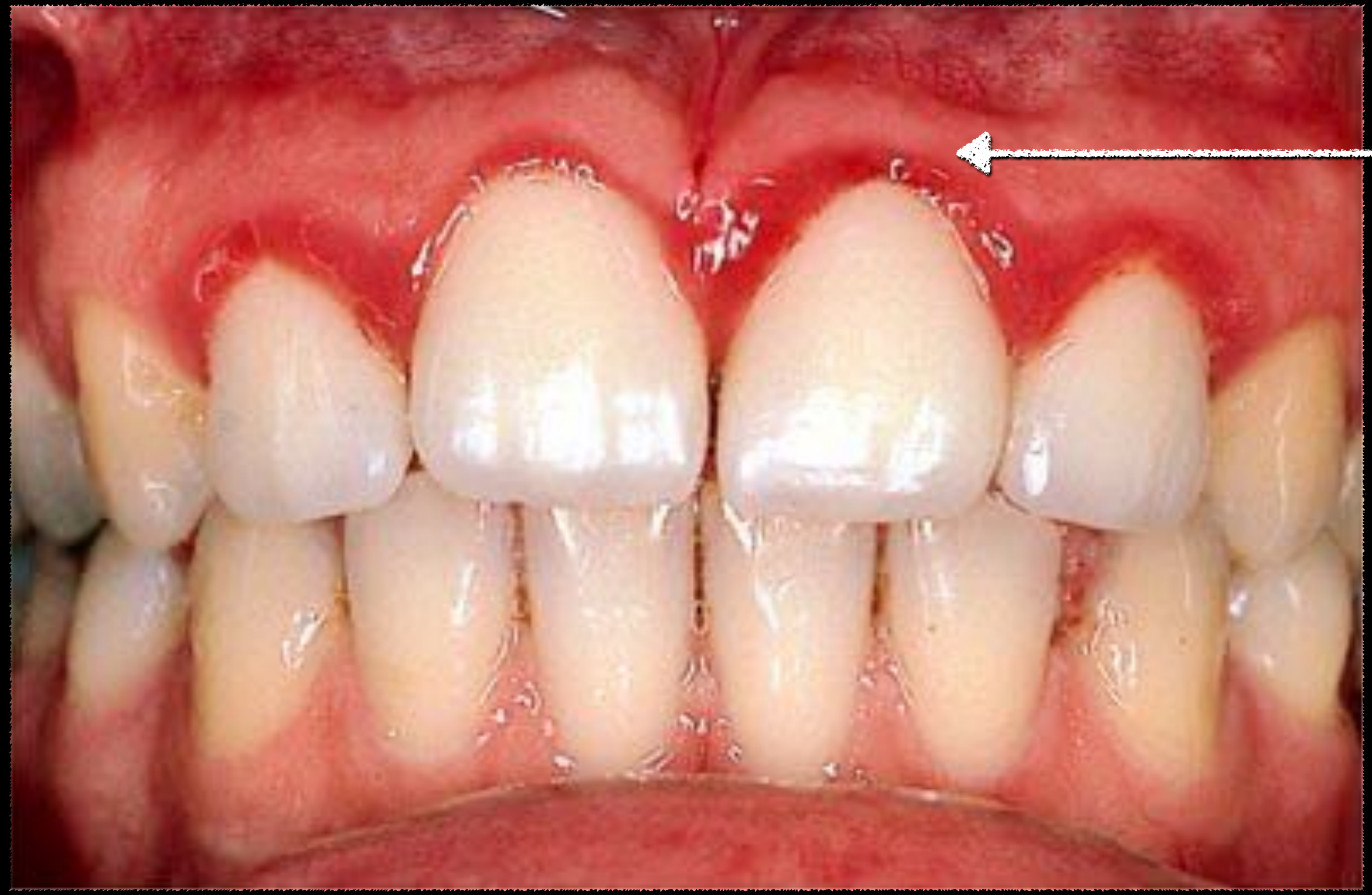


Maintenance

Marginal seal and the sulcus... the weak links



- Significant inflammation
- Incorrect emergence profile
- Poor contours
- Poor hygiene

Therefore... JR

Maintenance

Health and longevity will be based on:

- Polished and properly contoured ceramics
- Attention to the details regarding the bonding protocol for the ceramics
- Meticulous removal of any excess cements or resins
- Using mechanical and chemical products to keep the margins and sulcus clean
- Utilizing the correct techniques with any cleaning products, eg flossing or brushing
- Minimizing excessive acidic or abrasive exposure to the ceramics

Maintenance

What is the longevity of restorations?

Dependent on operator skill and experience

Dependent on laboratory skill and experience

Dependent on thorough diagnosis, e.g. occlusal considerations

Dependent on the patient's maintenance, as well as use and abuse

15+ years, assuming above factors are met!

Pre-op

2005

2025

Maintenance

What are the do's and don'ts?
What to use for maintenance?
How to maintain ceramic integrity?
What is the longevity of ceramics?

Questions?



Maintenance

What are the do's and don'ts?

