

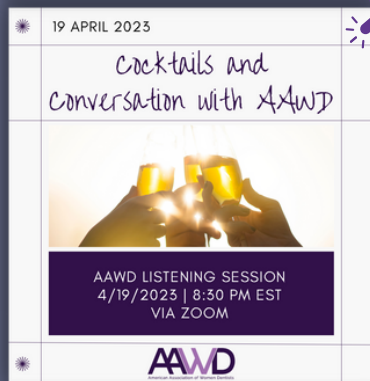
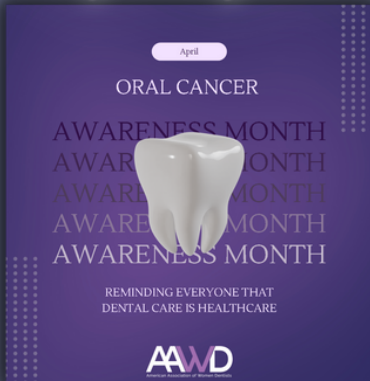


THE CHRONICLE MONTHLY

THE OFFICIAL PUBLICATION OF THE AMERICAN ASSOCIATION OF WOMEN DENTISTS



highlights



@womendentists

APRIL IS ORAL CANCER AWARENESS MONTH

The 75th World Health Day was April 7, reminding us of the importance of keeping the world safe and protecting the vulnerable. The theme, Health for All, is an ideal you, as healthcare workers, strive for every day.

April is also Oral Cancer Awareness Month, which serves as reminder that dental care is such an essential part of achieving health for all.

Despite the importance of dental care in overall health, the healthcare system and many individuals still view dental care as a luxury or optional service. This perception can lead to delayed or neglected dental care, which can result in more significant health problems down the road. Additionally, many individuals lack access to affordable dental care, particularly those living in underserved communities.

So, this Oral Cancer Awareness Month, we focus our commitment on raising awareness about the importance of early detection and prevention of oral cancer. The viral spread of the oral cancer message and the need for national attention to a disease that is growing in incidence every year can cascade public awareness into positive change.

There are many ways you can actively participate in Oral Cancer Awareness Month to promote awareness and early detection:

Educate, educate, educate! Use your waiting room, website, social media, and anything else you can think of to share information about oral cancer, including its risk factors, signs and symptoms, and the importance of early detection.

Share, share, and share some more! Use Oral Cancer Awareness Month as your content guide and share oral cancer awareness messages, facts, and testimonials from survivors on social media. Click the graphics above to get these social media templates and customize them with your practice's logo!

Myth or Fact

Myth
Dental care is a luxury/optional

Fact
Dental Care is healthcare! Your oral health offers clues about and is inextricably linked to your overall health!

Visiting the dentist does more than just give you clean teeth! Your dentist will look for clues, evaluating, diagnosing, preventing, and treating oral diseases, which can affect overall health.

DID YOU KNOW

132

new oral cancer diagnoses in the US EVERY DAY

Recap! Empowering Connections

Dr. Rambob shared the strategies to create your networking Elevator Pitch! While networking often requires practice and preparation, Dr. Rambob shared her go-to tips for bringing value to your networking relationships and getting in the mindset to carry that value into your practice, teaching, and beyond.



Coming Soon! AAWD Cocktails and Conversations

Join us for our next installment of Cocktails and Conversations with AAWD! This Listening Session will be hosted by Dr. McCrorey, and she's excited to bring you some engaging conversation and a little fun! Bring your favorite cocktail or mocktail and kick back with your fellow members.

Do you have questions or ideas about your membership? Is there something you would like to see AAWD do to better support you? Bring those questions and ideas to this session!

