

20.1

VOLUME 20 ISSUE 1

GIVE BACK A SMILE

Partying with a
Purpose in Orlando
Page 12

ACCREDITATION

If Not Now, When?
Page 14

PRACTICE MARKETING

How to Get a New
Flood of Patients
Page 24

AC

academy connection

NEW!

the Smile STORY CONTEST

supported by:

se.max®

presented by:



American Academy
of Cosmetic Dentistry®

HELP A PATIENT WRITE A NEW SMILE STORY

Page 10



BEFORE



AFTER



OFFICERS

James Hastings, DDS, President
 Joyce Bassett, DDS, President-Elect
 Chiann Gibson, DMD, Vice-President
 Jack Ringer, DDS, Immediate Past President

BOARD OF DIRECTORS

Steven Andraus, DDS
 Peter Auster, DMD
 Randall Burba, DMD
 John Calamia, DMD
 Steven Ghareeb, DDS
 Susan Hollar, DDS
 Nick Marongiu, DDS
 Michael O'Malley, CEO
 Ossie Vereen, CDT, MDT
 Quint Whipple, CDT
 Gregory Wright, DDS
 David Yoshimaru, DDS

AMERICAN BOARD OF COSMETIC DENTISTRY®

Michael Bannan, DDS
 Jorge Blanco, DDS
 Marilyn Calvo, DDS
 David Chan, DMD
 Adamo Notarantonio, DDS
 Dwight Rickert, CDT
 John Rowe, Jr., DDS

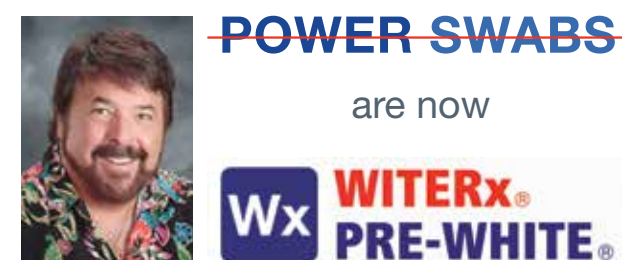
BOARD OF TRUSTEES

Christopher Banks, DDS
 Scott Greenhalgh, DDS
 Nelson Kanning, DDS
 Cappy Sinclair, DDS
 Kerri White, DDS

The *Academy Connection* is a bi-monthly newsletter publication of the American Academy of Cosmetic Dentistry®
 402 West Wilson Street, Madison, WI 53703
www.aacd.com | 800.543.9220 | 608.222.8583

Opinions expressed by authors in the *Academy Connection* articles are their own, and do not necessarily represent the opinions of the Academy, or AACD officers, members, or staff.

Contents © 2014 American Academy of Cosmetic Dentistry



Recommended by Accredited Member Dr. Marty Zase

WITERx PRE-WHITE SWABS

same formula
 new company name
 same predictable results

ZERO SENSITIVITY BLEACHING

ZaseSamples@WITERx.com



FOUR PROVEN WAYS TO BUILD A BETTER PRACTICE.



THIS COULD BE YOU

THE ART OF TREATMENT PLANNING AND CASE PRESENTATION

Aug. 21-22; Nov. 13-14 (Boston)

Using treatment-planning decision trees, understand which treatment options are available for a number of common but complex dental problems.

DEMYSTIFYING OCCLUSION

May 15-16, Oct. 16-17

Remove the confusion and fear surrounding occlusion and treat your patients predictably and with less anxiety. From a single second molar crown, to full-arch restorations – even patients with symptoms of facial pain.

CREATING ESTHETIC EXCELLENCE

May 29-30

Gain confidence in diagnosing, treatment planning and presenting esthetic dentistry to your patients, enhancing the quality and quantity of the esthetic care you provide.

TREATING THE WORN DENTITION

Sept. 18-19; Dec. 4-5

Through the systematic study of etiologies and theories on tooth wear, acquire a solid foundation in what to look for, how to plan and how to predictably treat worn dentitions.

LEARN MORE AT

speareducation.com/proven,
 or reach an education
 advisor at 866.781.0072 or
info@speareducation.com.

2-DAY SEMINARS

15 CE CREDITS

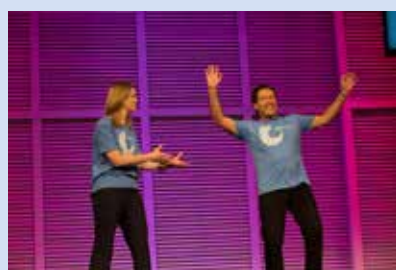
INSTRUCTORS:

Frank Spear, D.D.S., M.S.D.
 Gregg Kinzer, D.D.S., M.S.D.

LOCATION:

The Spear Campus
 Scottsdale, Arizona

SPEAR



REFLECTIONS ON A SUCCESSFUL YEAR

BY JACK RINGER, DDS, AAACD, IMMEDIATE PAST PRESIDENT



AS THE WHOLE ADAGE GOES, *time flies when you are having fun!* It is hard to believe that my term as President is about over, as it not only has been fun, but I am so proud of the work the leadership and staff have accomplished in such a short period of time.

In the beginning of my term, the leadership developed, with the assistance of our new Executive Director (ED), a strategic plan based on what was felt that could increase membership benefits, professional and public awareness of our Academy, and growth of the AACD. With the plan in hand, the leadership and staff got to work and made amazing results. Here are just a few of the things we've accomplished in the last year:

- 1) With the approval of the leadership, the staff developed and launched a new consumer-facing website (**www.yoursmile-becomesyou.com**) whose purpose is to create consumer awareness about the AACD and cosmetic dentistry. Those who access the site are able to view educational material about cosmetic dentistry along with having the ability to click on the dentist locator button that will direct them to a cosmetic dentist in their area!

- 2) In January, AACD Executive Director, Barb Kachelski and I conducted a media tour in New York City where we sat down and completed interviews with six major media outlets with the purpose of gaining widespread exposure of the AACD to the public.
- 3) Our leadership has made great strides in restructuring our Affiliate network in order to make it possible for our members to gain further education and exposure to the AACD.
- 4) As with any large successful organization, such the AACD operations and governance are extremely important to maintain efficiency and transparency for the membership. In line with that, this year our volunteers and staff developed Team AACD which

worked extremely hard on reviewing, modifying and editing our policies and our bylaws with the intent of streamlining the way the AACD operates; allowing for both staff and volunteers the ability to focus on our strategic plan and the vision for the future of the Academy.

- 5) Our Academy's annual meeting has had a reputation of providing some of the best comprehensive cosmetic dentistry educational experiences anywhere; along with giving our attendees a jam-packed week of fun! This year in Orlando (our 30th anniversary!) was no exception as our educational lineup included many hands-on courses, a live dental program, Accreditation courses along with a host of entertainment and culinary options!

I would like to personally thank the leadership, the ED and the staff for making my year as President a memorable and rewarding experience and will continue to serve in any way that I can!

Sincerely,

Jack Ringer, DDS
AACD President 2013-2014



I'll See You IN SAN FRANCISCO!

BY JAMES H. HASTINGS, DDS, AAACD, PRESIDENT



WERE YOU ABLE TO ATTEND our Annual Scientific Session in Orlando this past spring? If so, you know about a unique experience, one for which the AACD has become renowned. As your incoming President it was a pretty busy week, but I was able to attend a few courses, and wow! I always learn something new, no matter the subject.

