

# EFFICIENCY

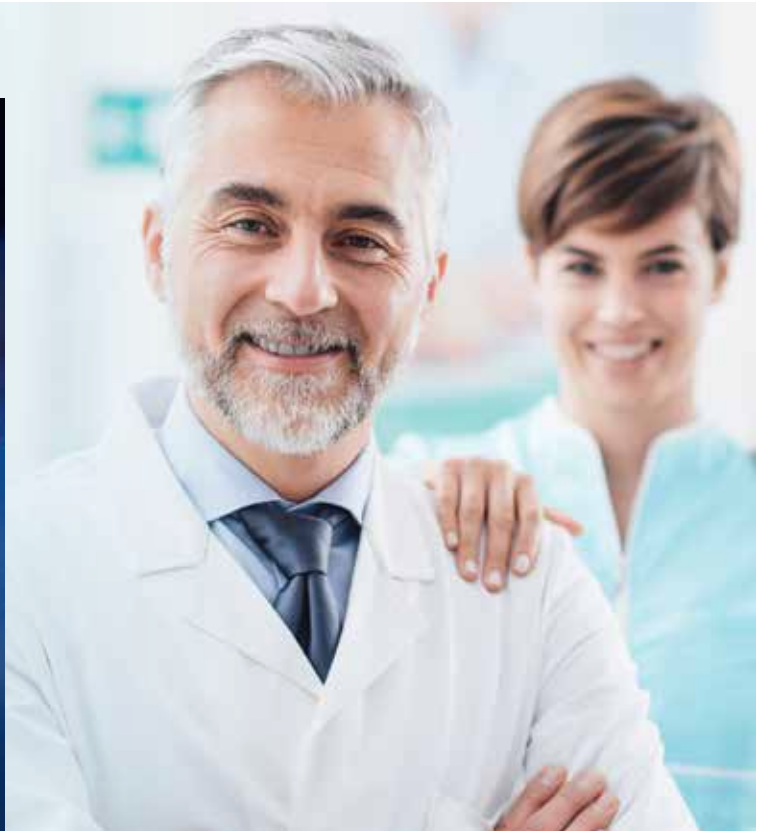
IN GROUP PRACTICE

[WWW.DENTALGROUPPRACTICE.COM](http://WWW.DENTALGROUPPRACTICE.COM)

**Media Guide 2020**



**A magazine dedicated to the evolving  
DSO and Group Practice Market**



The mission of *Efficiency in Group Practice* is to facilitate a growth-centric relationship between dental group practices, manufacturers, distributors and service providers. Published six times per year, every issue of *Efficiency in Group Practice* is available in both print and digital formats. Our access to 25,000 decision makers across the U.S. allows us to impact brand awareness and deliver valuable education to the most rapidly growing support sector in our industry.

*“Efficiency in Group Practice serves as an excellent resource for dentists affiliated with a dental support organization or group practice environment. From covering the current state of DSOs to offering advice to dentists on best treating today’s patients with today’s standards, the content featured helps clinicians and industry professionals stay current in the ever-changing landscape of dentistry. As DSOs become increasingly prominent in our industry, this education is important now more than ever.”*

– **Samson Liu, DDS, MAGD, MBA, vice president of clinical affairs at Heartland Dental and president of Dentists for Oral Health Innovation**





## **CIRCULATION:**

Targets practices with 4 to 700 locations.  
Circulation 12,000+.

Our readership includes Dental Service Organizations (DSOs), Management Services Organizations (MSOs), and other dental business models.

Our readership includes:

- > Dentists
- > Hygiene and Assisting Staff
- > Clinical Directors
- > HR Directors
- > Office Managers
- > Operations Managers
- > Owners/Founders
- > Procurement Managers
- > Regional Managers
- > Team Leaders
- > Trainers
- > Private Equity

## Featured columns:

> Featured ADSO column

ADSO

### 2019 ADSO Summit: A Huge Success with Members

Compliance, recruitment and retention, leadership and technology trends were just a few of the topics covered at this year's Summit.

