

# ACADEMY CONNECTION

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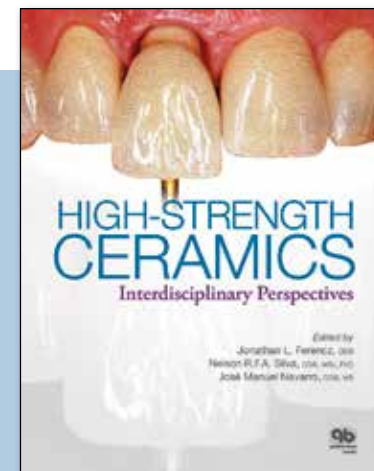
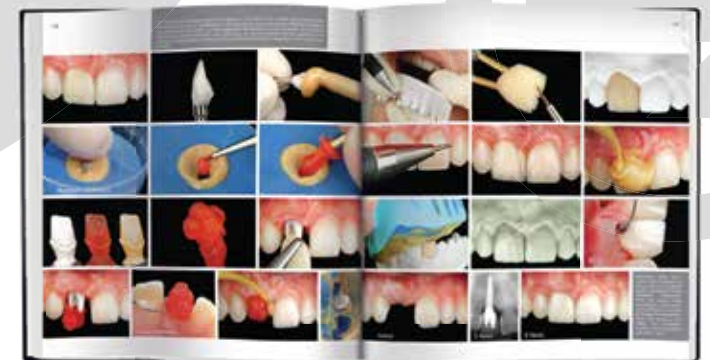


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10/14



# AACD is Looking for a Few Good Leaders



*“Serving on a committee or board can help you improve your public speaking skills, your ability to work with others, and will also give you more **visibility** in the dental industry.”*



Are you looking for a way to enhance your career, get involved with motivated dental professionals such as yourself, and help guide the Academy into the future?

Consider stepping up and becoming involved in AACD leadership! The Nominating and Leadership Development Committee (NALDC), which helps to cultivate new leaders for the Academy, is looking for a few good candidates to fill a number of roles. You might be a great fit for one or more of them! For more information, or to apply, visit [www.aacd.com/volunteer](http://www.aacd.com/volunteer).

Why should you consider volunteering for leadership? There are so many reasons. First, you have the opportunity to influence the future of cosmetic dentistry. The AACD is one of the world's most progressive dental organizations, dedicated to responsible esthetics and to the art and science of cosmetic dentistry. As an AACD leader, you would be among the key influencers to help shape the Academy's future and make valuable decisions about our strategies to increase our reach in the dental field.

Second, you will learn valuable leadership skills. Serving on a committee or board can help you improve your public speaking skills, your ability to work with others, and will also give you more visibility in the dental industry. Being an AACD Board Member, committee chair, vice president, or president will give you title authority and opportunities you may not have had previously. It will also be a stepping stone to leadership positions in other organizations—or even help you become a strong leader in your own practice or laboratory.

Third, you will increase your knowledge of cosmetic dentistry. AACD leaders are exposed to many different viewpoints and perspectives when helping shape the Academy's future.

You'll learn about the inner workings of what makes the AACD so great, as well as some of the challenges dental professionals currently face. You'll help keep AACD at the forefront of cosmetic dentistry while helping professionals such as yourself thrive through AACD Membership.

Last, you'll work with some of the most influential leaders in your profession. I personally have made many friendships serving in AACD leadership positions—people who have helped me see things in new ways, and motivated and inspired me to become a better dental professional. It's amazing how many people you'll cross paths with while serving in leadership, and how much you'll learn from interacting with them during meetings and leadership events.

I became involved in the Academy nearly two decades ago, and it's changed my life. Now I'm serving as president, and I know that there are many of you with the skills and the talent to do the same. Think of it as a way to give back to the Academy and to all of the leaders before you who have helped make AACD a great place to be. It's up to you to continue their legacy!

Maybe you are thinking, “I would love to volunteer, but I don't have time.” Let me assure you, being involved in leadership is time well spent. I have personally and professionally benefited from my involvement in the AACD, and I wouldn't trade it for anything.

I hope to see some new faces coming up in leadership positions!

Apply for a position today: [www.aacd.com/volunteer](http://www.aacd.com/volunteer).

James H. Hastings, DDS, AAACD  
AACD President, 2014-15

# 30 Days of *Gratitude*: Why I Count AACD Members as a *Blessing*

By Barb Kachelski, MBA, CAE, AACD Executive Director



While the rest of the U.S. celebrates the Thanksgiving holiday one day in November, I dub the entire 30 days of November “Gratitude Month.” All month long, I let people who are special to me know I appreciate them.