There was continuing education galore, fun social events, and what I like most, making new friends and reconnecting with old friends. Seventeen dentists and laboratory technicians were presented with the AACD's Accreditation award, and three dentists were presented with the Accredited Fellow award. The week's wrap-up, the gala event on Saturday night was sold out, and everyone there sure looked like they were having a blast!

As a long-time member of your Academy, it's always puzzled me why fewer than about 20 percent of our dues-paying members attend our annual scientific session. There are many so-called "checkbook members" who dutifully renew their membership each year, yet who never avail themselves of the great opportunity to attend their annual meeting. As your President until May of 2015, I pledge to you that our next Annual Scientific Session will be one to remember.

"It's what you learn after you know it all that counts."

—John Wooden*

*John Wooden was an English teacher known for his brief inspirational quotes. He was also a pretty good basketball player and legendary coach.



Registration is already open for our 2015 annual conference, to be held in everyone's favorite city, San Francisco. I guarantee you'll have a great time. You won't even have to try! If you haven't visited the City by the Bay, you owe it to yourself to come a few days early or to stay a few days after. There is much to see and do in this most picturesque of American cities. Your AACD team will be able to offer a multitude of suggestions for entertainment and recreation away from the meeting, and naturally at the meeting there will be a stellar lineup of speakers, team courses, hands-on courses, opening sessions, and social events that will have you talking about the event for months to come.

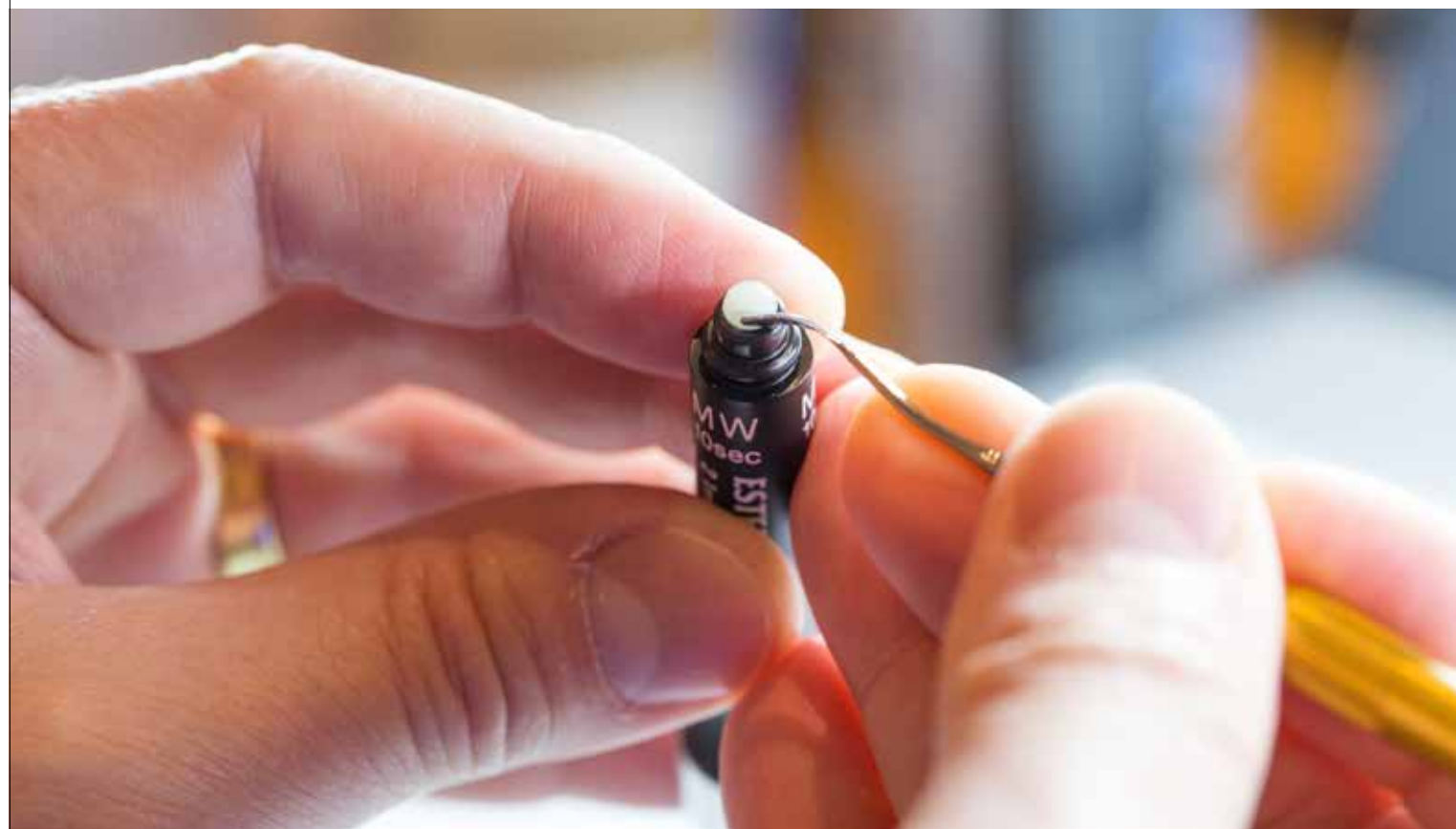
See you there! Be sure to watch your email for future information on benefits of your AACD membership.

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

THREE QUESTIONS WITH AACD EXECUTIVE DIRECTOR, BARB KACHELSKI, CAE



THE AMERICAN SOCIETY OF ASSOCIATION Executives (ASAE) asked me to write a feature for *Associations Now* magazine, where an association member has the opportunity to ask three questions of the association's CEO or executive director. Thanks to Charlie Cooper, DMD, AAACD, of Atlanta, who agreed to serve as AACD's member representative and developed the following questions for me:



THE THREE QUESTIONS ASKED
BY CHARLIE COOPER, DMD,
AAACD, ATLANTA CENTER FOR
COSMETIC DENTISTRY



Q: What is the Academy doing to ensure that the general public is aware of the benefits of cosmetic dentistry and working with an AACD-member dentist? How does AACD help put patients in your dental chair?

In 2013, all three boards (the AACD Board of Directors, the American Board of Cosmetic Dentistry and the Charitable Foundation's Board of Trustees) created a visionary plan for AACD with seven strategic objectives. The *unanimous* top priority was consumer awareness. Since then, AACD has unveiled a new consumer website, www.YourSmileBecomesYou.com. It features interactive elements like a Smile Analyzer, educational elements like a Smile IQ quiz and videos on common cosmetic procedures. The Find a Dentist and Lab Tech locators help you put patients in your dental chair. Combined with outreach efforts to health and beauty media, AACD is working to ensure that ALL consumers know the benefits of cosmetic dentistry.

AACD also launched The Smile Story Contest, so AACD member dentists can transform the smiles of up to five winners. Social media voting will drive more consumers to YourSmileBecomesYou.com. The deadline for AACD dentists and lab techs to participate is June 30. Visit www.AACD.com/contest.

Q: How can the Academy continue to help me develop and refine my clinical skills to offer my patients the best care possible?

1. AACD Accreditation and Fellowship. Accredited Members and Accredited Fellows take on the challenge to help provide better care to their patients. Seeing these proud, newly-Accredited and Accredited Fellow members (and

their peers and families!) onstage at the scientific session is a highlight for the entire Academy. For more information about the Accreditation process, visit www.aacd.com/accreditation.