Do's

- Do - be conscientious with your hygiene
- Do - use aids designed in maintaining ceramics/resins
- Do - have regular check-ups with your dentist
- Do - use ADA approved cleaning products
- Do - wear your prescribed "nightguard"

Don'ts

- Don't - use teeth as tools, e.g. don't open beer bottles with your teeth
- Don't - chew or crunch ice!
- Don't - expose ceramics to excessive acidic products
- Don't - expose ceramics to excessive staining foods or liquids
- Don't - smoke!

Maintenance

How to maintain ceramic integrity?

Influencing factors to consider

Ceramics, though dense, are water soluble over time

Dentistry does not have a “perfect” marginal seal between tooth and restoration

Exposure to temperature changes, acids, bacteria and occlusal forces

Patient's behavior and habits

10 workflow modules to master comprehensive esthetic therapy

Diagnostics, smile design and tx plan

Interdisciplinary communication

Tooth preparation and design

Impression techniques

Prototype restorations



Materials and adhesion

Laboratory considerations

Cementation fundamentals

Maintenance

Marketing strategies

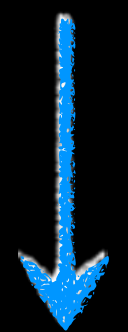
M marketing strategies

How do we get new patients to contact the office??



Marketing strategies

"Old style"



Hang up your plaque
Reactive
Conservative



"Modern style"



Diverse exposure methods
Proactive
Progressive, creative

Patient centred strategy the office

Marketing strategies

Questions for the dentist?



Marketing strategies

Why market?

What marketing options are there?

How do we implement our marketing?

Who can help us with our marketing?

Where and when do we market?

Marketing strategies

- 1) Word of mouth
- 2) Printing press
- 3) Radio
- 4) Billboards
- 5) Yellow Pages
- 6) Magazines
- 7) TV
- 8) Internet (banner Ads)
- 9) Social Media!! - targeted

*Evolution of
marketing*

Marketing strategies

Office décor

Technology

AACD Accreditation
Internal

Staff

Displays of *your* treatment



Remember, it's all about the experience!

Marketing strategies

External

Traditional advertising

Word of mouth

Promotions

Websites

Personalized App

Media exposure

Social media!!



Marketing strategies

Media exposure

TV interviews, local and national

Magazine interviews

Newspaper interviews

Radio interviews



Requires an "in", e.g. PR, to be free

Marketing strategies

In the past most marketing roads lead to...



Traditional marketing

Internal marketing

Marketing strategies



Today most marketing roads lead to...