In the spirit of gratitude, I count both the AACD and you—its members—as blessings, to me and to the world. It’s easy to see why members, the staff and I are passionate about AACD and its mission!

AACD’s three pillars have elevated the profession of cosmetic dentistry. When I count AACD’s blessings, the three pillars are my starting point.

## PILLAR I

### EDUCATION

AACD Members are devoted to enriching their knowledge and the knowledge of others.

**The First Pillar’s Base:** The Editor-in-Chief and all the review board volunteers of the *Journal of Cosmetic Dentistry* spend countless hours finding and honing the best content for each issue. AACD’s Board of Directors, the Professional Education Committee, and scientific session educators work to ensure the conference experience offers an incredible 20 concurrent sessions for attendees. Members of AACD affiliates, sister organizations, and study clubs work to provide education close to home. The University Educators Forum, University Outreach, and University Relations Committee help faculty and students tap into the power of AACD members and bring it back to dental schools.

*“I get to make myself better for the benefit of my patients.”*

– Dr. Michael Sesemann, FAACD

## PILLAR II

### ACCREDITATION

Knowledge is crystallized when it is put into practice. The AACD Accreditation process enables dentists and lab techs to bridge the “knowing/doing gap.” Accredited members say the process (which includes a written exam, case submissions, and an oral exam) is a life-changer.

**The Second Pillar’s Base:** The American Board of Cosmetic Dentistry, Written Exam Committee, Accreditation Committee, Examiners, and Fellowship Committee all devote time to lift others up through the Accreditation Process.

*“I think it’s imperative that you pursue Accreditation because that’s really the meat of this organization. That’s where the real take-home in learning and growth occurs. I don’t think there’s anything like it in dentistry, and so, it’s really important to take advantage of that; you just can’t get it anywhere else.”* – Dr. Betsy Bakeman, FAACD

## PILLAR III

### PHILANTHROPY

AACD members use their passion and skills to help those in need. The AACD Charitable Foundation (AACDCF) focuses on restoring the smiles of domestic and sexual violence survivors through Give Back a Smile (GBAS). Patients are matched with AACD Members, who treat them at no charge. AACD stakeholders raise funds for patients’ transportation and lab costs. GBAS also provides some survivors with educational scholarships so they can thrive professionally following their treatment.

**The Third Pillar’s Base:** The AACDCF Board of Trustees, dentists and lab techs who provide pro-bono service to survivors, and donors who provide money for survivors’ treatment expenses, all demonstrate compassion.

Recently, GBAS hosted the second annual Virtual Race for Smiles in which members from around the globe helped raise awareness by getting active in their communities.

*“We are proud to be a member of the AACD. What an outstanding, life-changing organization for doctors and charities alike. We truly enjoyed our Race for Smiles at The Ohio State University campus,”* – Dr. Ron Beech, AAACD