Wednesday, April 19 | 7:30 pm EDT

[Click here to Register Today!](#)



Maximizing a Rewarding Work-Life Balance in your Dental Career

by Shelly V. Short, RDH, MS, PhD

Owner, Zumwohl Consulting, Zum Wohl! LLC
Clinical Assistant Professor and Course Director for Practice Management at The University of Oklahoma College of Dentistry



Each spring I ask my third-year dental students why they selected dentistry as a career path; many reply because of the lifestyle it offers. The term 'lifestyle' can be polysemous in that it reaches into many areas. We can probably all agree that lifestyle incorporates interests, behaviors, and tastes that represent a manner for individual or group living. I embrace the lifestyle concept and have weaved it into my dental practice management coaching modus operandi.

One might wonder why combine lifestyle with dental practice management guidance and work-life balance? First, many people and a high number of dentists do not realize that dentistry is a lifestyle profession offering a lifestyle service and product! Yet, as dentists create, serve the patient, guide the team, and deliver the finished product, a tremendous amount of mental and physical energy is consumed.

If the 'pre-doctoral' dental student's initial motivation for selecting dentistry is lifestyle, why is it then after several years of practicing dentistry, many dentists realize things have gone awry, and they are not doing well with work life balance? The adage "I just want to take care of my patients and let someone else worry about the business of dentistry" is extremely dangerous if one wants peace of mind about the financial health of the dental business which directly influences the personal well-being of the dentist and ultimately one's lifestyle!

The good news is dentistry does provide a lovely lifestyle career allowing for work-life balance when the doctor's vision is to create a structured culture of accountability with metrics to measure outcomes and results. In simple terms the adage working smarter and not harder is necessary if one desires work-life balance.

Hopefully, the pre-doctoral dentist who becomes a new dentist and eventually a seasoned dentist can avoid dental career burnout by maximizing a rewarding work-life balance approach to running a successful dental practice. So, how can one get closer to living a balanced dental career?

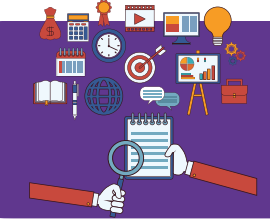
Here are a few tips for crafting a healthy dental practice as well as achieving work-life balance for other 'life-after-dentistry' passions.



First, establish a team of trusted resources such as a CPA, Financial Planner, Mentors, Practice Management Guides, Bankers etc. Write your vision and mission statements and identify core values for hiring the right people. Hire for attitude and train for skill. Establish practice operations that improve efficiency (time management), maximize resources (cross-trained team), and commit to clear communication that reduces unnecessary stress.



Consistently schedule team meetings to discuss what is working, not working, and brainstorm ways to make improvements.



Design a scheduling system that offers procedure variety, enhances time management, drives daily productivity, and ensures profitability. Provide financial options that meet the needs of most patients and have financial discussions in a private space. Devise a robust patient confirmation system and patient retention system and establish an appropriate Non-Surgical Periodontal Program and code correctly.

Set attainable goals so that you can celebrate with the team! Track practice statistics closely, don't let the accounts receivable age, and establish firewalls to protect from embezzlement. Have a workflow for patient hand-off for collecting payment at the time of service, and make sure that all future dental appointments are scheduled.



As dentists journey deeper into the profession it becomes evident that creating positive treatment outcomes, serving the patient, guiding the team, and delivering a lifestyle product requires tremendous energy output. Dentists are rewarded with a meaningful and balanced lifestyle when they lean into available resources, maximize operational efficiencies, communicate, and educate effectively, and track/monitor practice statistics so that adjustments can be made quickly.

This is how dentists can avoid dental practice burnout and move closer to living a balanced and rewarding 'lifestyle' dental career!