Internal

Internet

Social media

Websites

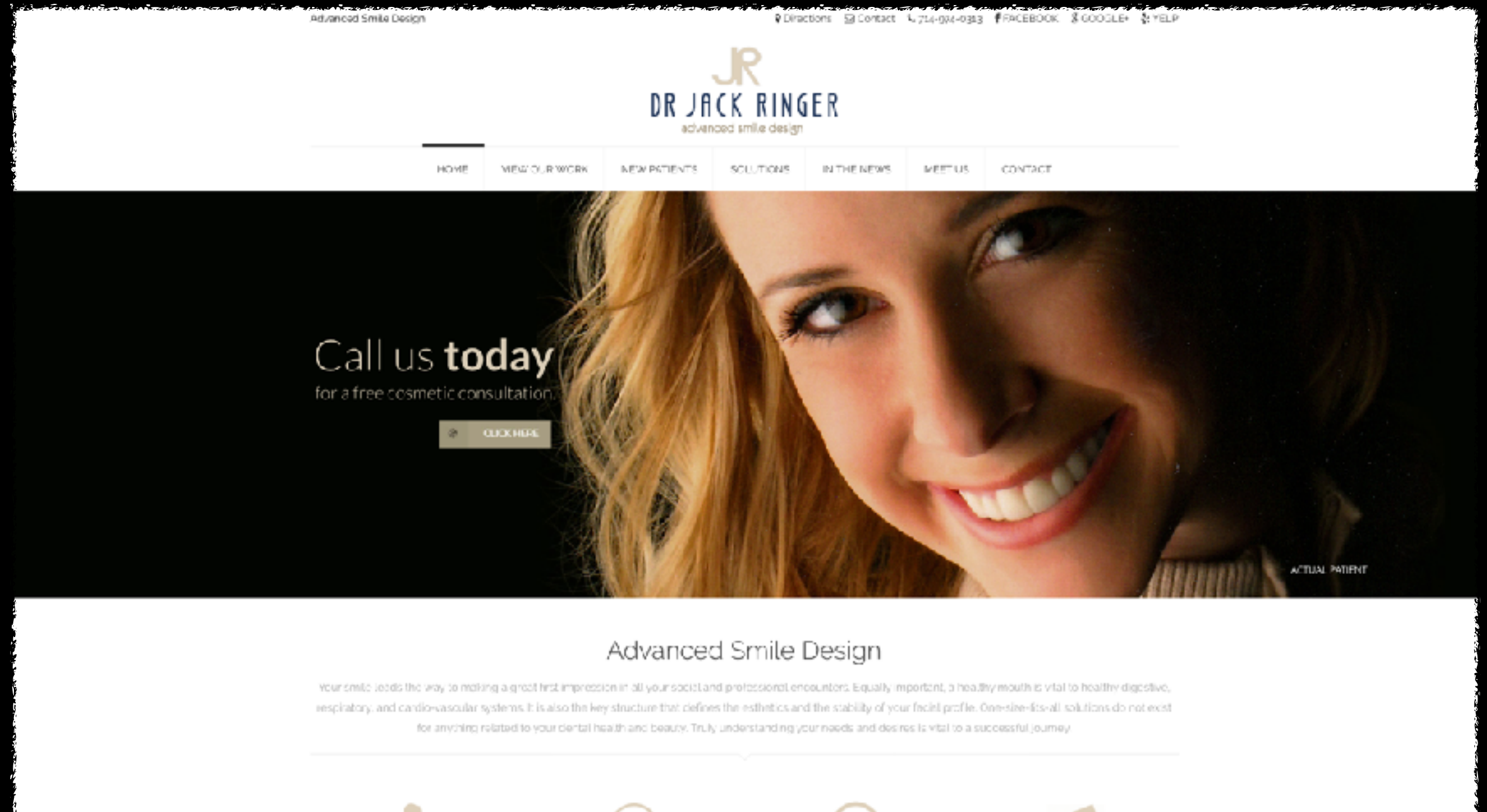
Traditional



Marketing strategies

module 10

Marketing tip #1



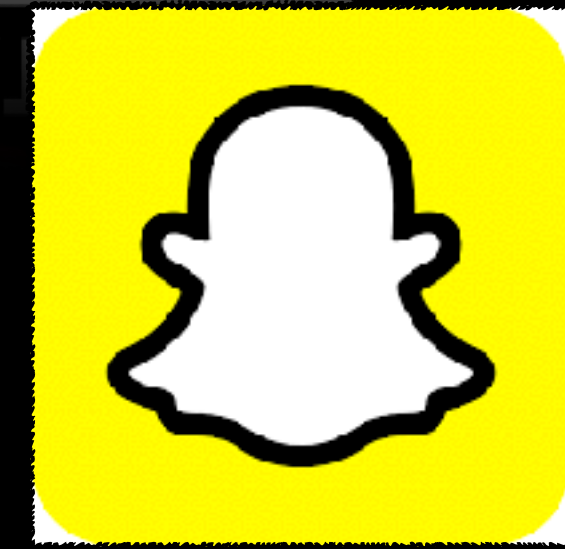
Marketing strategies



Marketing tip #2

Where it's all at!!!

Marketing strategies



Sex and global branding MS...

Marketing strategies



But why?

What has changed in our culture that has lead to social media being so important?

Marketing strategies



Simply, it was the
introduction of the

Smartphone!!

Marketing strategies

module 10



Marketing tip #3

Marketing strategies



Easy to do

Extremely important for:

Websites

Social media platforms

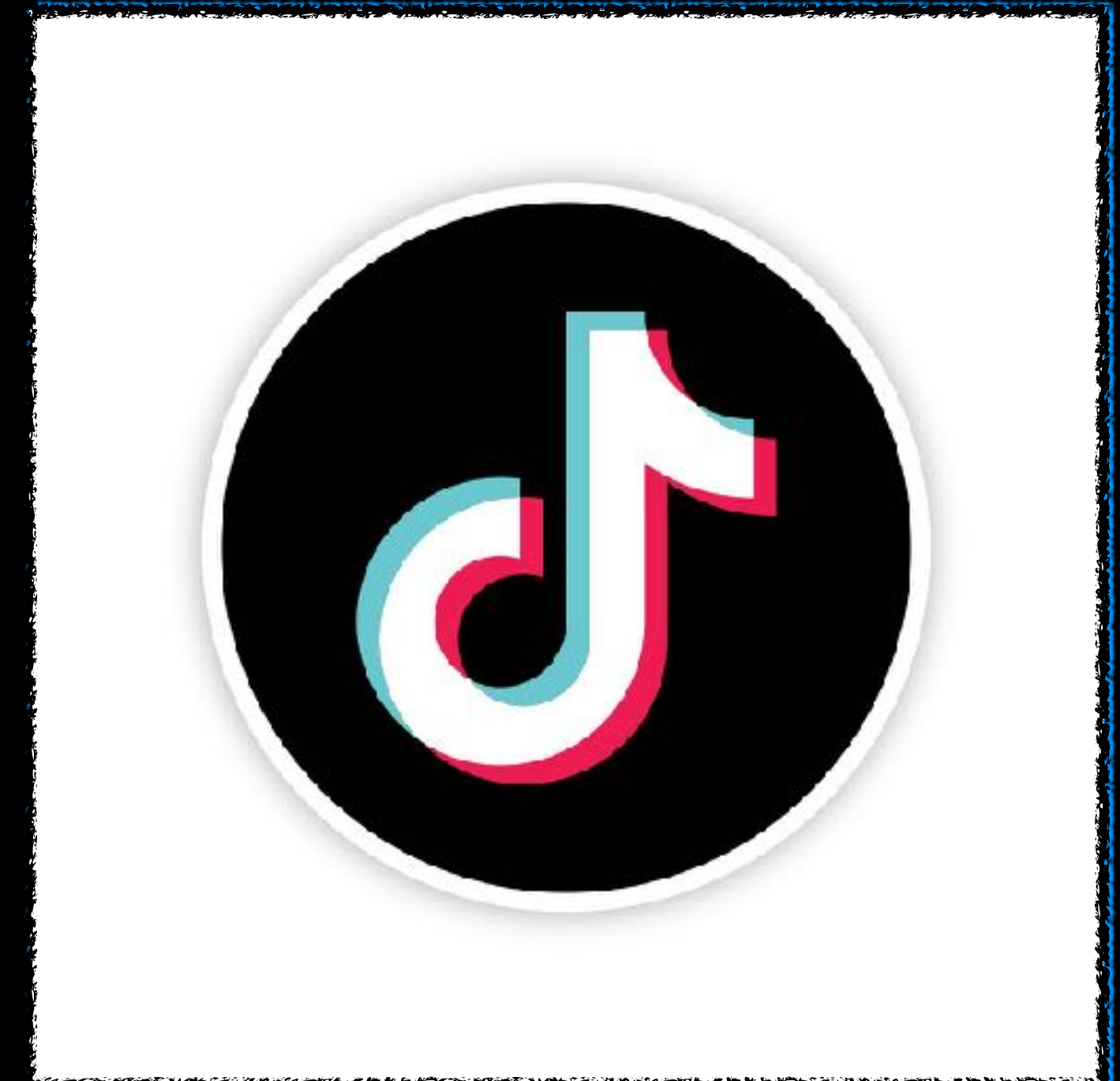




Short videos

What is Tik Kok?

TikTok is a social media platform for creating, sharing and discovering short videos.





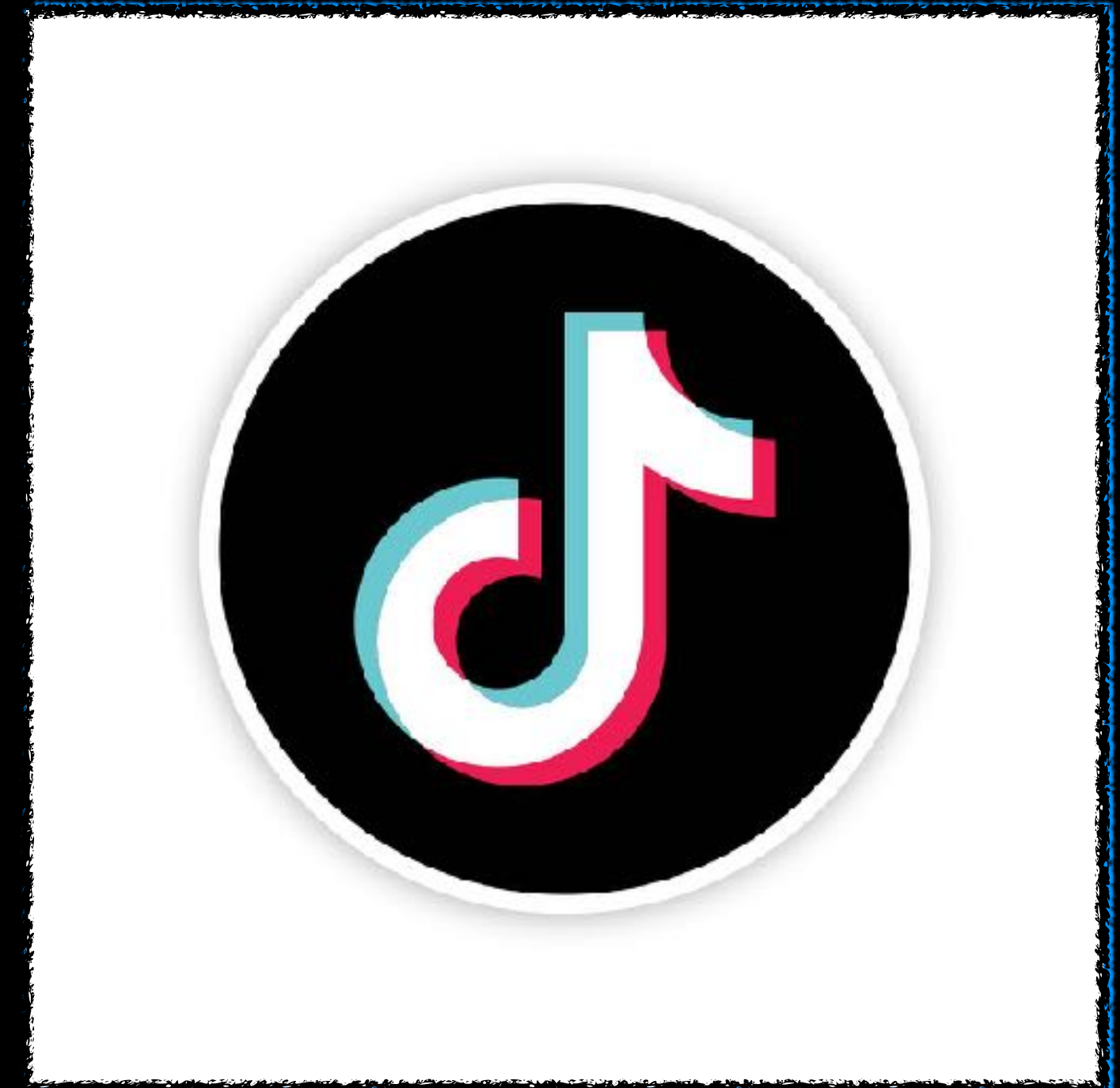
Marketing strategies

module 10

Short videos

Why is TikTok so popular?