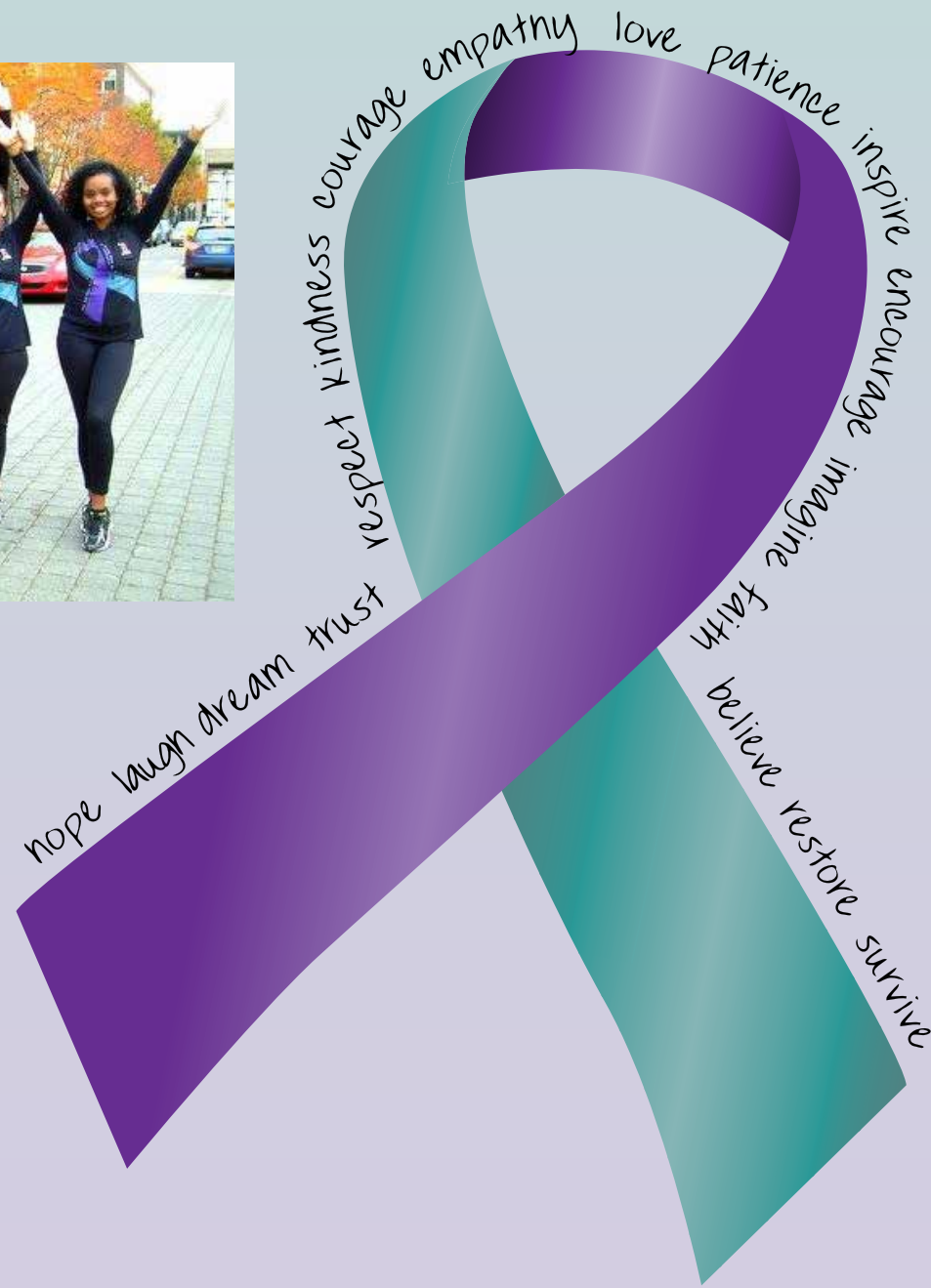
Each pillar rests firmly on capable, committed volunteers who take time from their work and personal lives to give back. So the ultimate blessing on my list is AACD Members. Every board member, every committee member, every affiliate leader, and truly every member enables AACD to fulfill our mission, to enrich the profession, to build the body of knowledge, and to raise the bar for patients.

Consider yourself appreciated! If you decide to adopt a Gratitude Month of your own, consider paying it forward by sharing your gratitude with your fellow members, and inviting others to [join](#).





Smiles by Santiago



Thank you to everyone who participated in or supported the second annual **Give Back a Smile Virtual Race**! Roughly 250 participants helped spread domestic and sexual violence awareness by getting active around the world.

Participants supported the race from as far away as Sweden, Germany, Canada, Trinidad, and the Middle East. Registrations generated nearly \$10,000 for survivors of domestic and sexual violence.

Many participants posted their photos to social media (including Facebook, Twitter, and Instagram) using #RaceforSmiles2014. Through a random drawing, the AACD Charitable Foundation chose winners to receive an iPod or FitBit. Winners include:

Julie M. Gillis, DDS- Fitbit

Paul Wadding of Digiorno Dental Fitness - Fitbit

Ronald Beech, DDS - iPod Nano with armband

Many participants chose to “race” as dental teams, and came up with some unique ways to spread awareness by staying fit:

- **Smiles By Santiago** (Dr. Robin Santiago), participated in a walk around the town square, distributed flyers to local businesses and invited members of the community to donate to GBAS during October.
- **Dr. Julie Gillis** and her team participated in a variety of activities together, such as walking, biking, practicing yoga, and going to the gym.
- **Digiorno Dental Fitness** (Drs. Anthony and Juli Digiorno) participated in a walk as a group around their town.
- **Smiles by Schwartz** (Dr. Sanford Schwartz) initiated an active group and invited family members and friends to join.
- **Dr. Michael Wong** rented a purple bike and rode for 15 miles wearing his GBAS race shirt.
- **Dr. Michael Fulbright** competed in a triathlon while sporting his GBAS race shirt.
- **Drs. Christopher and Ken Banks** went for a walk and did an outdoor yoga class as a group with their dental practice.