2. Education through in-person meetings like the AACD Scientific Session and the Advanced Education Symposium. AACD also offers virtual learning through the *Journal of Cosmetic Dentistry*, the AACD Virtual Campus, and free access to Dental XP.
3. With 23 AACD Affiliates around the world, AACD's commitment to responsible esthetics is continually being shared.
4. Leadership opportunities. The Academy is always seeking volunteer leaders to serve on a committee, board, or in other ways. Apply now: www.aacd.com/volunteer.



Q: How is AACD different from other esthetic dental organizations out there?

AACD's GBAS program is the only national program addressing dental injuries as the result of domestic violence. AACD brings together dentists, laboratory technicians, university educators, and corporate partners for common goals. No other organization so fully integrates the team necessary to practice cosmetic dentistry at its highest level. Whether you need inspiration, or a peer group that understands the challenges you face, you've found the right community in AACD.

If you have "three questions" of your own—or just one—please feel free to contact me at barbk@aacd.com.



AS DENTAL PROFESSIONALS, YOU KNOW that the smile is an expression of who you are. It can completely change the way people perceive you. But sometimes, a smile doesn't tell the whole story. Perhaps that smile isn't as beautiful as it could be. Maybe it's not making a great first impression.

So how can AACD Members show the world how important a beautiful smile is, and help them learn about the benefits of working with an AACD Member dentist?

To highlight the amazing, life-changing work that AACD dentists and laboratory technicians do, the Academy is launching the Smile Story Contest. Up to five lucky individuals will receive smile makeovers completed by AACD dentists and supported by AACD laboratory technicians.

the Smile Story **CONTEST**

presented by:



supported by:

IPS e.max®

DENTISTRY PERFORMED BY
DR. PAMELA DORAY



BEFORE



AFTER



www.YourSmileBecomesYou.com

DR. BILL DORFMAN ANNOUNCES THE
AACD SMILE STORY CONTEST IN ORLANDO.

AACD LAUNCHES 'SMILE STORY' CONTEST

Up to Five Lucky Winners to Receive Smile Makeovers From AACD Dentists and Lab Techs!

Here's how the contest works: Entrants will submit their photo and a compelling story about why they deserve a smile makeover. Entrants will then ask their social networks to vote for them online. Those with the most votes—our finalists—will visit a participating AACD Member dentist for a treatment consultation, and then an AACD panel will select the lucky winners, who will receive the smiles of their dreams.

As an AACD Member, you have the opportunity to turn patients' dreams into reality while receiving some great publicity for your practice. The winners will feel like celebrities when their makeovers are completed. AACD's PR team will share patients' stories with major beauty and fashion magazines, keeping AACD at the forefront of cosmetic dentistry and the latest trends, while also spreading awareness about the importance of working with an AACD dentist. The winners' new smiles will be revealed a year from now, onstage at AACD 2015 in San Francisco.

The social media voting is key to driving more consumer awareness. Every time a

contestant urges his or her social networks to vote, those friends will be driven to Your Smile Becomes You(link), which also features cosmetic dentistry resources, and a Find a Dentist or Find a Laboratory Technician locator...which means more prospective patients have a chance to find YOU!

The AACD Smile Story contest will be a win-win for everyone. So, how can you get involved? Participate in the Smile Story Contest as a dentist or laboratory technician. Just visit www.YourSmileBecomesYou.com for more information.

By participating in opportunities like the Smile Story Contest—performing a makeover on a deserving patient—you too, can begin to build your brand within your community and elevate your stature as the go-to cosmetic practice in your area.

The contest is supported by Ivoclar Vivadent's IPS e.max product, Ivoclar's all-ceramic system for crowns, inlays, onlays, thin veneers, abutments and bridges. The product has been used in more than 75 million restorations worldwide.



THE AMERICAN ACADEMY OF COSMETIC Dentistry (AACD) Charitable Foundation raised \$20,000 through fundraising activities, including a Lawn Party with a purpose and a silent auction to benefit survivors of domestic violence through the foundation's Give Back a Smile program.

New members were also elected to the foundation's Board of Trustees: Kerri White, DDS; Scott Greenhalgh, DDS; and Nelson Kanning, DDS.

The foundation also presented Whitening Challenge Awards, which recognizes the dental offices who raised the most money through the Whitening Fundraiser. Through the fundraiser, volunteer dental offices perform whitening treatments with whitening kits donated by Heraeus Kulzer at a price of their choice. One hundred percent of the proceeds from the whitening treatments are donated to GBAS, with some patients choosing to donate more.

1st place - The office of Dr. Nelson Kanning - \$11,562 (pictured below left)

2nd place - The office of Drs. Ken and Chris Banks - \$8,680

3rd place - The office of Dr. Kerri White - \$3,898

The foundation also presented Give Back a Smile Volunteer Service Awards to:

Daniel J. Armstrong, DMD (pictured below right)

Angela M. Lueck, DDS

John Derek Tieken, DDS

GBAS PARTIES WITH A PURPOSE IN ORLANDO



Accreditation...

IF NOT NOW, WHEN?

BY MARILYN CALVO, DDS, AAACD



MANY DENTISTS AND LABORATORY TECHNICIANS take the Accreditation Written Examination with a great deal of excitement and enthusiasm. Becoming an Accredited Member is a challenge that can bring about only positive changes in your ability to serve your patients and improve the quality of your dentistry.

Often, as with many dreams, once the initial thrill of passing the written exam fades, the enthusiasm wears off and it is easy to forget or justify why NOW is not a good time to work on your DREAM.

The American Board of Cosmetic Dentistry (ABCD) wants every member to be successful and achieve their dream of becoming Accredited. In order to help Members in the Process (MIP's) take the next step on their journey, the ABCD has recruited 64 Accredited Members to call all 530 MIP's. The goal of this "Facilitator Program" is to encourage everyone that has this dream. Once you have set becoming Accredited as a goal, one of the biggest challenges is to maintain the motivation to follow through. The reason some Accreditation goals aren't achieved is that an ACTION plan is not put in place.

If Accreditation seems like an overwhelming task, break it down into manageable steps. Start out by speaking with your facilitator to gain perspective on how he or she accomplished their goals. Take small steps. Get your photography skills in order. Hone in on whatever dental skills need sharpening, find an Accreditation Examiner Mentor, take classes. Write your goals down. Give them a timeline. Remember...one step at a time. Successful people have a "solution" mindset. They are constantly looking for the best way to move past obstacles. Identify your weaknesses in the cases you are working on and develop an action plan to overcome these obstacles. Maintain a positive attitude and don't procrastinate. Know what you want, and go after it. Not tomorrow, TODAY.



30 YEARS OF MAKING SMILES

AACD 2014

Orlando



[CLICK HERE](#) TO VIEW MORE PHOTOS FROM ORLANDO.



30 YEARS OF MAKING SMILES

Two Great Educational Paths in One Amazing Destination: AACD ADVANCED EDUCATION SYMPOSIUM

“CHOOSE YOUR OWN EDUCATIONAL ADVENTURE” might be one way to describe the Advanced Education Symposium, offered by the American Academy of Cosmetic Dentistry (AACD) this fall in California.

Another way to describe it is advanced dentistry education at its best. The symposium will offer dental professionals the opportunity to either become a more skilled clinician, or a dental educator in two educational tracks Oct. 23-25 at the Ritz Carlton Laguna Niguel in Dana Point, Calif. This unique learning experience will bring together a group of highly sought-after AACD dental educators offering a curriculum tailored for highly motivated professionals.

