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WHAT'S 'SUP?

The Stand-Up Paddleboard Craze That Never Went Away



Outdoor and exercise crazes come and go almost as fast as hairstyles and popular app games do. But every once in a while, a trend comes along that remains popular — think karate, which spiked in the '60s and again in the '80s, and it can still be found in almost every American city to this day. Back in 2013, one such trend arose: the stand-up paddleboard, or SUP for short.

The act of standing on a floating piece of wood in a surfboard shape and paddling (or poling) yourself along likely goes back thousands of years, but the SUP craze can be traced back to one man — and he's not even in his 60s yet! That man is famous surfer Laird Hamilton, a household name in a sport that doesn't usually generate them. And Laird, along with the Waikiki Beachboys, showed the world a new way to hit the water in the first decade of the 21st century.

Unlike other crazes, the gear was simple and the activity beginner-friendly. To start, you only need a paddle, a board, a life preserver, and of course, a place to go! It's a new way to see the water, which only boosted its popularity. Even veteran water sports enthusiasts weren't used to *standing* on the water instead of sitting in a boat!

But according to the industry's own numbers, that popularity never died down. As it turns out, SUP is a good way to get around, and a lot of folks need that. Many cities, such as San Antonio, feature "paddling trails" that let SUP practitioners see the city in a new way or even commute via their board. How cool is that?

If you're looking for a new hobby this summer, it's easy to rent a stand-up paddleboard and learn the basics. Take a class, head out into the water, and give it a shot. Who knows, you might be one of the thousands of Americans to discover a lifelong passion!

ARE YOU SPECIAL?

YOU KNOW YOU ARE – DO YOUR PATIENTS?

I'm excited. Are you? The 7th Annual PDTA Conference (PDTA 2021) is just around the corner in October (PDTA2021.com), and one of the focuses this year is on identifying what makes your practice unique, then showing it to your patients and their families.

It can feel hard these days to set yourself apart. In a lot of ways, that's the challenge of marketing, and with everybody on social media and the internet, the result is a saturated market. The fact is, unless you nail down your marketing, it's going to be hard to communicate the value your practice offers to prospective patients or even to remind existing ones of the same thing. Of course, that doesn't mean it's impossible.

Succeeding in this area really does start and stop with figuring out what makes your team special. Your mind may be jumping to sedation dentistry (more on that later) or the kind of toys, games, or magazines you have out in the waiting room. Are these good answers? They certainly could be.

I think you'll find, though, that the answer starts with patient service. Most people will feel special — and remain loyal — if they and their kids are treated well. This is where creativity comes into play because you need to figure out what their pain points are and address them.

Easier said than done, right? For one practice, a pain point may be the parking situation. In another, it could be long waiting times to be seen. A third may struggle with keeping consistent staff, which is always a challenge worth solving! (We can help with this!)

No matter what you want to do extra, the foundation must be exceptional patient care. And if

you can find creative solutions to pain points, odds are good your team will find ways to add that extra value, as well. For example, how much would it cost to do a monthly contest giveaway — say, four passes to a whitewater park or a nice dinner out — and a patient gathering once a year? For \$1,000 a year, you could have patients raining down praise and eager to stick with your practice.

You have to be creative, and the value has to be good. I always recommend integrating these with your social media, so that the contests happen online ("No Cavity Club" is a good theme) in full sight of everybody. It's a phenomenal way to add to your web presence and up your visibility in your community. How many practices in your area are doing these things? Odds are, not very many. Yours could make all the difference.

I know that marketing isn't everyone's native talent, which is why I try to provide regular ideas to dental teams on ways to improve their current marketing. A good example of this is the Pearl from earlier this year on adding 5,000 "likes" to your practice's Facebook page in just a few short days, and as with everything I preach, I practice it first! (In this case, I did it *twice*.) You'd be amazed how easy it is to accomplish, which means that just a little effort could set you ahead in the eyes of your patients with immediate social proof!

That doesn't mean that your value can't also come from sedation dentistry or other amazing services. But once you've got the basic patient care down, and their pain points are taken care of, a lot of the things that work will be emotional, not logical. I've seen families drive further to stay with the same doctor, and I've seen families move a few blocks and switch to another practice because it's a little bit closer.



Personally, I say go for the full effort. It's not much more money or much more work — we're talking a few hundred dollars a month, maximum, to run engaging contests that really hook your patients and their families. The return on that investment is hard to exaggerate.

At our conference this year in Atlanta (PDTA2021.com), I am going to help your team find its own unique value. We're also going to have engaging workshops like Sedation A-Z, which helps teams understand their roles and can make or break a procedure in terms of cost-effectiveness.

I'll see you in Atlanta in October!

Rhea

Rhea M. Haugseth, D.M.D



GET YOUR TRAIN OF THOUGHT BACK ON TRACK

RECOVERY HACKS

Have you ever been in the middle of a conversation, presentation, or debate, stringing together thoughts in a way you hope is coherent and insightful when — poof! — you lose your train of thought? It's frustrating. You just want to make yourself understood, but your brain has other plans. What if there were a way to keep your train of thought on track? Well, the good news is that recovering your train of thought is easy with the following hacks in mind.

Repeat, repeat, repeat yourself.

Paraphrasing your last few thoughts out loud can help you remember where you were going. Think of it as retracing your steps: You go back to the last words you remember saying, and more often than not, you'll find your direction again.