The AACD Board of Directors and American Board of Cosmetic Dentistry, along with AACD Executive Office Staff, also participated in walks during fall board meetings in San Francisco and in Madison, WI, the location of the home office.



Dr. Michael Wong



Dr. Rita Medwid and team



Digiorno Dental Fitness

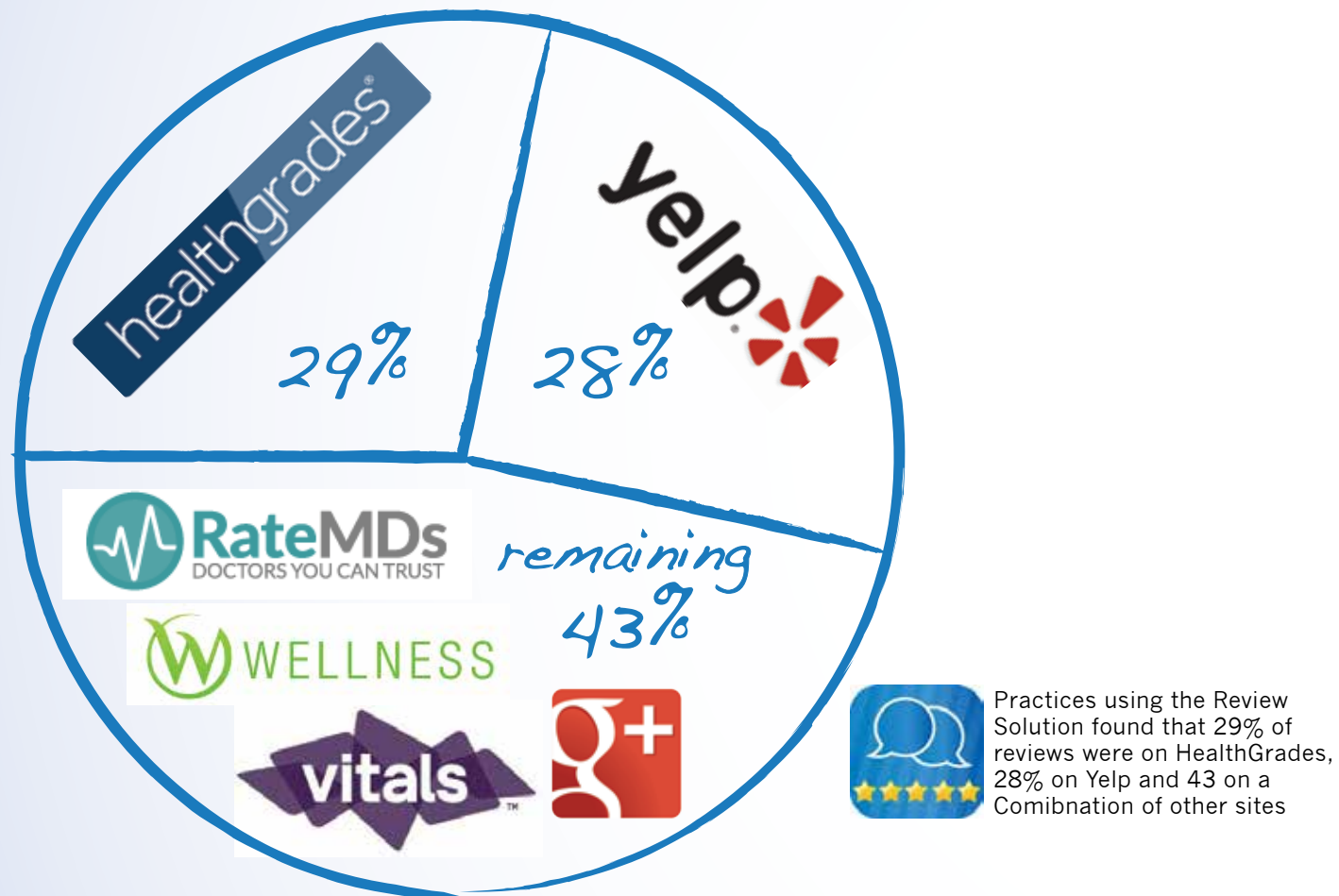
# RACE FOR Smiles<sup>2014</sup>

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# The Review Solution's Impact on Medical Practices: *A 5-Month Assessment*

by Molly Morgan Black



In a 5-month survey of medical practices (primarily in the dental space) that have been using The Review Solution and collecting an average of 56 reviews per month, we have seen a number of marked improvements in those practices' chosen review sites and local Google search results.