Track 1 is the Advanced Education Symposium for clinicians, with educators including:

Betsy Bakeman, DDS, FAACD

John Weston, DDS, FAACD

Bernie Villadiego, DDS, AAACD

Mickey Bernstein, DDS, AAACD, AACD Past President

Michael DiFrisco, AACD Chief Marketing Officer

Topics include treatment planning, photography, composites and bonding, marketing and branding, and much more.

“AACD has been asked by its members to create a high-level educational program that builds on clinical skills but also encourages peer-to-peer interaction and learning,” said Kelly Radcliff, AACD Director of Professional Education. “The Advanced Education Symposium will deliver on all accounts. If you’re looking for some educational programming that goes above and beyond what you normally experience at a conference or workshop, the AACD Education Symposium is a perfect fit.”

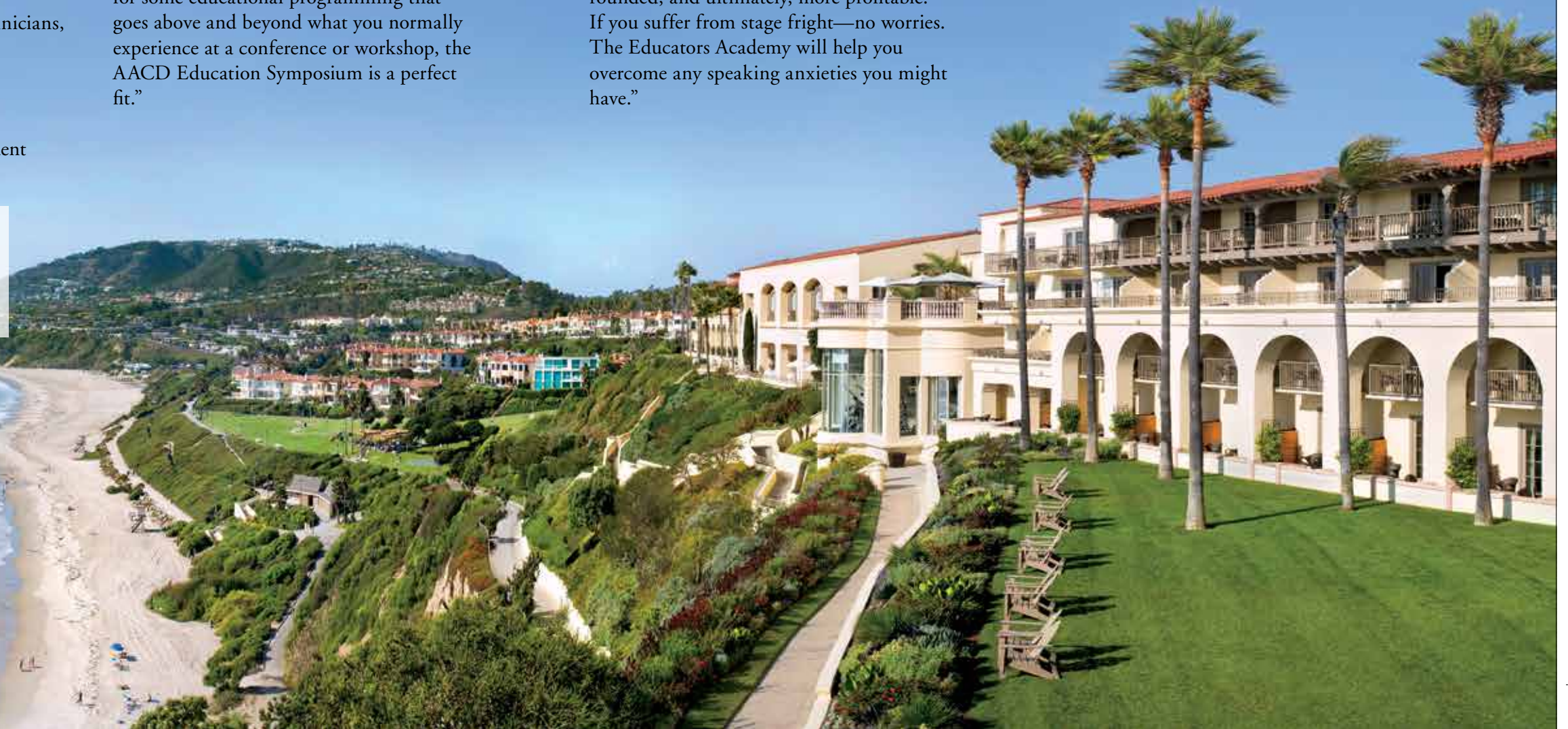
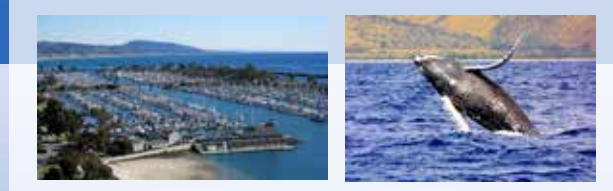
Track 2 is the AACD Educators Academy, featuring Dr. Paul Homoly, Oct. 23-25. Dr. Homoly, CSP, will help attendees take the clinical skills they’ve already mastered and teach them to become effective dental communicators.

“The AACD Educators Academy will help dental professionals who already teach or who hope to begin teaching,” said Dr. Homoly. “After this three-day, intensive workshop, attendees will become more well-rounded, and ultimately, more profitable. If you suffer from stage fright—no worries. The Educators Academy will help you overcome any speaking anxieties you might have.”

Attendees in both educational tracks will share social events and receptions, access to golf, and Communities of Practice, which emphasizes team-building through yard games.

To register, visit

www.AACD.com/Symposium.



NEW AACD MEMBER BENEFIT: DARBY DENTAL!

Save money by purchasing your dental products and services through AACD's newest benefit partner, Darby Dental. Simply mention AACD when ordering!

For more information,
visit: www.darby.com or call 800.901.1369
Press "1" for the AACD Customer Response team



DARBY DENTAL SUPPLY, LLC

www.darby.com



THE MAJOR
ALTERNATIVE



All-New Accreditation Criteria Guide Now Available!



Unlock the secrets of esthetic success by purchasing the all-new Accreditation Criteria Guide today. Preferred member and bulk pricing available!

www.aacd.com/guides



AACD Presents *Celebration of Excellence “Evy” Awards*

THE AMERICAN ACADEMY OF COSMETIC DENTISTRY

(AACD) presented several Celebration of Excellence Awards during its annual meeting, AACD 2014, in Orlando.

The Celebration of Excellence Award was also christened “The Evy” in Orlando, in honor of late AACD Past President, Dr. Jeffrey Golub-Evans, who helped create the award’s sculpture.

The “Evy” Awards are presented to individuals or entities in seven categories who demonstrate unparalleled commitment to excellence, innovation, service, or leadership. Individuals are nominated for the awards by AACD members.

To read more, [click here](#).



EXCELLENCE IN COSMETIC
DENTISTRY EDUCATION:
DR. MICHAEL SESEMMANN



OUTSTANDING SERVICE
TO THE ACADEMY AWARD:
MS. LAURA KELLY



OUTSTANDING INNOVATION
IN COSMETIC DENTISTRY:
DENTAL XP
(ACCEPTED BY EDDIE SALAMA
AND TYLER BINNER)



JOURNAL OF COSMETIC
DENTISTRY AWARD:
DR. MAURICE SALAMA
(ACCEPTED BY EDDIE SALAMA
AND DR. DAVID GARBER)



AACD HUMANITARIAN AWARD:
DR. KENNETH BANKS



LIFETIME ACHIEVEMENT:
DR. JEFFREY GOLUB-EVANS
(ACCEPTED BY HIS WIFE, ALECIA
EVANS, AND DAUGHTER EVA.)



