice?

The initial introduction of CAD/CAM systems into the dental laboratory was led by one material—zirconia. However, CAD/CAM systems, particularly the software used for restoration design, have improved and the applications for the technology have multiplied. Besides streamlining our production processes, the technology has been instrumental in the proliferation of monolithic materials available today. These systems have become the workhorses of the modern dental laboratory. At the

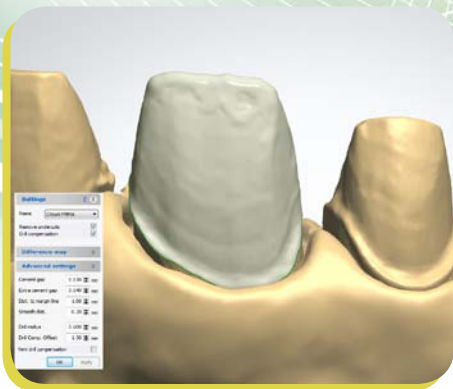



SPEAK YOUR MIND

We want to know what the most valuable piece of information you learned from this newsletter. E-mail your opinion to leon@proteadental.com.

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HOW DIGITAL DENTISTRY DELIVERS, *from page 1*

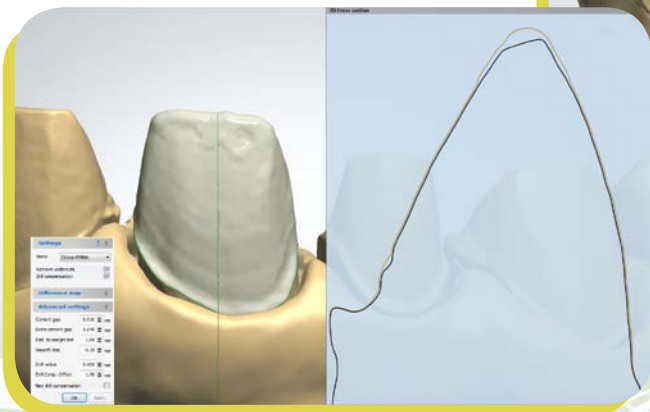
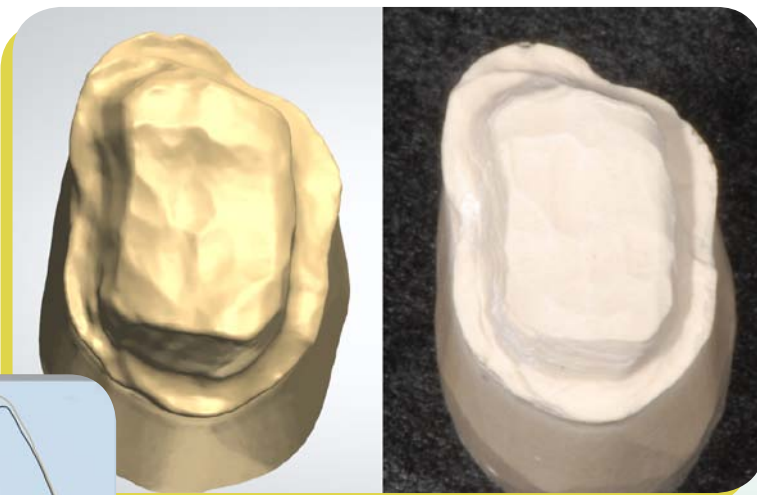
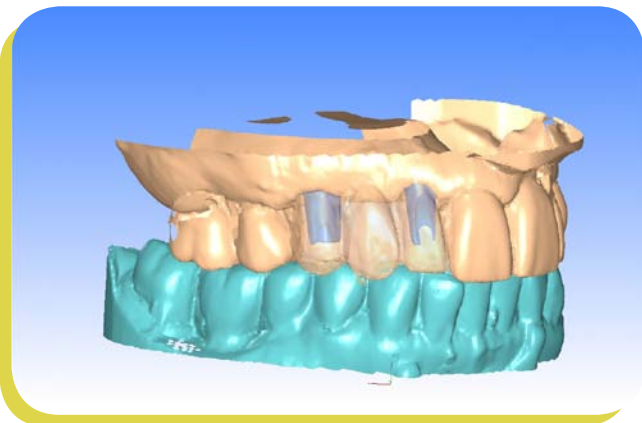
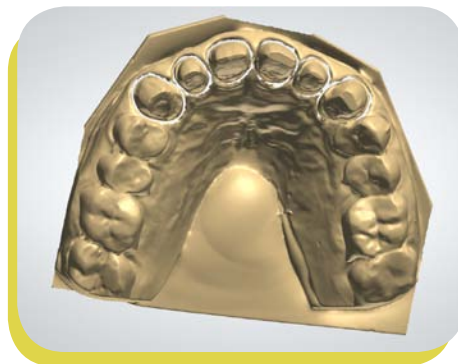
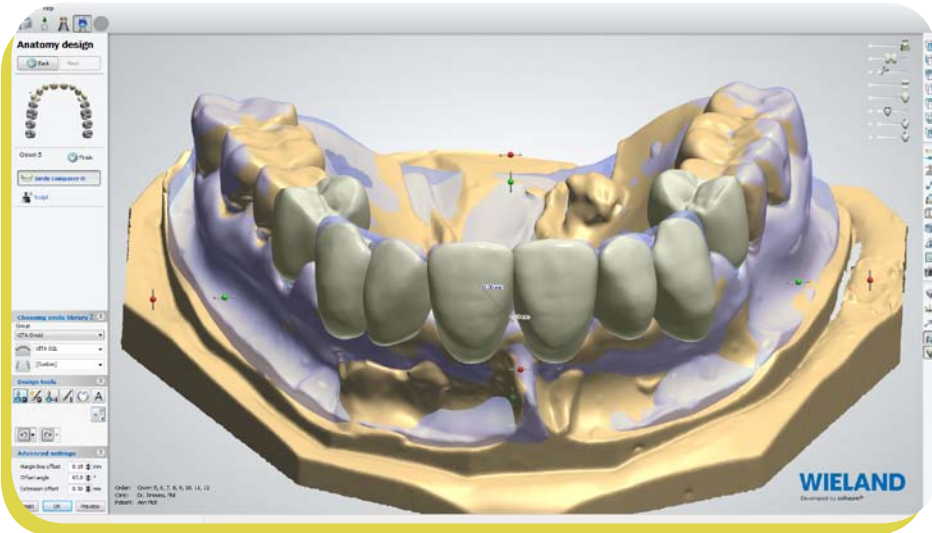