## Part 1: Impact on Medical Practices

With practices that had been receiving reviews organically for as many as three years, we saw an average increase of 187 percent in posted online reviews in just five months of using The Review Solution. This means that these practices were able to nearly double their online reviews in less than one-sixth of the time, with zero negative

reviews being posted through The Review Solution's collection process.

Of the reviews posted, 29 percent have gone to HealthGrades and 28 percent to Yelp — the two most vital sites when it comes to attracting new, younger patients. Other review sites that received a significant number of posted reviews in the 5-month period include Google+, Vitals, Wellness, and RateMDs. With the balance between vertical-generic and vertical-specific sites, both the practices and the doctors can see improvement to their respective listings simultaneously, allowing for a greater overall impact.

Significantly, this drastic increase in online reviews led to an average rating increase of 1.8 stars when looking at all impacted review sites collectively. This means that within a five-month period the medical practices surveyed here were able to turn 2-3 average star ratings into 4-5 average star ratings. According to a Harvard Business School study, a 1 star increase on Yelp can result in a 5-9 percent increase in revenue. Thus, assuming the validity of this finding, a medical practice that is actively using The Review Solution service, can expect to see a revenue boost within less than five months of use.

The medical practices surveyed here also saw dramatic shifts to their Google search results page 1. Because 92 percent of all Google search traffic can be attributed to page 1 search results, and page 1 only consists of 11 or fewer listings, it's no surprise that medical practices want to ensure that each of those listings are working for the business in a positive way. Using The Review Solution for five months allowed medical practices to see an average of three additional positive Google search listings per search term.

This can mean one of two things: 1) that a negative listing, such as a low star-rating on a review site, turned into a positive listing due to an increased star rating or, 2) a review site that was previously off page 1, moved onto page 1 due to an increase in positive review activity. In addition, medical practices using The Review Solution saw an average increase from five review sites per page 1 search results, to seven review sites per page 1 search results.

## Part 2: Impact on Local Search

Medical practices know that reviews are not just about how the practice looks online, but how it compares to

similar practices in the same vicinity. When patients are looking for a new doctor, it is a game of compare and contrast. New patients aren't simply deciding "yes" or "no" to one practice, they are deciding which of the many medical practices to try. With Google being the leading search engine by a wide margin, Google Maps is often the default location specific search tool being used to find nearby businesses, meaning Google+ reviews are often a significant factor when it comes to comparing options.

To see how clients of The Review Solution matched up to their competition after five months of collecting reviews, we did location-specific searches for each practice surveyed here, comparing our clients to their eight geographically closest direct competitors. Results showed that the competing medical practices averaged four Google+ reviews with a 3.2 star rating, while practices using The Review Solution averaged 13 Google+ reviews with a 4.7 star rating.

In almost every case, The Review Solution client beat out its direct competitors in terms of number and sentiment of Google+ reviews by a significant margin. Based on research that dug into how a business can outrank its competition on Google Local, it was found that a business needs 133 to 150 percent more reviews than their local competitors. Medical practices using The Review Solution for five months had an average of 325 percent more reviews than their direct competitors.

Surveying medical practices that have been using The Review Solution for 5 months leads to the conclusion that The Review Solution positively impacts a medical practice's number of reviews, review site ratings, Google search results, and Google Local rankings for like businesses. This, in practical terms, means potential patients are more likely to find these practices, choose these practices, and thereby impact these practices' overall revenue.

**NEW!** The AACD is partnering with The Review Solution to offer its members access to a more robust Find-a-Dentist locator that incorporates enhanced features including the ability to showcase reviews. Watch for announcements coming soon!

Molly Morgan Black is a Platform Director at The Review Solution®. The Review Solution® is a SaaS-based application built for businesses.





# AACD is Coming to San Francisco!

## Register Now for AACD 2015!

By Adamo Notarantonio, DDS, AAACD



Are you ready for an educational experience that will greatly help you on your journey toward Accreditation? You will find it at AACD 2015 in San Francisco, May 6-9, at the Moscone West Convention Center.

The AACD Scientific Session is cosmetic dentistry's premier educational event. Through hands-on workshops, lectures, general sessions and Member Pearls, you'll receive an educational experience designed to help you with Accreditation and an experience you won't find elsewhere! Members will have access to hands-on workshops and lectures from some of the world's premier dental educators. Accredited dentists and laboratory technicians will be on-hand with plenty of tips and knowledge to share about the Accreditation process.