TikTok users feel comfortable on the platform and are even excited to engage with one another





Marketing strategies

New way for Generation Z to interact and communicate.

Kids and teenagers love it!

The phone is an extension of their body for generation Z.

Social media: My Space to FaceBook To Snapchat to Instagram to Tik Tok.





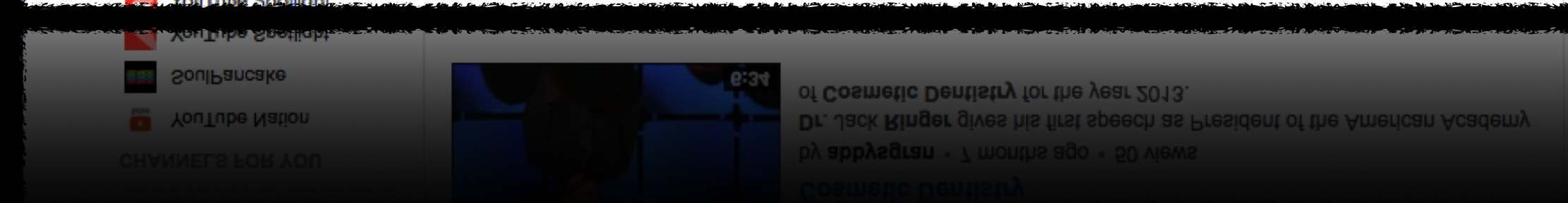
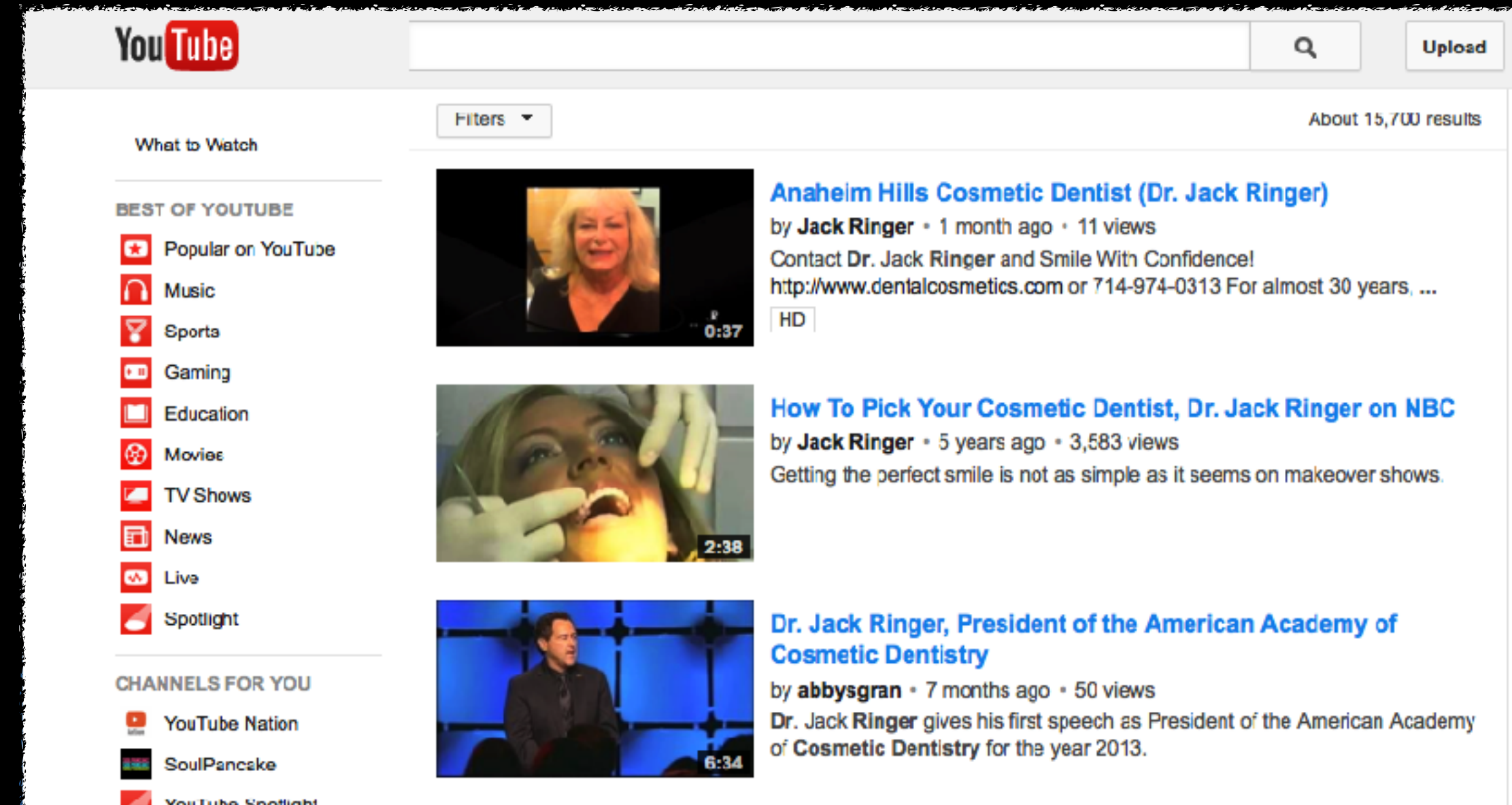
Marketing strategies

YouTube

The largest and best global platform to build your digital footprint

Form your own practice YouTube channel!