If you are a new practice owner and would like to learn more from Shelly and her amazing practice management team at Zum Wohl! LLC we invite you to apply for the **GHMF Practice Management Scholarship for New Dental Practice Owners**. The scholarship awardee will receive eight (8) – one (1) hour sessions with Shelly. The scholarship sessions will be held via Zoom and will be recorded for the awardee to review and use in the future with new staff or associates. Some of the topics that will be covered are- Workflows, Marketing, Leadership Development Coaching, Creating a Positive Work Culture, Dental Economics 101, Team Meetings, Hiring, Scheduling and Stress Control to name a few. There will be follow-up reports after each session and a review at the beginning of the next session. Please click on the link for more information on qualifications and how to apply

Ready? [Click Here](#) to Access the Scholarship Application



Zumwohl Consulting, Zum!! Simple Solutions for Sustainable Success. Shelly has been in the dental field for 39 years and been a dental consultant and coach since 1996. She has expertise in practice analysis, business management, clinical efficiency, non-surgical periodontal programs, team building and interpersonal communication. Currently, she is a Clinical Assistant Professor and the Course Director for Practice Management at the University of Oklahoma College of Dentistry. She consults across the United States and has consulted in the U.K., Denmark, Switzerland and Italy.



Thank you to our Foundation donors without you we could not make these opportunities possible. In order to continue to promote women advancing in dentistry we ask that you consider donating to the Gillette Hayden Memorial Foundation.

Promote the Future of Women in Dentistry



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Member Spotlight

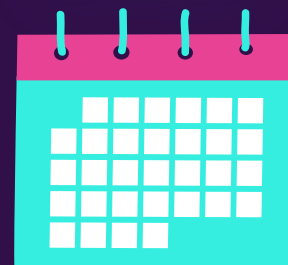


Samantha Parad

Dr. Parad attended the University of Pennsylvania and entered the healthcare field as a registered nurse. She went on to attend Tufts University School of Dental Medicine and graduated summa cum laude. Through the completion of Harvard School of Dental Medicine's general practice residency program, she gained exposure to treating medically compromised patients at Massachusetts General Hospital.

In addition to returning to academia as the youngest faculty and as an Assistant Professor at Tufts University, she practices dentistry at Franciscan Children's Hospital and in a private dental office. Dr. Parad was recently selected as a Massachusetts Dental Society 10 Under Ten Dentist and as the national recipient of the 2023 ADEA/Gillette Hayden Memorial Foundation/AAWD Woman Dentist Tuition Scholarship. She would like to thank the AAWD, which has been a valued support system and has provided incredible opportunities to grow in dental school, throughout residency, and now as a dentist.

Upcoming Events



APRIL

- 7: World Health Day
- 9: Easter Sunday
- 16-22: Oral, Head, and Neck Cancer Awareness Week
- 19: [Member Listening Session: Cocktails and Conversation with AAWD](#)
- 22: Earth Day

MAY

TBA: Career Path Panel Session

We want to hear from you! What events would you like to see AAWD host? [Click here to share your feedback!](#)

Rosé All Day! Brunch at BU



Want to be featured or recommend someone as the next member or chapter spotlight? [Click here to submit to the next edition!](#)

AAWD philanthropy corner
smiles for success
AAWD

Sponsor a Smile for a woman in need

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Looking to shop?
Check out our
preferred vendors!

MEMBER BENEFIT

spotlight

ARMOIRE

There's no better time to celebrate our partnership with Armoire Clothing Rental than Women's History Month! Armoire is founded by women, for women. Their clothing caters to the working dentist, boss lady, mother, mother-to-be, and the week adventurer. As a member of AAWD, you can subscribe to Armoire's wardrobe rental service at a 50% discount on any plan!

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HOPETOWN
DENTAL LAB

FOR WOMEN, BY WOMEN



AMBIKA SINGH
FOUNDER + CEO

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"I've been sharing clothes with the women in my life since as long as I can remember. As a female powered company ourselves, we're committed to supporting other boss ladies. Armoire carries a growing number of female founded brands, started by creative, driven women just like you."

Armoire is tailor-made for the professional busy woman, providing her a wardrobe to telegraph her sense of power and self, in a minimal amount of time. Simply sign up, tell them your style and fit preferences, and pick your favorite pieces, then exchange them on your schedule. Shipping, cleaning, & styling included. The unique combination of their sophisticated algorithm, and high-touch personalized service, ensures you will consistently look composed, stylish, professional, and powerful.