Some of the speakers include: Drs. Betsy Bakeman, Brian LeSage, Ed Lowe, Brett Magnuson, Frank Milnar, Brad Olson, J.A. Reynolds, John Rowe, Michael Sesemann, John Weston, and Corky Willhite; and laboratory technicians Nelson Rego and Dwight Rickert to name a few. Whether it is Accreditation workshops that familiarize you with the process, or courses that focus on specific case types and how to conquer the esthetic issues involved, the aforementioned speakers will give you countless tips and pointers to not only help you toward Accreditation, but help you make improvements in your everyday practice.

Other reasons to come to San Francisco; networking, the AACD Exhibit Hall, social events, and an all-inclusive conference experience. You'll meet some of the world's brightest and

most progressive dental professionals, see all of the latest and greatest in dental technology, and have a great time while doing so. Mark your calendar and plan to join the Academy for what is sure to be another incredible meeting on the West Coast! In addition to some great education you'll have the chance to spend time in one of America's most beautiful cities.

Course selection opens on Friday, December 5 and you must be registered before you can choose courses, so **register** today!

I look forward to seeing you there!





## Advanced Education Symposium Attendees Learn California Style



Dr. Betsy Bakeman kicked off the Advanced Clinical Program with a half day treatment planning session, which explored the diagnostic and restorative challenges AACDers face daily.



Dr. Paul Homoly presented his Educators Academy to a group of up-and-comers who wanted to refine their presentation skills.



Dr. Bernie Villadiego led attendees on the Fundamentals of Using Available and Natural Light Workshop, taking advantage of the California sunshine.



Breakfasts were outdoors overlooking the Pacific and provided time for Symposium attendees to connect and learn from one another.



Thank you to the event's sponsors: 3M ESPE, Rosemont Media, and Springstone.

## AACD APEX Scholarship Offers Students Education They Don't Get in Dental School

For the past four years, AACD has offered dental students the chance to attend its annual scientific session at no charge through the APEX student scholarship program. The award is valued at nearly \$1,700, but the experience students receive is priceless.

"How many dental students can say they've learned from specialists such as Newton Fahl, John Kois, and Frank Spear?" said Tara Ferris, a 2013 APEX recipient. Ferris, who attended Marquette University, noted that the "wealth of knowledge" she acquired was immeasurable.

In addition to tuition, students' airfare and hotel expenses are covered. They're also given an annual AACD membership.

APEX was created to help attract current dental students to the Academy, encouraging them to retain their member status as they progress in their careers and attend future meetings. When interviewed about APEX in 2013, Ferris said she planned to attend future AACD meetings. She did—AACD 2014 in Orlando.

APEX also seeks to cultivate students who have leadership potential, those who might run for positions on AACD Boards or committees. But more than anything, APEX helps get dental students excited about cosmetic dentistry education, which is rarely offered in the scope of a traditional dental school curriculum.

Walberto Cantu, a 2014 APEX Winner and Marquette University student, agreed.

"As dental students, we are limited to the training and education that



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we get at school," Cantu said. "The courses that are offered here are second to none. I took classes ranging from dental implants, five layering technique restoring a Class IV lesion, to how to increase the profit of your practice."

Natalie Lesinski, a University of Colorado dental student and 2014 APEX winner, said her experience at AACD 2014 was one she won't forget.

"As a first year dental student I wasn't

sure what to expect and my experience was greater than I could have possibly wished," she said. "The community of dentists I had the opportunity to interact with were outstanding, top cosmetic dentists of the world. In fact, everyone I met was more than willing to help me grow as a current student and future dentist."

The deadline for the 2015 APEX student scholarship is Jan. 30. Winners will attend AACD 2015 in San Francisco, May 6-9.

Support for the award is given by AACD Members and corporate partners, with up to five scholarships matched by the Academy. AACD is always seeking new sponsors for the award, and encourages members to sponsor the award jointly if they cannot bear the full cost.

AACD is currently seeking applicants and sponsors for the 2015 APEX Award. For more information, or to apply, visit [www.aacd.com/apex](http://www.aacd.com/apex).

Please join AACD for the next specialized training session to be announced soon.