AACD RISING STAR AWARD:
MRS. SHANNON BRINKER



PRESIDENT’S AWARDS:
DR. BRUCE CRISPIN

HOW TO GET A FLOOD OF NEW PATIENTS THIS SPRING

BY JOY GENDUSA, CEO OF POSTCARDMANIA



WHAT YOU'LL NEED:

- Direct mail postcard campaign
- Automatic Google follow-up
- Iced Tea
- A hammock
- The ability to get into a hammock (Don't laugh. It's hard!)
- Tiny umbrella

THE FORMULA:

1. Mix Direct Mail and Automatic Google Follow-Up together until they blend into a beautiful fusion of lead generation and lead conversion.
2. Pour tall glass of iced tea.
3. Place a tiny (but festive) umbrella into the iced tea and enjoy a relaxing swing in the hammock, while new patients come pouring into your practice.

Now the last two steps are the fun part. You don't need any pointers on those. But I should warn you – taking on Step 1 without guidance from a marketing professional can be REALLY problematic. I mean using direct mail and Google marketing together. Is that even legal? Or possible?

YES it is! It is both legal and possible.

IN FACT, combining the old school and new school marketing strategies is the best way to maximize your return on investment. I've been marketing small businesses for 20 years, and I have to say—I've never seen anything like the results we get from using these marketing tools together.

But don't take my word for it. Let's talk about WHY it works...

WHY YOU NEED DIRECT MAIL:

LEAD GENERATION – Direct mail delivers a better response than any other marketing tools. In 2012, the Direct Marketing Association reported the average response rate for digital media was roughly 0.03%. And what kind of a response did direct mail produce? 1.2%. That response rate isn't industry specific, but the difference is undeniable. Digital marketing just can't touch the lead generation power of direct mail.

So that's the general dominance of direct mail for lead generation, but there are also some specific benefits direct mail offers cosmetic dentists:

- Marketing postcards can be mailed to highly specialized lists that target the kinds of people already in need of cosmetic dentistry. You won't waste money marketing to people who aren't interested. You put your investment where it has the greatest likelihood of producing revenue.
- Postcards don't come in an envelope. A bit of a no-brainer here, but it is an important thing to mention. Even if your prospective patients don't call right away, the more they see your practice's logo

and read your message the more likely they are to become a patient. Repetition produces results. It's a scientific fact!

- It doesn't take much to create a GREAT return on investment (ROI). Take the amount of revenue the average patient brings in to your practice in a year. Now, multiply that number by the number of years an average patient stays with your practice. The answer is what I call the "Lifetime Value" of just one patient. Looking at the entire revenue potential of each new patient, you really only need one or two to generate a profit from your marketing.

As long as the profits are flowing in, why would anyone stop mailing their postcards?

WHY YOU NEED GOOGLE FOLLOW-UP:

So your direct mail postcards are generating leads like mad. Some are calling your practice. Some are visiting your website and filling out contact forms or scheduling appointments. But a bunch of potential patients are visiting your website and NOT filling out a contact form! What about them? You lose those prospective patients forever, right?

Nope! C'mon what is this, the stone age?

This is the 21st century! A time when Google can track all visitors of your website and follow up with them using targeted ads until they return to your site and become a patient.

DirectMail2.0 is the lovechild of all the newest 21st century marketing capabilities. It's the whole package of direct mail's lead generation teamed with Google's incredible follow-up. But it's more than just that.





DirectMail2.0

It's like an entire marketing system in one convenient package. On top of the direct mail and Google follow-up capabilities, it also has tracking features that allow you to see how many people have visited your site, how many people are seeing your follow-up ads and how many calls you've received from each campaign. It also tracks your postcards, so you know when they arrive (and can get some more help in the office before the phones start exploding). It even records your phone responses, which lets you conveniently listen in on your schedule.

My favorite part is how easy it is to upgrade regular direct mail to DirectMail2.0. It only costs pennies more per piece, and with the consistently better ROI DirectMail2.0 users enjoy, it's well worth it.

So really all three steps can be a piece of cake. Just turn your direct mail into DirectMail2.0 and everything is taken care of. You just make the iced tea.

SPRING DIRECT MAIL TIPS FOR COSMETIC DENTISTS:

My company has worked with 3,932 dental practices. So when I say I have some experience marketing dental practices, I'm not messing around. Through all that experience, I've learned the strategies that really get results in the dental industry. And now these tips are all yours. Free of charge:

- Dental practices usually need a bigger postcard to get optimal results (6 x 8.5 or larger if you are in a highly competitive market).
- You MUST continue to mail to your current patient list to keep them making regular check up appointments.
- 88.6% of our successful dental campaigns mailed a minimum of three times.

OFFERS THAT WORK:

- Free whitening
- Free consultation/second opinion (+ additional offers)
- Discount on first procedure (\$50, \$100, \$70, \$150 off)
- Free exam/x-rays
- Discounted whitening (\$99, \$225, \$150, \$100 off)
- Free gifts and raffles can also be effective

You can take your practice to the next level this spring by taking advantage of some of the great new marketing technology that's out there right now. Start using DirectMail2.0 this spring and watch your practice bloom like the flowers in your garden. Then, enjoy a nice glass of iced tea in your hammock and revel in the genius marketing decision you just made.

Joy Gendusa is the founder and CEO of PostcardMania. She literally wrote the book on direct mail (The Ultimate Direct Mail Success Manual!) and offers free samples to all dentists interested in postcard marketing. Add Joy on Google+!

Are you missing out on a new revenue stream?

Thousands of GPs are adding a cosmetic, conservative and minimally invasive solution for their adult patients



Before



During Six Month Smiles



After Six Month Smiles

**SAVE
\$200**

ENTER CODE
AACD200

Click Here

LEARN MORE!



SIX MONTH SMILES®

Straight Teeth. Less Time. Clear Braces.

NEW MEMBER LIST MARCH/APRIL 2014

WELCOME
NEW MEMBERS!

AUSTRALIA

James Allen, BDS	<i>Brisbane</i>
Bharat Agrawal	<i>Southport</i>
Mena Shehata, DDS	<i>Beverly Park</i>

BARBADOS

Robert L. Clarke, DMD	<i>Belleville St. Michael</i>
-----------------------	-------------------------------

BRAZIL

Tania Lacerda	<i>Sao Paulo</i>
Enio Pedrozo, DDS	<i>Sao Paulo</i>
Sergio B. Botta, DDS	<i>Sau Paulo</i>

CANADA

Raswinder K. Nagra, DMD	<i>Calgary, AB</i>
Ann Lu, DMD	<i>Vancouver, BC</i>
Alireza Zeynali, DDS	<i>London, ON</i>
Hoda Kowsari, DDS	<i>Toronto, ON</i>
Roocha Vyas, DDS	<i>Vaughan, ON</i>
Lorne Gaulin, DMD	<i>Trois Rivières, PQ</i>