same time, they help us to deliver restorations to your practice with predictability at a reasonable cost.

As with any machine, the digital dentistry systems would not be as valuable without talented technicians operating them. Whether a case is milled in wax to be processed using a more traditional

technique or milled out of ceramic ready for processing, there is still a significant amount of time and effort spent to meet—or exceed—your expectations. We understand that every minute the patient is in your chair counts.

In our previous newsletter, we discussed the role of photography in the modern restorative practice. The digital camera has a great role to play in our ability to communicate effectively with your practice but it is enhanced by our ability to use freely available video communication tools such as Skype, Google Hangouts and Apple's Facetime to spend time discussing important aspects of your patient's care. ○



Social Media FOR DENTAL PRACTICES

BY LARRY HOLMAN

The world of dental care has explicitly changed and paved way for betterment for the past few years.

The prima fascia of the dental practice has evolved and it's no longer a business where you can put up a sign and expect a line of patients waiting eagerly to avail your services. That's noticeable on the internet. Dental websites are a norm and offer everything ranging from practice's information to appointments. The common belief is that everyone must have one.

The web is transforming regularly. It has turned out to be a booming community that allows for instant communication and information sharing. It's 21st Century and we are surrounded by the world of social media. Many dentists are entwining social media platforms by creating profiles on Facebook, Yelp, Twitter, and LinkedIn. These social networking websites allow dentists to be more engaging. Dentists can easily share their acquaintance and carve a niche for themselves, not restricting to a name and a logo.

So what does social media have in store for dentists? It provides a broader reach to the dentists because of large number of people using these platforms. Customary advertising through newspaper, television and radio ads is a pass. The alternatives to get information are in abundance now. More people are engaging in the internet than newspapers. More than half of the world's population browses Facebook for



more than an hour daily. Most dentists would love to reach those users in their area.