Owned by Google!!





Marketing strategies

Internet commercials on YouTube

Two types of internet commercials:

Simple patient testimonials with mobile devices

Higher end spots with professional cameras, sound and lighting





Marketing strategies

module 10

Video testimonials





Marketing strategies

Brand exposure

Turn your patients into ambassadors

Targeted to your specific area

Can create a business page

Changed marketing forever

Free!

Facebook

facebook

Facebook helps you connect and share with the people in your life.





Marketing strategies

Photo sharing

Instagram is an online photo-sharing and social networking service that enables its users to take pictures, apply digital-filters to them, and share them on a variety of social networking services such as Twitter & Facebook.





Marketing strategies

Post to Twitter

#ilovethedentist



This is what your patients are doing...when you leave the room.



Marketing strategies

module 10

Twitter

Electronic messaging service

Only 280 characters per tweet

One of the most powerful marketing tools ever created!

Engage and interact with potential patients



LinkedIn



Virtual Chamber of Commerce Meeting



Marketing strategies

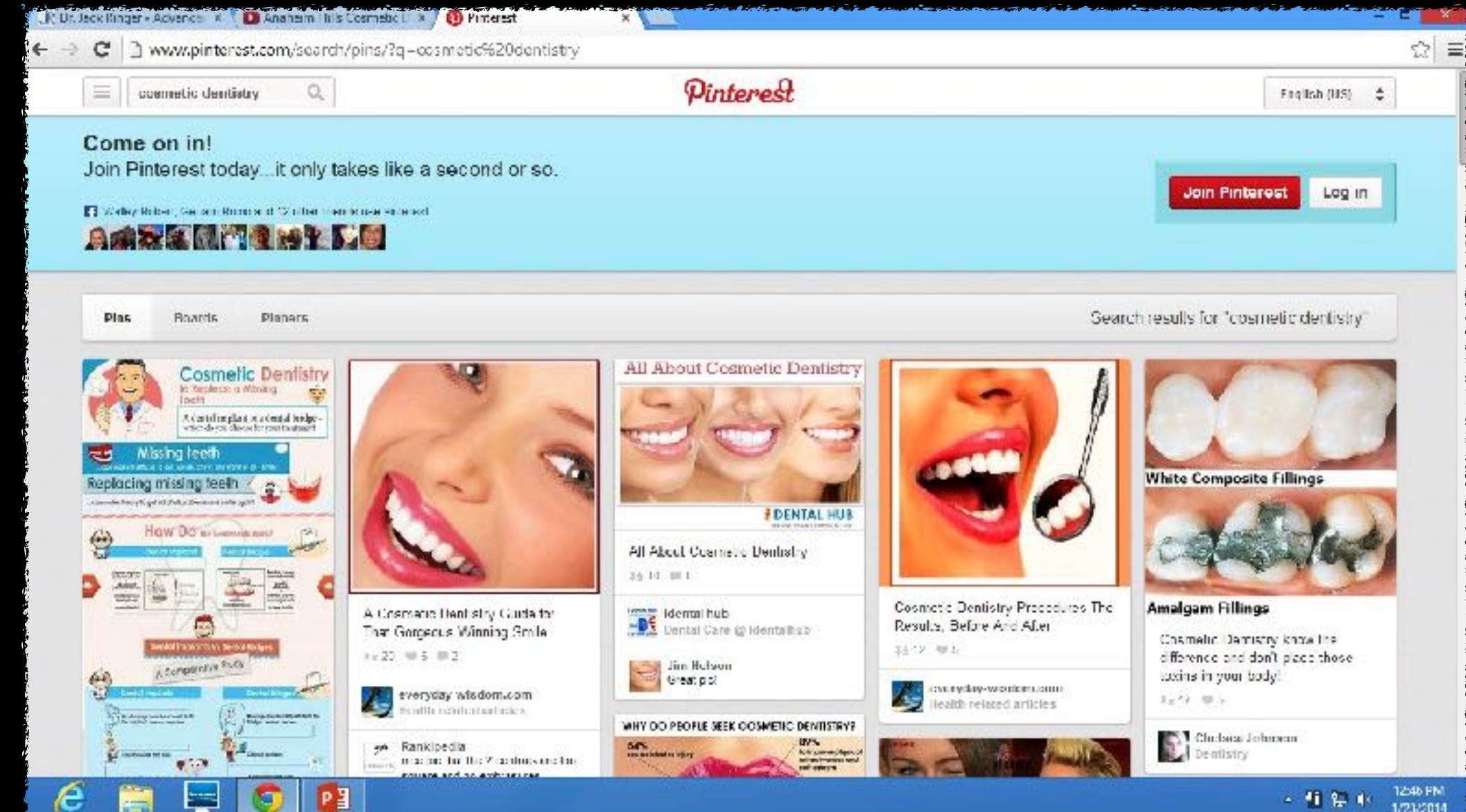
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Pinterest

Virtual bulletin board

Third most popular social

media site in the U.S.





