

Embracing The Next Generation of Orthodontists

By: Shannon Patterson, CPR, CMSR

As a recruiter, I have the pleasure of working with candidates who are looking for career opportunities as well as clients who are looking to sell their orthodontic practice or who are searching for an associate to join their practice. I can tell you one thing for sure, as more and more Baby Boomers reach retirement and the first generation of Millennial orthodontists start to look for practice opportunities, it is clear that the orthodontists of this new generation have different expectations for their careers than the generations before them.

Currently there are four generations practicing orthodontics in today's workforce. A generation is defined as "a group of individuals, most of whom are the same approximate age, having similar ideas, problems, attitudes, etc." Each group views the world through a different lens based on the events that occurred during the time the group was coming of age. Understanding the diversity of each generation's viewpoints provides insight that can help strengthen how you run your practice.

The Associate Income Divide

By: Chris Bentson

A common story repeats itself as the Bentson Clark & Copple team speaks with current orthodontic residents and the new and younger doctor demographic.

I have located an associate position with another orthodontist who is willing to pay \$170,000 a year plus benefits, but there it's no equity opportunity. There is also an associate job working for a notable Dental Service Organization (DSO) for \$1,200 a day promising four days a week. With two weeks of vacation and holiday time, this job would pay \$230,400 per year and there are bonuses that I can earn as well.

The conversations we're having on the other side of the spectrum, with orthodontists seeking associates, go a little different.

The Millennial Mom: Her Native Tongue is Technology

By: Brenda Ashwell

Millennial Moms are easy to spot. Their smartphones are never far from reach, they're adept at multitasking, and they were the earliest adopters of email, online banking and original social sites like MySpace and AOL Messenger. They are also becoming a growing part of your customer base as both patients and responsible parties.

Nearly nine million strong, one in five moms is a Millennial. Having come of age with the internet, it's no surprise that she's highly connected, with an average of four social accounts. Facebook, Twitter and Pinterest are most popular, followed by Instagram, LinkedIn and YouTube. While her time is spread thin between household and career responsibilities, it's estimated that she still allocates roughly seventeen hours each week to social media. This is considerably more than moms of other generational age brackets.



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Millennial Moms: What To Know About This Tech-Savvy Generation

By: Maria T. Bailey

All this talk of Millennials, individuals born from the early 1980s to around 2000, featured in this edition of the *Bentson Clark reSource* - what's the big deal? Well, first, there are a lot of Millennials in the United States, 83.1 million according to this article. It's likely that many of your staff members are Millennials and you may be as well, considering 11.8% of practicing orthodontists are Millennials. Secondly, of the new orthodontists exiting resident programs, most are Millennials. Lastly, and likely most importantly, Millennials make up a healthy and growing portion of your adult patients and will increasingly become the parents of your adolescent patients during the next decade. Learning about this generation and how to communicate with them is important to your practice.

There is perhaps no greater expert on the subject of the Millennial Mom and her influence in the marketplace than Maria Bailey. Her data defines how a mom, particularly a Millennial Mom, will make decisions about your brand, product and practice. Here's Maria in her own words...

A few years ago, I contributed a series of articles for this newsletter focused on moms, their behaviors, priorities and values. While the five core values of moms - Health and Safety, Saving Time, Value, Child Enrichment, Simplicity - hold true regardless of generations, the youngest group of mothers, Millennial Moms, are making headlines for the ways they are changing the rules and impacting every segment of society.

Percentage of Adult Patients Impacts Practice Management

By: Dr. Bob Haeger

In your practice, do you mostly see children or adults? Do you know the implications of focusing on one demographic over the other? If you are starting to see more adults than you have in prior years, how do you need to change your practice management?

Since Invisalign entered our industry in 1997, the number of adults seeking orthodontic care has steadily increased. If you look at your practice, I suspect you will see a higher percentage of adult exams and starts today than there were 10 years ago. In order to fully understand the implications of this increase, let's look at five areas of practice management: attract new patients, convert patients to starts, treatment, employee management and revenue and expenses.

Attract New Patients

The number of adults you hope to treat will significantly impact how you go about attracting new patients via your marketing strategy. The percentage of your marketing budget that is spent on internal versus external marketing is dictated directly by the relative number of child vs. adult patients. Children respond better to internal marketing because up to 30% of new patient exams are siblings and 20% more come from direct patient referrals. In contrast, adult patients choose their orthodontist based largely on dentist referrals; marketing your practice to dentists is therefore the most significant driver of new adult patients.

Sterilization Process: What You Need to Know for 2016

By: Andrea Cook

The current CDC guidelines leaves many of our offices struggling with understanding and gaining compliance. Infection prevention and instrument reprocessing are certainly not as fun and exciting as a new cone beam machine, but sterilization is one of the most important functions of the office. There has been talk for some time regarding an update to the *Guidelines for Infection Control in Dental Health-Care Settings, 2003*. The CDC will not be releasing new guidelines for infection control in dental settings. However, the CDC has developed a document entitled "Summary of Infection Prevention Practices in Dental Settings: Basic Expectations for Safe Care and Companion Checklist." This published document summarizes the existing recommendations to make them much easier to understand and use in all dental settings, including orthodontic practices. The Summary, intended to supplement the existing CDC recommendations and not replace them, focuses on standard precautions and the foundation for preventing transmission of infectious agents during patient care.

One emphasis of the Summary of Infection Prevention is the importance of having an individual in every dental practice assigned to be the Infection Prevention Coordinator. That individual would be responsible for developing written infection prevention policies for the practice based on the current standards. The Infection Prevention Coordinator would also ensure that the practice has the needed equipment and supplies required for adherence to standard precaution practices and would communicate with all team members to address infection prevention issues.