Take a short pause.

Pausing briefly is a great way to make recovering your train of thought seem natural. This hack works really well if you're answering a question and you need time to think, and you also don't want to be bogged down by a chorus of "ums" escaping from your mouth.

Write it all down.

This hack works well when you know beforehand that you'll be speaking with someone or in front of people. Even if you never refer to your notes while speaking, simply writing down a road map for your train of thought can help you recover from a detour and speak more confidently.

Remember your overall point.

The easiest way to drive your train of thought into the weeds is to forget your overall point — or not to have an overriding point at all. Always have a short, overarching point you can use to recenter yourself and get back on track.

With these hacks, your brain will have to work a lot harder to make you lose your train of thought! Now you'll be more prepared to tackle any subject matter, no matter how deep or technical, that comes your way.

EAT LESS MEAT WITHOUT GOING MEATLESS

3 CELEBRITY CHEFS PROVE IT'S POSSIBLE AND DELICIOUS

America is the land of the free and home of one of the world's highest per capita meat-consuming cultures. While veganism and plant-based diets seem to be trending among celebrities from Beyoncé to Bill Clinton, most Americans are not ready to relinquish their burgers and bacon entirely. A recent Gallup poll found that the percentage of Americans who identify as vegetarian or vegan has barely shifted in the last 20 years, holding steady at 5% and 3%, respectively.

But two trends are starting to converge, making flexitarian diets — ones with plant-based and meatless meals — more appealing: The concern over high carbon emissions tied to meat production and the increased availability of plant-based meatless but meat-like

options. Add that to the evidence of the negative health effects of consuming too much red meat, and shifting to a flexitarian diet starts to make a lot of sense.

Who better to lead this shift in American eating habits than well-known chefs? These three celebrity chefs are proving that eating less meat doesn't have to mean sacrificing flavor.

Gordon Ramsay

Ramsay has made jabs at the animal rights organization PETA and other characteristically brash comments against vegetarianism in the past, but after judging on Vegan Celebrity MasterChef in 2018, Ramsay says he lost weight by eating five small flexitarian meals a day. He's also started experimenting with plant-centric dishes like beet wellington, subbing the earthy root vegetable for traditional red meat.

Jamie Oliver

It'll come as less of a surprise that Oliver has gone flexitarian and started incorporating more meatless meals into his diet. Oliver's 2010 show "Food Revolution" took a peek behind American school lunches and sought to bring healthier fare to kids around the country. Oliver has since released a meat-free cookbook and says eating less meat has improved his sleep and is better for the planet.

Martha Stewart

Known for her cooking as well as her crafting, Stewart has been championing plant-based meals since 2013 when her vegetarian cookbook "Meatless" was published. Last year, she joined forces with the innovative plant-based meat substitute company Beyond Meat to help launch their new breakfast sausage line.

SITUATION OF THE MONTH

Dear PDTA Pro,

Every year, our practice picks one area to really focus on all year long. This year, we voted on "customer service," and so far, 2021 has been all about providing great customer service to our patients and their families.

But that's just it — who exactly is the "customer" in a pediatric dental office. Is it the patient or their parents? Or both? Do you have any ideas on how to deliver good customer service to both groups or resources you can point us toward?

Thanks as always,

—The Customer Is Always (Treated) Right

Dear The Customer Is Always (Treated) Right,

For about 10 years in the '90s and early 2000s, there was nothing more important than providing "Wow!" customer service. Whether you were a dental office or a design studio, the goal was to create raving fans out of your customers and patients. And I mean literally — "Raving Fans" is the name of a book by Kevin Blanchard and Sheldon Bowles. That is your first resource, and it's a good one. When it came out in 1993, in many ways, it jump-started the "Wow!" service craze.

What changed?

Businesses are as susceptible to fads as anyone, but I suspect that the internet had a lot to do with it. With access to more information and ideas (and in many cases, more customers), the focus got peeled away from customer service. A lot of customer service jobs got automated, too.

It sounds like your practice has the right idea, though, and you understand that actually, we're all in customer service. It starts with the first person the patient or their family speaks to on the phone, and ends ... Well, it never ends. That's the point.

As for your question: Both the patient and the parents are the customers, in this case. You're right to be thinking about them differently, though. Kids and adults have different needs, which is something we're going over in the October PDTA conference.

It sounds like you're off to a good start, but there's one more book I want you to read: "The Simple Truths of Service: Inspired by Johnny the Bagger."

Thanks for keeping the "customer service" fire burning. It is vital to what we do.

—Pediatric Pro

HAVE A LAUGH



SWEET & SAVORY PUPSICLES

With the dog days of summer in full force, your pup may need some help cooling down. These five-ingredient pupsicles are just the thing!

INGREDIENTS

- 1 can pumpkin purée
- 1 strip bacon, cooked and crumbled
- 1 cup water
- ¼ cup blueberries, fresh or frozen
- 1 package rawhide sticks
- Special equipment: plastic or silicone popsicle molds

DIRECTIONS

1. In a blender, combine pumpkin, bacon, and water, blending until smooth.
2. Drop 3–4 blueberries in each popsicle mold, then pour in the pumpkin mixture, leaving about an inch of space.
3. Insert a rawhide into the middle of each mold to serve as an edible popsicle stick.
4. Freeze for 4 hours or until solid, then let your pup enjoy the taste of summer.

Inspired by 101Cookbooks.com