COSTA RICA

Yuan M. Tai, DDS	<i>San Jose</i>
------------------	-----------------

EGYPT

Mohamed Moustafa Abdallah Kadeeb	<i>Alexandria</i>
Sherine M. Shaker, MSc	<i>Alexandria</i>
Magdy Fathy Soliman Ibrahim	<i>Alexandria</i>
Bernadette Essam Ezzat, BDS	<i>Cairo</i>
Mohamed Ali El Sayed Megahed, BDS	<i>Cairo</i>
Ahmed Abd Rabou Abd El-Rahmann, BDS	<i>Cairo</i>
Agamy Elsayed Mohamed Abdel Khalek, BDS	<i>Cairo</i>
Abou El Ela El-sayed Abou El Ela	<i>Cairo</i>
Hamed Ratham M. Acphafeeri, BDS	<i>Cairo</i>
Hoda Abd Elmoez Ahmed Elsaka, BDS	<i>Cairo</i>
Waleed Raji Bejd Al Mutair, BDS	<i>Cairo</i>
Hany Mohamed Alaa El Din	<i>Cairo</i>
Bassma Emad Darwish Al-Adawy	<i>Cairo</i>
Mai Salah Ibrahim Afifi Algohary, BDS	<i>Cairo</i>
Mohammad Ahmad Mohammad Askar	<i>Cairo</i>
Jamal Eddin Abdul Nassir Awad Al-Farra, BDS	<i>Cairo</i>
Mohammed Abdul Rahman Badwan, BDS	<i>Cairo</i>
Heba Eid Abd El-Hadi, BDS	<i>Cairo</i>
Ahmed Kamel Ahmed El-masry, BDS	<i>Cairo</i>
Belal Mohamed El-Sayed, BDS	<i>Cairo</i>
Mohamed Emad, DMD	<i>Cairo</i>
Omar Waleed Hendawi, BDS	<i>Cairo</i>
Hadeer Hafiz Khourshid Mohamed, BDS	<i>Cairo</i>
Abd-Elrahman Yousef Mahmoud Al-Duqi, BDS	<i>Cairo</i>
Khaled Khalil Malar, BDS	<i>Cairo</i>
Mohamed Hussein Mohamed Nasr, BDS	<i>Cairo</i>
Rani Jawdt Lurfi Oudah	<i>Cairo</i>
Ahmed Mohamed M. Saleh, BDS	<i>Cairo</i>
Osama Abd Al Wahab Shouraba, BDS	<i>Cairo</i>
Rania Osman Zaher	<i>Cairo</i>
Mira Micheal Gabra Sedra	<i>El Nozha</i>

EGYPT (CONTINUED)

Latifa Elbanna, DMD	<i>Giza</i>
Omar Moutaz El-Mahdy	<i>New Cairo</i>
Amr Abdou Hegazy, BDS	<i>Raselbar</i>
Gehad Khaled Hefzy, BDS	<i>Shebien Alkoum</i>
Bichoy Magdi Nassif Habib	<i>Shoubra</i>

GERMANY

Heike U. Kraemer, DMD	<i>Dossenheim</i>
-----------------------	-------------------

ICELAND

Hronn Robertsdottir	<i>Garoabaer</i>
Hrafnhildur Thorsdottir	<i>Reykjavik</i>

INDIA

Yashwanth Gowtham Gadaparthi	<i>Chennai</i>
Shikha B. Bhandari	<i>Ferozepur</i>
Hemang H. Shah, BDS	<i>Mumbai</i>
Milind S. Saudagar, BDS	<i>Nasik, Maharashtra</i>

IRAN

Mohammed Nasr Esfahani, DDS	<i>Isfahan</i>
Kamran Amirgholi, DDS	<i>Tehran</i>
Mahmoud Moghaddam, CDT	<i>Tehran</i>

IRELAND

William Hayfron, DMD	<i>Graigucullen</i>
Lorant Stumpf, MDT	<i>Graigucullen</i>

ISRAEL

David Rosen, DMD	<i>Bnei Brak</i>
------------------	------------------

JAPAN

Mami Asanagi	<i>Kanagawa</i>
Kota Naoi	<i>Tokyo</i>
Masaya Watanabe	<i>Yamanashi-ken</i>

JORDAN

Abdulfattah Yaghmour, DDS	
Abdallah Safia Mohammad Hamdallah, BDS	

KUWAIT

Praveen Chandra L.P., MDS	
Meshal Al Qahtani	

LITHUANIA

Mindaugas Kudelis, DMD	<i>Vilnius</i>
Valentina Stankuniene	<i>Vilnius</i>

MAURITIUS

Nadeem A. Kahdun, DDS	
-----------------------	--

OMAN

Anita Jibu	<i>Sur</i>
------------	------------

PALESTINE

Osama Obed El-Jaleel Shaalan, DDS	<i>Palestine</i>
-----------------------------------	------------------

PERU

Lilian Demartini Flanagan, DDS	<i>Lima</i>
--------------------------------	-------------

SAUDI ARABIA

Talal Muteb Al Shammuri, BDS	<i>Hafar Al Batin</i>
Yamen Sharef Ahmed Al-Qasem, BDS	<i>Najran</i>
Zaid A. Al Jeaidi, DDS, PhD	<i>Riyadh</i>
Sara Alfadda, DDS, MSc, PhD	<i>Riyadh</i>

SAUDI ARABIA (CONTINUED)

Fahad Alshehri	<i>Riyadh</i>
Salwa Bajunaid, BDS	<i>Riyadh</i>

SINGAPORE

Anna Maragopoulou, BDS	
------------------------	--

SPAIN

Alvaro Giner Sopena, DDS	<i>Valencia</i>
--------------------------	-----------------

SWEDEN

Mats I. Pettersson	<i>Karlskrona</i>
Maik Peters	<i>Solna</i>
Mitra Brakenhielm, DMD	<i>Stockholm</i>
Anna Karlsson, DDS	<i>Stockholm</i>
Nils Robin Pettersson, DDS	<i>Stockholm</i>
Anna Melin Lefring	<i>Vallentuna</i>

TAIWAN

Nai-Bang Lin, DDS	<i>Changhua County</i>
Jenzen Jill K. Sy, DDS	<i>Taoyuan</i>

UNITED ARAB EMIRATES

Hussien S. Tahoun	<i>Abu Dhabi</i>
Fadi Fouzi Abou Al Fadel	<i>AbuDhabi</i>
Ritul Agarwal, MDS	<i>Dubai</i>
Amer Hanna, DDS	<i>Dubai</i>
Laszlo Konrad	<i>Dubai</i>
Tomas Von Post, DDS	<i>Dubai</i>

UNITED KINGDOM

Nina Khaira, BDS	<i>Cambridge</i>
Pramod Subbaraman, BDS	<i>Stirling</i>
Olumide Ojo	<i>Twickenham</i>

UNITED STATES

ALABAMA

Sonya Mitchell, DMD	<i>Birmingham</i>
Glen J. Bridges, DMD	<i>Jackson</i>

ARIZONA

Nicholas M. Pile, DMD	<i>Anthem</i>
Zachary D. Gilbertson, DMD	<i>Phoenix</i>
Bonnie L. Turner, DMD	<i>Showlow</i>

ARKANSAS

Simona Ivan, DDS	<i>Little Rock</i>
------------------	--------------------

CALIFORNIA

Gordon Lai, DDS	<i>Alameda</i>
Randolph Cockrell, DDS	<i>Anaheim</i>
David Cho	<i>Citrus Heights</i>
Victor Rosales, DDS	<i>Covina</i>
Mouhannad Almajdalani, DDS	<i>Daly City</i>
William Clements, DDS	<i>Danville</i>
Nikolas M. Stathopoulos, DDS	<i>Hayward</i>
Brad T. Guyton, DDS	<i>Irvine</i>
Charles N. Sannar, DDS	<i>Live Oak</i>
Maritone S. Olaer, DDS	<i>Los Angeles</i>
Chelsae Pinto, DDS	<i>Los Angeles</i>
Maria C. Balagtas, DDS	<i>Orange</i>