Marketing strategies

Blog

Inboard marketing

The main reason to blog is to
socially interact ultimately
increasing SEO organically!





Marketing strategies

module 10

Blog

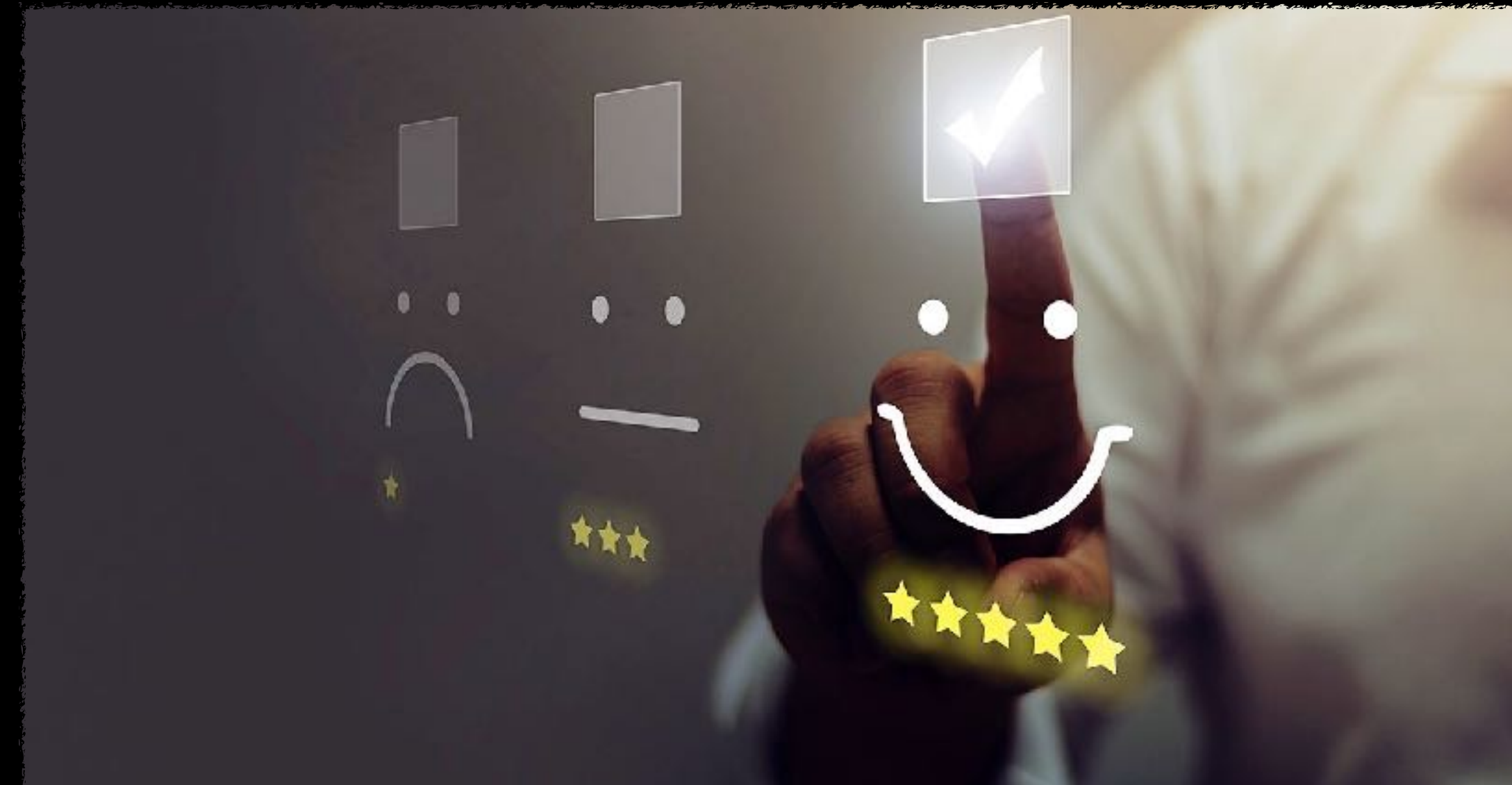
Inboard marketing

This form of social media marketing is best managed by an outside source or intern writer to be most effective



Marketing strategies

Marketing tip #4



Review sites

Google+ / local

Can be automated, e.g. Podium

Budget for Google Ad words!

Different IP address than office

Reviews need to be unique in nature

Space them out

Important for SEO optimization!!





