

Laura Justice, DMD, FAACD

AACD Member Since

1999

What position are you applying for?

American Board of Cosmetic Dentistry

Are you an Accredited Member?

Yes

Provide your condensed bio in one paragraph

Dr. Laura Justice graduated with honors from the University of KY Dental School and has been in practice since 1989. She currently owns, with two other partner dentists, 5 dental practices in and around Lexington, Ky. These practices also employ 8 other associate dentists who Dr. Justice enjoys mentoring. She is an accredited and fellowed member of the AACD and currently serves on the board of the ABCD, as well as being an accreditation examiner. She also is a member of ADA, KDA, BGDS, AGD, AACA, LEAD Mastermind Group and numerous study clubs. Laura is passionate about her children, grandchildren and her dental comfort dog GiGi.

List current or previous volunteer leadership positions (committees/boards) you've held within the AACD

Chairman of Marketing Committee, New Member Relations Committee, Accreditation Examiner, and currently serve on the board of the ABCD

Describe any leadership experience you've had within your community or other dental organizations

I led for five years in my community with other dentists and dental professionals a charitable dentistry day called "Dentistry from the Heart"

Have you served on boards in the past? If so, what have you learned from this experience?

I served on the Kentucky Board of Dentistry for 4 years, I learned a lot about pushing through trivial matters to get to the meat of the information, so that we could be effective and timely with our board while not wasting each others time.

Why are you applying for this position?

I am applying for this position because I have enjoyed serving on the ABCD for the past three years and I feel I have a lot more to give. I have always been passionate about the AACD, but especially the credential which I believe validates the dentist as an expert in cosmetic dentistry. We have created some great new initiatives and I would love to continue the work!

What is your vision for the future of the AACD?

I believe the future of the AACD should always involve the importance of credentialing because I believe that is what keeps the academy relevant and vital. I also believe the future has to involve strategic partnerships with others who also believe in esthetic dentistry, and those at the top of the field of dentistry in general as part of our educational curriculum. I also believe the academy should continue to pursue the new graduate dentist because I believe our academy not only promotes cosmetics but quality comprehensive dentistry.

We are interested in learning about your leadership skills and organization style. Tell us what we could expect and how you work with others. Be specific.

I have led committees and various organizations, and most importantly my team on a day to day at my practice and I believe that my leadership style is an adaptive or situational one. I listen to my team, and build strong relationships and find solutions through collaboration. I think it is

important to always know "your players" or who you are leading. I believe that the AACD needs this type of leadership especially now as we continue to see big changes in our world. We need to be able to adapt strategies to the changing dynamics, to be able to pivot and have the emotional intelligence to recognize the organizations needs and the ability to act on these needs and they will require putting all our efforts and working closing together to keep the organization vital.

Serving the AACD requires people to take on projects and see them to completion, often working with others to accomplish specific goals. Tell us about your accomplishments and approach to fulfilling obligations.

Once I have been given a project, I typically gather information concerning the details and goals of the project and then work hard to get it completed. I usually like timelines or deadlines, as I find that helps you in getting the work done. I have implemented many projects within the 6 practices I own, one specific example recently is streamlining all offices to a cloud based software and another is creating and accomplishing an digital workflow between all 5 offices.

I have accomplished most of my major goals in life by being single minded about completion.

The AACD offers our members a superb opportunity to form friendships which could be brought into conflict when policy decisions or approaches must be addressed. Tell us about how you might balance those friendships when policy or ethical issues create such a conflict.

It is my hope that anyone holding a position on any board would understand that as adults we may have different opinions on what should and should not be done, and various ways in which we would accomplish things. But it is also my hope that we would all conclude that we want what is best for the academy and its membership. I would take personal effort to always follow up with a friend who I may have had a conflict with just to let them know that I value them and their opinion even if it is different than my own.

What do you bring to this position that is unique or distinctive? How will you make a difference?

I am a critical thinker who loves working with others to solve problems.

I like to be creative and think outside the box, I believe we need to continue the fresh ideas that are currently happening and new create ideas to help grow the academy back to higher quality members s and I believe we need to make the credential more desirable for younger dentists to want to achieve it.

Please give us an idea of where you see your interests and expertise supporting the advancement of the AACD strategic plan and reflecting an alignment with the Academy's core purpose.

My interests and expertise are aligned with supporting the AACD and it's most valuable asset, the credential.

Ultimately, the purpose of serving the AACD is to support our membership. Tell us how you see yourself relating to the membership and forming a bridge between the Board and our members.

I believe the relationship to the membership is the utmost importance or the academy does not exist. I believe it is imperative to create new ideas about stimulating membership. I believe we have created some good starts with the DOJO program and the potential of the study club which could stimulate new members to join and begin the credentialing process and I also believe the online forum and ideas such as these are excellent ways to bridge the relationships between the Boards and the members.

What unique ideas do you have to build and grow our membership?

What I said above is happening, and we can expound on it. I also think we need to create an invitation type scenario and find out from schools who are the best and brightest of their respective senior class and have a contest among 2-3 chosen to submit their best cosmetic case

and we pick a winner from each school who submits. We give some sort of award at each school and then give a complimentary membership to the overall winner. This creates big awareness of the AACD to the young dentist and encourages them to start thinking of the credential right away. (Some version of this that doesn't require a lot from the executive office.)

Please list any leadership courses or webinars taken. Leadership training is highly recommended.

Paul Homoly course in Leadership and Public Speaking

Jocko Willink- Critical Leadership Training

Various speakers on TED Talks

What else should we know in order to consider you as an applicant for this position?

I have enjoyed serving on the ABCD and feel that I have a lot more input to give and I passionately care about this organization and the credentialing process which the ABCD serves.