The results of Facebook marketing are positive. Operating a Twitter or Facebook account requires no monetary investment and hence the R.O.I. can be very high. As with the likes of Google, Facebook also offers some pay-per-click advertisement. That's an added advantage to promote your practice for free.

One of the paramount reasons dentists should use social media platforms over other dental marketing strategies because of their ability to build an online presence. Apart from building online relationships,

it allows dentists to express themselves and prove their expertise. Social media helps dentists to eradicate patients' and prospective patients' false concerns relating to dental procedures. In addition, it offers anonymity to the patients, allowing them to ask queries more freely. Dentists can solve their queries and it gives them an essence of professionalism.

Time management is a key attribute of social media for dentists. They must assess how much time can be spent on a campaign. Lack or more of it would nullify the benefit of a social media campaign. To reap full benefits of social media, it is important to update your profile at least once a day. As long as you keep your audience occupied with something, you are making an impact.

Believe it or not, social media is the future! Few years back having a website was considered a big achievement and now it is mandatory. Soon Twitter, Facebook, YouTube all will become inevitability from novelty. ☺

"OPERATING A TWITTER OR FACEBOOK ACCOUNT REQUIRES NO MONETARY INVESTMENT AND HENCE THE R.O.I. CAN BE VERY HIGH."

Remember OUR Warriors

The goal of Wounded Warrior Project (WWP) is to make a positive, lasting impact on the lives of injured service members on a number of levels. Wounded Warrior Project helps warriors and their families by:

- Raising awareness and enlisting the public's aid for the needs of injured service members.
- Helping injured servicemen and women aid and assist each other.
- Providing unique, direct programs and services to meet their needs.

With your help, WWP can foster the most successful, well-adjusted generation of wounded service members in our nation's history. Together, we can give them the psychological and physical support they deserve when they need it most. And, most importantly, we can do it without costing them a penny.

You can help. There are three primary ways you can lend your support.

1. DONATE

Your generous donation to WWP helps thousands of wounded warriors, and their families, as they return home from current conflicts. You can choose a one-time gift, or consider the Advance Guard monthly giving program. Visit woundedwarriorproject.org/donate or call 877.TEAM.WWP (832.6997) to get started today.

ANY TIME IS THE PERFECT TIME TO LEND YOUR SUPPORT AND MAKE A POSITIVE, LASTING IMPACT.



2. HOST AN EVENT

You can help Wounded Warrior Project honor and empower wounded warriors by hosting a community event. This is the perfect way to turn that neighborhood golf tournament or bike ride into an easy, fun, donation-generating event. For more information, visit woundedwarriorproject.org and click the Give Back link or call 877.TEAM.WWP (832.6997).

3. VOLUNTEER

We couldn't accomplish a fraction of what we do without our passionate volunteers. Whether you choose to help out at fundraising events or help raise awareness for our programs, each and every thing you do contributes an important part to the organization as a whole. At any given

time, WWP has hundreds of events in the works all over the country. To find out about current volunteer opportunities in your area, visit woundedwarriorproject.org, click the Give Back link or call 877.TEAM.WWP (832.6997).

Any time is the perfect time to lend your support and make a positive, lasting impact. To donate, volunteer, or give back to these warriors who have given so much, please visit woundedwarriorproject.org or call 877.TEAM.WWP (877.832.6997). ☺

The greatest casualty is being forgotten.®

© Wounded Warrior Project

FALL FOR EDUCATION, from page 1

organized with Dr. Mike Johnson. If you are interested in getting involved please, contact Angela or myself at 877-568 6181 and we will be happy to include you.

As some of you may have noticed we have been slowly populating our new website. It is certainly still a work in progress! We are interested in creating a page for your patients, to give them a little information about our services that would support their decision to trust you with their dental health.

If you have any ideas of things to include on that page, I would welcome your input, please call me at 877-568 6181 or e-mail to leon@proteadental.com.

I look forward to seeing or speaking with you soon! Please let us know how we are doing and click on this survey link: <http://www.surveymonkey.com/s/2ZDPRZR>.

Leon Hermanides, CDT