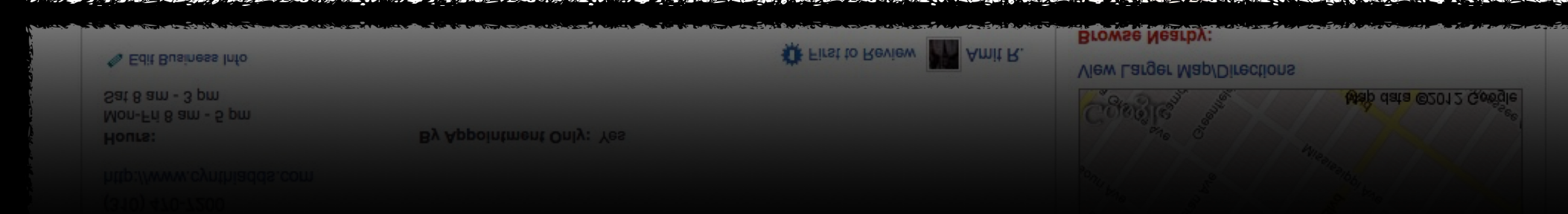
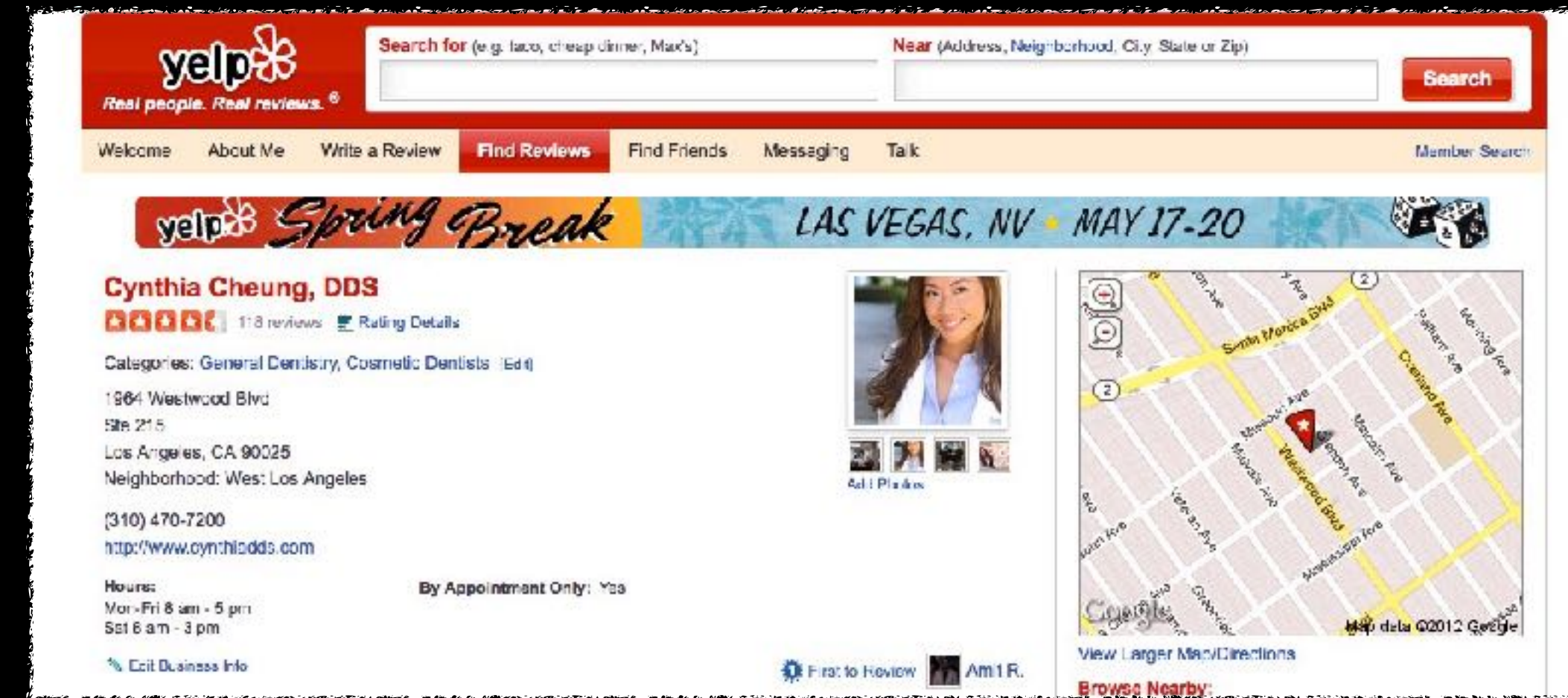
Marketing strategies

yelp

The power of the 5 Star review

Comment on good and bad reviews

Check your page



Marketing strategies

Choose your platforms!



Marketing strategies

“Either write something worth reading or do something worth writing about.” - Benjamin Franklin



Create your own digital footprint!

Marketing strategies

How we do we do it all??

Ourselves?

Staff? **Managing your**

Hire a VA (virtual assistant),

social media

Contract an outside source!

e.g.



I'm Going to

AACD
2024

EXPLORE. DREAM. DISCOVER.

NATIONAL HARBOR, MD

April 3-6



I'm Coaching!
AACD Esthetic Skills Studio
hybrid study club

starts january 2024 

aacd.com/study-club