

Internal Marketing cont'd.

25. Do we respect and follow our referring doctor's referral patterns?
26. Do we send patients back to their dentists when their work is complete?

Of course this is a short list. What do you do that you feel is a way of natural internal marketing? What have you seen over the years? We have so many years of experience and wisdom in our CSP organization. What are your thoughts on this subject?

The culture we build in our office starts with us and ends with us. We need to communicate our vision to our teams and then hold them accountable, as they are our strongest marketers. I believe kindness is the best trait they can have. They should be a reflection of what we aspire to be in it's best form. It's easy to take a marketing course or send out a newsletter, but it's the day to day that's tough.

HAPPY NEW YEAR 2017!! CSP is here for you. If you have ideas for articles or would like to add marketing tips that have worked for you, please email me at [drh@cmhperio.com](mailto:drh@cmhperio.com).

Casey M. Herrera, DDS

## Why Advocacy Matters

By Dr. Tina Beck, Advocacy Committee Chair

When I first started dental school, I didn't really understand what the term 'advocacy' meant; I simply joined the American Student Dental Association (ASDA) because I thought it was what you're supposed to do. The promise of a free lunch lured me to attend several meetings where I learned how important my voice was for the future of the profession I had decided to dedicate my life to. I became aware of the numerous non-dental entities that threatened my chosen future and vowed to always remain active with whatever organizations supported the well-being of dentistry. As a result, over a decade later, I have remained actively involved in several dental organizations, not the least of which is CSP.

I am frequently asked why I dedicate so much time serving on so many boards and committees for various dental organizations, and for me the answer is simple: I care about our profession and am particularly passionate about our specialty. If we all sit idly by and go about our lives without supporting our professional organizations, the future of our specialty may become so

compromised and controlled by outside influences, who don't truly understand the magic we do everyday, that even I may grow to regret my chosen career path. I refuse to let that happen and so should you. And guess what!? Even in today's era of "superdentists" and \$200 'all-you-can-eat' implant clinics, I still believe our future is bright and I hope you do too. But not if we are asleep at the wheel and dig our heads into the sand hoping this storm will pass. It won't. We must join together and protect our specialty.

How, you ask? First, don't mooch off the efforts of the CSP leadership by not renewing your membership for the rest of your periodontal career here in California. Your membership matters. Without strength in numbers, we will lose our ability to adequately represent you when it really matters. Who would listen to us at the Dental Board when we argue the safety of periodontists providing conscious sedation for you, against the power and resources of the oral surgeons, but we can only claim to speak for half of all the periodontists in our state? Not many will listen.

Luckily most of you and our colleagues understand the value of our organization by continuing to renew your membership. Don't stop. We need each other more than ever! Right now almost every dental organization in the country is taking about sedation-related issues and who should be allowed to do what. Personally, I refuse to let oral surgeons, politicians, and an emotional public compromise the quality of care I can legally and safely provide for my patients. And even if (I mean, when) we win this battle for now, it will undoubtedly return in the future along with many other potential threats to our specialty that we can't even begin to imagine today. Can you tell how passionate I am about advocacy? You should be too! We can't afford to be asleep at the wheel. And did you know that CSP is the ONLY organization that specifically represents California periodontists? Yep. By all means, join and participate in other organizations, but never forget what you do and where you do it. Support CSP. Renew your membership. Every year. And if you feel so obliged to get more involved, we welcome your help.

### NORTHERN CALIFORNIA PRACTICE SALES DENTAL PRACTICE SALES AND APPRAISALS

**San Francisco Periodontic Practice For Sale:** Owner retiring from this 40+ year old practice in downtown San Francisco within close proximity to many general dentist referral sources. Owner averages \$850,000 in annual collections with an average adjusted net income approaching \$400,000. The owner and loyal staff look forward to working with the buyer of this practice to ensure a successful transition. Interested prospects should send a cover letter and current CV by email to [molinelli@aol.com](mailto:molinelli@aol.com) or call 650-347-5346.

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