The growth and development of dental service organizations was the primary focus of the Association of Dental Support Organizations (ADSO) 2019 Summit, held March 28-30 at the Manchester Grand Hyatt San Diego, San Diego, California. Members attended presentations on advocacy trends, compliance best practices and the latest developments in the DSO industry.



Following pre-conference events for industry partners in sponsorship roles and participating DSO representatives, the meeting opened with a Leadership Panel: CEO to CEO - New Horizons. Panel speakers included Steve Bill, CEO, Smile Brands; Ken Cooper, CEO, North American Dental Group; Mitch Olin, CEO, Dental Care Alliance; and Dr. Suiman Ahmed, CEO, DCA Dental Group.

The first day concluded with a sponsored Talk Table Exhibit and networking event, followed by a reception at San Diego's Seaport Village headquarters. Guests were invited to celebrate the opening of the ADSO 2019 Summit by enjoying the 14-acre waterfront shopping hub and the dining and entertainment complex, modeled after a century-old harbor setting.

Day two opened with breakfast and a Leadership Panel: Developing a C-Suite Leadership Team. Speakers included Pat Bauer, CEO, Heartland Dental; Allison Madile, CEO, DAC Dental Brands; Bob Fontana, president and CEO, Aspen Dental Management; and Steve Thorne, president and CEO, Pacific Dental Services.

Attendees took advantage of a full day of presentations, featuring a range of topics and speakers:

- Compliance:** Victoria Harvey, SVP and chief legal officer, Smile Brands, and Dr. Andrew Matta, DMD, North American Dental Group.
- DSO Models:** Incorporating Specialties. Merritt Drake, CEO, Rock Dental Brands.
- Growth & Development:** Do we Have to do Something Different to Make a Difference. Dr. Al Ackerly, CEO and president, DecisionOne Dental, and Steve Bill, CEO, Smile Brands.
- Leadership:** Women in the DSO Industry. Dr. Yashu Singh, owner dentist, Sing Orthodontics; Tanisha Wicker, SVP human resources, Smile Brands, and Jody Martin, chief marketing officer, Smile Brands.
- Recruitment & Retention:** Improve your Bottom Line. Lisa Nguyen, program manager, UCLA School of Dentistry, Community Based Clinical Education, and Bill Piskowski, associate dean, UCLA School of Dentistry, Community Based Clinical Education.
- Technology:** Forefront 2020: Actionable Insights for Operations.

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> Hygiene contributions

Hygiene



### Your DSO Accelerator

How to maximize the tremendous value your hygiene team brings to the group practice

Did you realize that 83% of the patient experience is with the hygienist? Or that 74% of the doctor's revenue is treatment planned in the hygiene chair?

Did you know that the average annual revenue of a full-time hygienist is \$250,000/year? Although, the hygiene team is responsible for 30% of the DSO's revenue, they provide tremendous value beyond the 30% revenue you have been monitoring for years.

With training, development and support, your dental hygiene team provides your biggest growth opportunity, and can accelerate same-store growth immediately in your practices.

There are many dental practices and dental groups that do not take the time to invest in the training and development of their hygiene teams as they still see hygiene as a loss leader, or have had limited success in the past with hygiene-focused initiatives.

After years of training, coaching and mentoring dental hygiene teams, I can attest that this can be a hard needle to move. However, with focused and dedicated attention, you can experience huge - and sustainable - gains.

Where are groups achieving these gains? Here are two big opportunities that exist in almost every dental group!

**By Heidi Smith:**  
Heidi graduated from the University of Missouri with a Bachelor of Science in Dental Hygiene.  
In 2006, Heidi started working for a large dental group in Mississippi, a clinical hygienist and a hygiene mentor before she was promoted to the National Director of Dental Hygiene.  
In 2015, Heidi started Unlimited Hygiene, a January 2015, health and financial hygiene business model. Unlimited Dental administers dental membership plans to dental groups and practices across the country. She is currently working as their Chief Operating Officer.