CALIFORNIA (CONTINUED)

Patrick Yoshikane, DDS	<i>Orange</i>
Stefanie Dolas, DDS	<i>Placentia</i>
Kyosuke Fujita, RDT	<i>Redondo Beach</i>
Piyush Sisodia, DDS	<i>Roseville</i>
Sabine Purps, DDS	<i>San Diego</i>
Joseph Mina Y. Atalla, BDS, DDS	<i>Santa Ana</i>
Terry L. Wheeler, DDS	<i>Torrance</i>
Quratulanne Muneer, DMD	<i>Walnut</i>

COLORADO

Leah Christine McQuigg	<i>Aurora</i>
Kirk Rathburn, DDS	<i>Boulder</i>
Donald E. Couchman, DDS	<i>Colorado Springs</i>
Lynelle Zabel, DDS	<i>Highlands Ranch</i>
Natalie Lesinski	<i>Littleton</i>

CONNECTICUT

Henry C. Rapp, III, DMD	<i>Fairfield</i>
Gabriela Vatafu, DDS	<i>Glastonbury</i>

DISTRICT OF COLOMBIA

Cristian Alcantara, DDS	<i>Washington</i>
-------------------------	-------------------

FLORIDA

Eric D. Stevens	<i>Bonita Springs</i>
Andrew Varga, DMD	<i>Bradenton</i>
Michael B. Jergins, DMD	<i>Clearwater</i>
Angela Berkovich, DMD	<i>Deerfield Beach</i>
Robert Ernest Hendry, II, DMD	<i>Fort Myers</i>
Javier A. Becerra, DDS	<i>Fort Walton Beach</i>
Steven A. Garrett, DMD	<i>Gainesville</i>
Rajiv Kalra, DMD	<i>Gainesville</i>
Caryn Kleiman, DDS	<i>Gainesville</i>
Maria E. Lopez, DDS	<i>Hialeah</i>
Monica L. Varela, DDS	<i>Kissimmee</i>

FLORIDA

Mark A. Falco, DMD	<i>Lake Mary</i>
Lorena M. Corzo, DDS	<i>Miami</i>
Tatiana S. Rey, DDS	<i>Miami</i>
Mildred Romero-Melis, DDS	<i>Miami</i>
Robert F. Bracho, DDS	<i>Naples</i>
Yun Ma	<i>Naples</i>
Evan Pedersen, DMD	<i>Ocala</i>
Nathalie Gomez, DDS	<i>Ocoee</i>
Axel Castro	<i>Orlando</i>
Jennifer A. Escobar, DDS	<i>Orlando</i>
Maribel Morales	<i>Orlando</i>
Dalia Forero-Amaya, DDS	<i>Pembroke Pines</i>
Brian P. Hoffman, DMD	<i>Sarasota</i>
Neil E. Torgerson, DMD	<i>Tallahassee</i>
Christian Edgar Davila, DDS, CDT	<i>Tampa</i>
Brittany Johnson	<i>Tampa</i>
Charles G. Martin, Jr., DDS	<i>Tampa</i>
Ola Porter	<i>Tampa</i>

PRESIDENT’S HONOR ROLL

PRESIDENT’S
HONOR ROLL

To recognize those who aid in new member recruitment, the AACD Board of Directors established the President’s Honor Roll. To be listed on the President’s Honor Roll, a member must refer at least one new colleague to the AACD in a calendar year. This information is taken from the membership application where it asks who or what introduced you to the Academy. Referring at least one new member in a calendar year will give you recognition in the *Academy Connection*. And, for each new member you refer, you’ll receive an extra chance to win the grand prize of a VIP trip to the 32nd Annual AACD Scientific Session in Toronto, Canada! Even referring one new member puts you in the running for other valuable prizes. The more members you refer to the AACD, the greater your chance of winning. The following are those who referred new members to the Academy in March/April 2014.

Mohamed Mahmoud Abdel Mohsen, BSc, MSc, PhD
Ahmed Korayem
Abdelrahman, BDS
Raneem S. Alofi, BDS
Andrew Arnouk, DMD
Edgar M. Castellanos, DDS
Danyal Dehghani
Ali Emamgholipour, DDS
Anthony L. Falciano, DDS
Tara M. Ferris
Craig P. Goldin, DDS
Leonard A. Hess, DDS
Susan Hollar, DDS
Robert B. Johnson, DMD
Sean S. Jung, DDS
Rick L. Kimbrel, DMD
James D. Klim, DDS
William Papadopoulos, DMD
Ulf Parke, DDS
Mark A. Reynolds, DDS
John F. Rink, DDS
Augusto A. Robles, DDS
Larry W. Rosenthal, DDS
Rodrigo Souza, DDS
Eric D. Stevens
Jake B. Wolf, DDS
Jason Yang, DMD

NEW MEMBER LIST MARCH/APRIL 2014

WELCOME
NEW MEMBERS!

FLORIDA (CONTINUED)