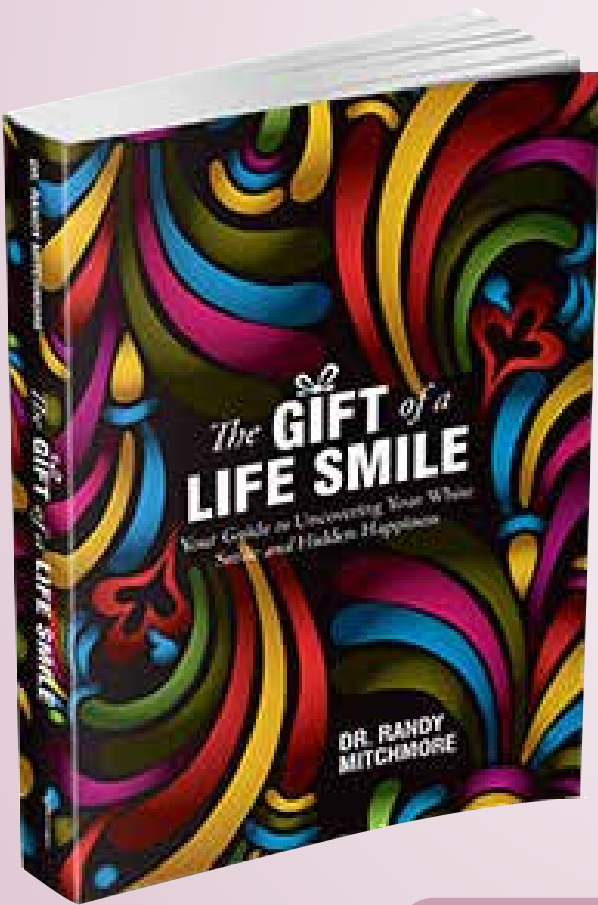


# Randy Mitchmore Releases Book: ‘THE GIFT OF A LIFE SMILE’

Dr. Randy Mitchmore, an AACD Member who practices in Houston, Texas, has released a new book, “The Gift of a Life Smile.”

The book is geared toward consumers who would like to find a dentist who meets their needs but are unsure of how to go about doing so, and for dentists who are looking for a way to better care for their patients.

The key message of the book is that “not all dentists are the same, and you deserve to be treated in a style that fits what you want.”



Dr. Mitchmore says the value of a beautiful smile is incredibly important. “It’s a huge boost to one’s self-esteem,” he said. He’s personally seen the lives of his patients transform upon receiving new smiles—many have experienced career success, and improved relationships.

Mitchmore also seeks to educate dentists who are unhappy with their practices. Many times, they’re unhappy because they’re out of sync with their core values.

“There is a better way to get the practice of their dreams, where patients will come to them and have gratitude,” he said.

One approach Dr. Mitchmore takes in his day-to-day work is to never lecture his patients. “I forbid anyone in my office, myself included, to lecture people. I take people where they are at [regardless of their past],” he said.

For more information, or to watch Dr. Mitchmore’s book trailer, click here: <http://www.implantdentistinhouston.com/book-launch/>. Get your copy of Dr. Mitchmore’s book and support the AACD Charitable Foundation! For a suggested donation of \$25, you can order a copy by emailing [john@lifesmiles.us](mailto:john@lifesmiles.us). All proceeds will be donated to the Give Back a Smile Program.



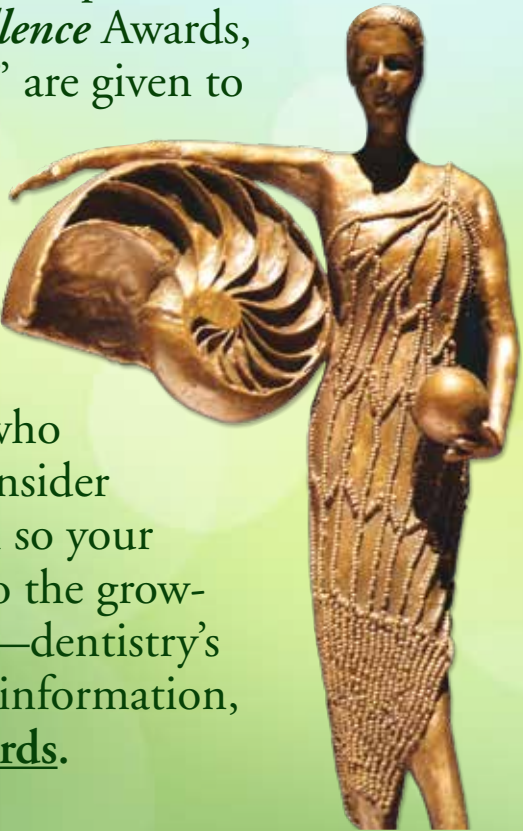
Get your copy of Dr. Mitchmore’s book and support the AACD Charitable Foundation!