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> Quality Assurance/Infection Control contributions

Infection Control



### Engineering and Work Practice Controls

Key elements of Bloodborne Pathogens Standard are often overlooked.

For all dental practice settings, OSHA's Bloodborne Pathogens (BBP) Standard (29 CFR 1910.1030) provides the fundamentals for a safe workplace, prescribing safeguards to protect workers against health hazards caused by bloodborne pathogens. The Standard places requirements on employers whose workers can be reasonably anticipated to contact blood or other potentially infectious materials (OPIM), such as unfixed human tissues and certain body fluids.<sup>1</sup>

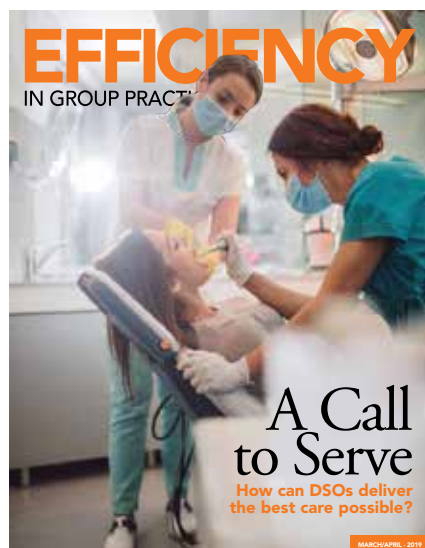
All of the elements of the BBP Standard are important and work together to provide a comprehensive plan for dental healthcare worker safety. Most dental team members are familiar with several points, such as requirements for an exposure control plan and personal protective equipment (PPE), the opportunity to obtain a hepatitis B vaccination and the implementation of universal precautions.<sup>1,2</sup>

Some elements of the BBP Standard, however, are often overlooked. Based on personal anecdotal and field observation, the concepts of engineering controls and work practice controls are not always

**By Katherine Schabbs, MS, RN, RIA, PhD**  
Dr. Katherine Schabbs, DDE, RN, RIA, PhD, is an independent consultant in consultation with experts in OSHA, dental infection control, quality assurance and risk management. She is an invited speaker for continuing education and training programs for local and national dental organizations, chairs of dentistry and public health groups. She has had numerous requests to write academic articles and speeches to contribute to the quality literature. Dr. Schabbs can be reached at kschabbs@kathineschabbs.com.

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## JAN/FEB >

### Editorial Highlight:

New Products/Services + Products for Maximum Efficiency

Special Focus: Pedodontics

Editorial Close: 12/10/19 ■ Ad Close: 1/10/20

## MAY/JUNE >

### Editorial Highlight:

Hygiene, Assistants, + Production

Special Focus: Restoratives + Cements

Editorial Close: 3/16/20 ■ Ad Close: 4/16/20

## SEPT/OCT >

### Editorial Highlight:

Equipment + Technology

Special Focus: Imaging

Editorial Close: 7/14/20 ■ Ad Close: 8/14/20

## MARCH/APRIL >

### Editorial Highlight:

Diversity within DSOs and Group Practices

Special Focus: Infection Control

Editorial Close: 1/14/20 ■ Ad Close: 2/14/20

## JULY/AUG >

### Editorial Highlight:

Leader profiles

Special Focus: Waterline Treatment + Amalgam Separation

Editorial Close: 5/12/20 ■ Ad Close: 6/12/20

## NOV/DEC >

### Editorial Highlight:

Training + Compliance

Special Focus: Group Practice Meetings a year in review + preparing for 2021

Editorial Close: 9/16/20 ■ Ad Close: 10/16/20



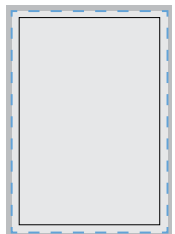
## DISPLAY ADVERTISING SPECIFICATIONS:

*Efficiency in Group Practice* is printed in four-color process in Macintosh format using Adobe Indesign CC.