Claudia L. Renteria Tampa

GEORGIA

Priyanka Seekand, DMD Atlanta

Alla V. Brown, DMD Buford

George P. Mitrogogos, DMD Columbus

Kimberly Chastain, DMD Dawsonville

Benjamin L. Hawkins, DMD Gainesville

HAWAII

James Wee, DDS Honolulu

ILLINOIS

Mark Heiss Alsip

Daniel Kettelman, DDS Alton

Gerilyn M. Alfe, DMD Chicago

Elizabeth Strzelecka, DDS Chicago

Saleh Akhras, DDS Harwood Heights

Blaine P. Cusack, DDS La Grange

Yaser Shaheen, DMD Oak Park

INDIANA

Daniel J. Berquist, DDS Crown Point

KANSAS

Maxwell White, DDS Wichita

KENTUCKY

Brian Osbourne Lebanon

James T. Hazard, DMD Louisville

MARYLAND

Mary Anne S. Melo, DDS, PhD Baltimore

Eric D. Levine, DDS Brookeville

Martha Sidlowski Severn

MASSACHUSETTS

Aikaterini G. Papathanasiou, DDS Brookline

Nawaf Al-Dousari, DDS Burlington

MASSACHUSETTS

Mohammed N. Alasqah, BDS Malden

Mohammed H. Korban, BDS Medford

MICHIGAN

Ahmed Maawadh Ann Arbor

Robert P. DiPilla, DDS Birmingham

Nadine G. Kobty-Hogg, DDS Cadillac

Herbert K. Winter, DDS Huntington Woods

Matthew C. Laurich, DDS Livonia

James D. Jackson, DDS Marquette

Andrew B. Hamilton, DDS Portage

Steven Wainess, DDS Saint Clair Shores

Jonathan Miller, DDS Warren

MINNESOTA

Paul Boettner, DDS Plymouth

MISSISSIPPI

Steve E. Magee, Jr., DMD Brandon

Nicholas John Dennery, DDS Jackson

MISSOURI

Nicholas R. Matthews, DDS Ozark

NEVADA

Matthew Milligan, DMD Incline Village

Scott Lewis, DMD North Las Vegas

NEW JERSEY

Rajan Rajan, DDS Bridgewater

Daniel J. Tuccillo, DMD Lawrenceville

Brian S. Koo, DDS Livingston

Christopher J. Connolly, DMD Mullica Hill

Waad H. Alabdulmohsen, BDS Newark

Mark R. Bydalek, DMD Sergeantsville

Rajashree Karandikar, DDS Skillman

NEW YORK

Marianna Jovanovich, DDS Bedford Hills

Allan M. Miller, DDS Briarcliff Manor

Jacob Ferris, DDS Brooklyn

Bryan H. Stimmler, DDS Brooklyn

Ji Hyeon Min, DDS Jamaica

Edly Destine, DDS New York

Victor Kagan, DDS New York

John P. Osterman, DDS New York

Narain Paryani, DDS New York

Andrew L. Reingold, DMD New York

Jonathan Sheng, DDS New York

Eleni Siamplettou New York

Lorena Millan, DDS Pittsford

Liset Beltran, DDS Rochester

Brenda Flores Sousa, DDS Rochester

Alejandro Sanchez-lara, DDS Rochester

Lenny Santos, DDS Rochester

Glen M. Spinelli, DDS Rochester

Virginia Yanez, DDS Rochester

John C. Castanaro, DDS Yonkers

Joseph M. Zaky, DDS Yorktown Heights

NORTH CAROLINA

James R. Marshall, DMD Charlotte

Edwin S. Porter, DDS Charlotte

Adrienne Cowan, DDS High Point

Claudia A. Waddell, RDH Huntersville

Anita Jones Wells, DDS Raleigh

Kareem D. Redmond, DDS Winston Salem

OHIO

Ajapal S. Bhangu, DMD Cleveland

Sahar Hamzeh, DDS Columbus

Andrew Lavicka Richfield

Randal P. Garvey, DDS Ubrichsville

OKLAHOMA

Brian C. Prince, DDS Oklahoma City

PENNSYLVANIA

Edward J. Piorkowski, Jr., DDS Easton

Andrew T. Wilson, DMD Huntingdon

Peg Fuga N Huntingdon

Jennifer Palmer N Huntingdon

Shailain Patel, DMD Philadelphia

Amy Yang, DMD Pittsburgh

Zachary S. Sisler, DDS Shippensburg

PUERTO RICO

Elba C. Diaz-Toro, DMD Bayamon

Maria A. Loza, DMD Trujillo Alto

SOUTH CAROLINA

Steven Frames, DDS Charleston

Amanda K. McCauley, DDS Charleston

TENNESSEE

Vincent Tiller, DDS Bristol

Damien Armstrong, DMD Chattanooga

Jessica Leigh Tucker Memphis

Jesse D Clark, DMD Nashville

TEXAS

Ardalan Zahedi, DDS Austin

Yahya M. Mansour, DDS Fort Worth

Rhonda Kay Cook Grand Prairie

William Boyd, DDS Houston

Colby Crabtree Katy

TEXAS (CONTINUED)

Marvin Berlin, DDS Mc Kinney

Matthew D. Ross, DDS Prosper

Taro Morii Stafford

UTAH

Jeneil A. Oxley, CDT Sandy

VIRGINIA

Mestire Solomon, DMD Alexandria

Larry Reyes, DDS Arlington

Abel Encarguez, CDT Chesapeake

Komal S. Karmacharya, DDS Fairfax

Quoc V. Nguyen, DDS Falls Church

Jun H. Chung, DMD Herndon

Houman Chegini, DDS Virginia Beach

Meghan Stenvall, DMD Williamsburg

Austin T. Westover, DDS Winchester

WASHINGTON

Luke Park, DDS Federal Way

Molly McIntosh, DDS Seattle

WEST VIRGINIA

Chad M. Bush, DDS Parkersburg

WISCONSIN

Inas Murrar, DDS Franklin

Adam Barry Hammerbeck Milwaukee

dentalcompare.com



Dentalcompare is partnering with AACD to bring you the most comprehensive dental product resource on the planet

- ✓ More than 8,000 products categorized and searchable
- ✓ Hundreds of videos
- ✓ Free E-newsletters with the latest product and professional updates
- ✓ Compelling timely blogs

Check us out and add dentalcompare.com to your favorites

For more information

please e-mail us: gweisman@dentalcompare.com
or call us: (650) 267-5030

Affiliate CE COURSES

UPCOMING OPPORTUNITIES FOR CONTINUING EDUCATION. [CLICK HERE](#) FOR A FULL LISTING.

MAY 28, 2014

Northwest Academy of Cosmetic Dentistry Study Club
Northwest Smile Designs 203 NE 179th St Suite #108
Ridgefield, WA 98642
Dr. David Chan, AACD Accredited Member will be presenting on Accreditation Success.
Meeting begins at 6:00 pm; dinner included
RSVPs can be made by emailing nwaacd@gmail.com.

JUNE 6, 2014

Empire State Academy of Cosmetic Dentistry
“Real World Cosmetic Dentistry: Faults, Failures and Fixes”

with Dr. Joyce Bassett, AACD Accredited Fellow
Pearl River Hilton, Pearl River, NY
Click here to download a registration form.

JUNE 25, 2014

Orange County Academy of Cosmetic Dentistry
Quarterly Evening Meeting at Nobel Biocare
Dr. Edmond Hewlett
Registration:
www.ocacd.com/calendar.html
Or call MaryLou at 714.818.7193

MORE CE COURSES

OCT. 4, 2014

New England Academy of Cosmetic Dentistry
Dr. Corky Willhite, AACD Accredited Fellow
“The Structure Course: Maximizing Esthetics and Longevity with Composite Resin”

OCT. 15, 2014

Orange County Academy of Cosmetic Dentistry
Quarterly Evening Meeting at Nobel Biocare
Dr. Paulo Camargo
Registration:
www.ocacd.com/calendar.html
Or call MaryLou at 714.818.7193

OCT. 23 - 25, 2014

AACD Advanced Education Symposium
Dr. Betsy Bakeman, AACD Accredited Fellow, Dr. John Weston, AACD Accredited Fellow, and more
Ritz-Carlton Laguna Niguel, CA
www.AACD.com/Symposium

OCT. 24, 2014

Georgia Academy of Cosmetic Dentistry
Dr. Bob Margeas
“Everyday Dentistry: More than Everyday Esthetic Results”
103 West Restaurant | Atlanta
Contact: Brian Lindke, CDT, GACD President, 678.714.7020
brian@vividxlab.com

Comfort Patients Remember.

Revolutionary Crescent Bodyrest System

- Calms and reduces fear and anxiety in the dental chair
- Stabilizes and aligns patient
- Relieves lower back and hip pain from sitting for extended periods of time
- Cushions and supports entire body for maximum comfort
- Gently supports and tilts patient's head back to naturally turn jaw up and open
- Removes voids between patient and dental chair



800.989.8085
CrescentProducts.com

Transform the patient experience in your dental chair.
Choose the Crescent Bodyrest System.

Make Your Website Even Better

with **FREE** Dear Doctor videos and endorsed treatment articles by the **AACD** American Academy of Cosmetic Dentistry

AACD Members **Save 35%** on Dear Doctor's Digital Library!

Dear DOCTOR
DIGITAL LIBRARY

Visit www.DearDoctor.com/aacd or call **(866) 799-5014** to get started!



We Know You Want More.

More Patients. More Dentistry. More Revenue.

Introducing the

ADVANTAGE: AACD

PROFESSIONAL MARKETING CAMPAIGN

Everything you need to bring **more** to your door.

- 1,000 brochures
- 52 social media posts
- Color and b/w ad
- Postcard
- Radio scripts
- Billboard
- E-Newsletter
- And so much more!

Only
\$2500

Valued at
\$12,500

All customized for your
practice in 5 days or less!



Campaign 1



Campaign 2



Campaign 3



Campaign 4



Campaign 5

Visit www.AdvantageAACD.com or
call **866-590-4476** today to choose your campaign.