## THE EVY: Nominate Your Colleagues For a *Celebration of Excellence* Award!

- Ms. Shannon Brinker
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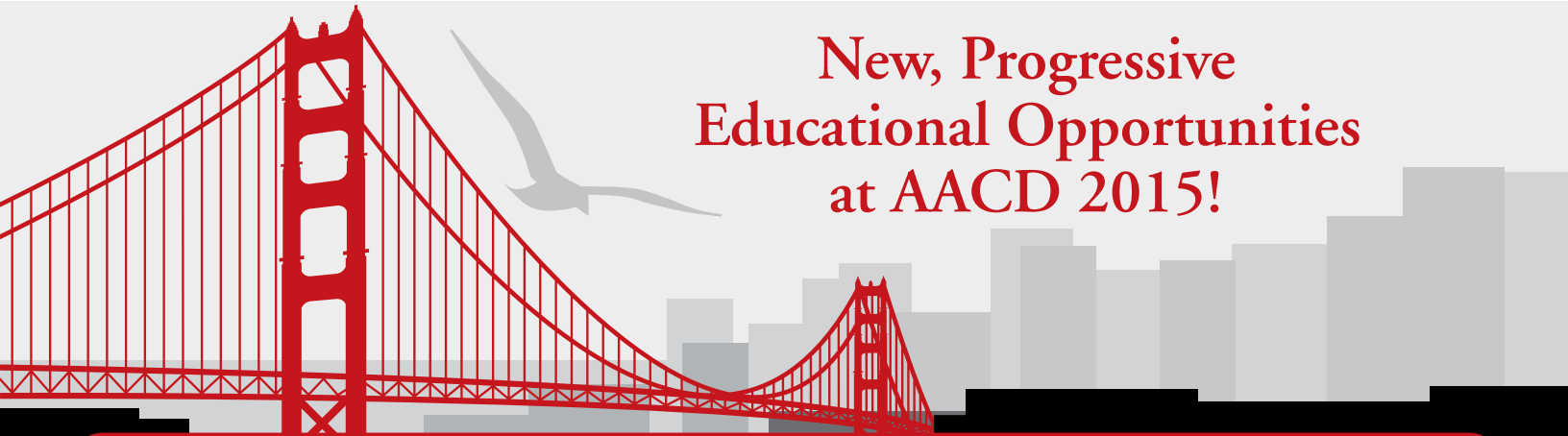
At AACD 2015, the Academy will honor some of its members who help make the organization extra special. The *Celebration of Excellence* Awards, also known as the “Evys,” are given to members who have gone above and beyond in their contributions to the AACD and to cosmetic dentistry.

Do you know someone who deserves recognition? Consider submitting a nomination so your colleague can be added to the growing list of Evy recipients—dentistry’s brightest stars! For more information, visit [www.aacd.com/awards](http://www.aacd.com/awards).



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Complete six FREE online courses and one in-person course with Dr. Buddy Mopper at AACD 2015 and receive 9 CE in composite dentistry!

*Here's how it works:*

Complete all six online courses AND register for Dr. Mopper's course, L228, "The Multi-faceted World of Composite Dentistry" Thursday May 7 at AACD 2015.

**Bonus:** the online courses can be completed at your own pace and at your own schedule!

Online courses kick off in November, with course selection for Dr. Mopper's class opening in December. Keep watching [www.aacdconference.com](http://www.aacdconference.com) for updates!



## OPPORTUNITY 2: Cosmetic Dentistry, The Next Generation

*(Sponsored by the Journal of Cosmetic Dentistry)*

Featuring five international dentists who have established themselves early in their dental careers, this session will offer five rapid-fire lectures with important information for ALL members of the dental team.

The course, L311, will take place on Friday, May 8.

*Featured Dentists:*

**Daniel Ochoa Durand, DDS**

"Integrating Biological and Prosthetic Factors for Implant Placement in the Esthetic Zone"

**Juan Arias, DDS**

"The Reconstruction of the Esthetic Zone in Compromised Situations"

**Kyle Stanley, DDS**

"The Biomimetic Update: Biomimetic Implants & CAD/CAM and Natural Restorations"

**Ronaldo Hirata, DDS**

"Low Shrinkage Composites: Laboratorial Investigations and Clinical Approach"

**Florin Cofar, DDS**

"The 3D Architecture of a Smile Design"



Keep checking [www.aacdconference.com](http://www.aacdconference.com) for updates! *Remember: Course selection for AACD 2015 opens on Dec. 5 at 8 a.m. CT, and you must be registered for the meeting to choose your courses.*

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9 am to 4 pm

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