All colors and artwork must be saved as CMYK. All ads produced on a PC must be submitted in pdf and have all fonts in outline form.

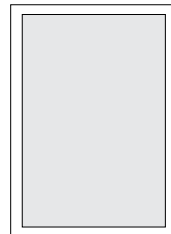
### Full-Page Size:

Trim Size:  
8.375" W x 10.875" H  
Bleed Size:  
8.625" W x 11.125" H  
Live Area:  
7.625" x 10.375"



### Bleeds:

Ads which bleed must extend no less than 1/8" beyond trim. Trim Size is 8.375" x 10.875". Please do not extend live area past 1/2" trim size.



### Non-Bleed:

The non-bleed sizes allow for a 1/2" float space between ad and trim, as indicated. Non-Bleed Size: 7.375" W x 9.875" H

### Two-Page Spread

Two-Page Spread	Bleed: 17" W x 11.125" H
	Trim: 16.75" W x 10.875" H



### 1/2 Page Horizontal: Non-Bleed

7.875" W x 5" H



### 1/2 Page Horizontal: Bleed

Trim size: 8.375" W x 5.5" H  
Bleed: 8.625" W x 5.75" H



### 1/2 Page Vertical: Non-Bleed

3.75 W x 10.375" H



### 1/2 Page Vertical: Bleed

Trim size: 4.125" W x 10.875" H

Bleed: 4.375" W x 11.125" H

## Submitting Ads:

- CMYK is the only accepted mode for color advertisements. Convert all artwork from RGB mode to CMYK. Do not use Pantone (PMS) colors in your layout, unless saved as CMYK process separations.
- The publication is produced in Macintosh platform using Adobe Indesign CC. Ads produced on PCs must be submitted as a pdf or with all fonts in outline form.
- Advertisements must be built to size. Bleeds must extend at least 1/8-inch beyond the trim area. Please keep vital matter at least 1/2-inch within trim area.
- Include ALL screen and printer fonts with your layout. (Include those used by embedded graphics in illustration programs, unless converted to outlines.)
- To ensure proper film-output, a color proof must be supplied with your advertisement.
- Please put the advertiser's name in the title of your file.
- Ads may also be uploaded. To obtain a link for uploading files, please contact Art Director Brent Cashman at [bcashman@sharemovingmedia.com](mailto:bcashman@sharemovingmedia.com)
- Mail ad materials to: Share Moving Media, 1735 Brown Rd. Suite 140, Lawrenceville, GA 30043 Attn: Graham Garrison.

## TERMS AND CONDITIONS:

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2. All messages are subject to the publisher's approval. Publisher reserves the right to reject messages or advertisements not in keeping with publication's standards.
3. The publisher assumes no liability for errors or omissions in reader service numbers.
4. Publisher will not be bound by any conditions, printed or otherwise, appearing on any order form, insertion order or contract when they conflict with the terms and conditions herein or any amendment hereto.
5. Requests for specific position are not guaranteed unless premium position is paid.
6. Prices are subject to change.
7. Color proof must be supplied with advertising materials. Failure to do so will result in \$75 charge to generate matchprint.
8. The publisher's liability for any error will not exceed the charge for the advertising in question.
9. Payment terms are net 15 days. Overdue accounts may be charged a 1.5 percent per month finance charge or the maximum legal rate of interest allowed by law for all past-due invoices.
10. Recognized advertising agencies providing complete preferred print materials are allowed a commission on gross billing space, color and position, only if the account is paid within 30 days.
11. Verbal agreements are not recognized.
12. If the advertiser does not fulfill the number of committed issues, Share Moving Media will bill back the company for unearned discounts based on current rate card rates and the number of issues participated in at the end of the contract period. Advertiser must notify Share Moving Media of any changes/cancellations in writing. Any cancellations made within five business days before the printed ad deadline will result in advertiser being billed for that month and the ad will be moved to a future issue pending space availability.

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