

# DEFINITE

JUN '24

THE FUTURE OF  
DENTISTRY:  
DIGITAL  
INFLUENCE &  
PERSONAL  
BRANDING

+  
INTRODUCING  
AUREZZI -THE  
ORAL GOLD  
STANDARD

MELANIE  
SILVESTRINI, DMD

# AUREZZI

24-KARAT ORAL CARE

[AUREZZI.COM](http://AUREZZI.COM)

The world's first functional toothpick.  
A toothpick, but smarter.™



# stimimmie

The Original. Premium. Packable.  
Reusable.

SHOPSTIMMIE.COM

©

# Table Of CONTENTS

07 EDITOR'S LETTER

08 CONTRIBUTORS

---

10 DENTAL SAAS EVOLUTION:  
STREAMLINING BUSINESS  
EFFICIENCIES

SaaS, or Software as a Service, is widely used today. Companies like Dentrix and Salesforce pioneered Dental SaaS, bringing cloud-based solutions to the dental industry, improving practice management.

14 THE DENTAL FI-GIENIST  
WHY DENTAL HYGIENISTS  
SHOULD STRIVE FOR  
FINANCIAL INDEPENDENCE (FI)

Dental hygienists are well-positioned to achieve financial independence and early retirement through the FIRE movement by saving and investing significantly.

16 AUREZZI: 24-KARAT GOLD  
ORAL CARE

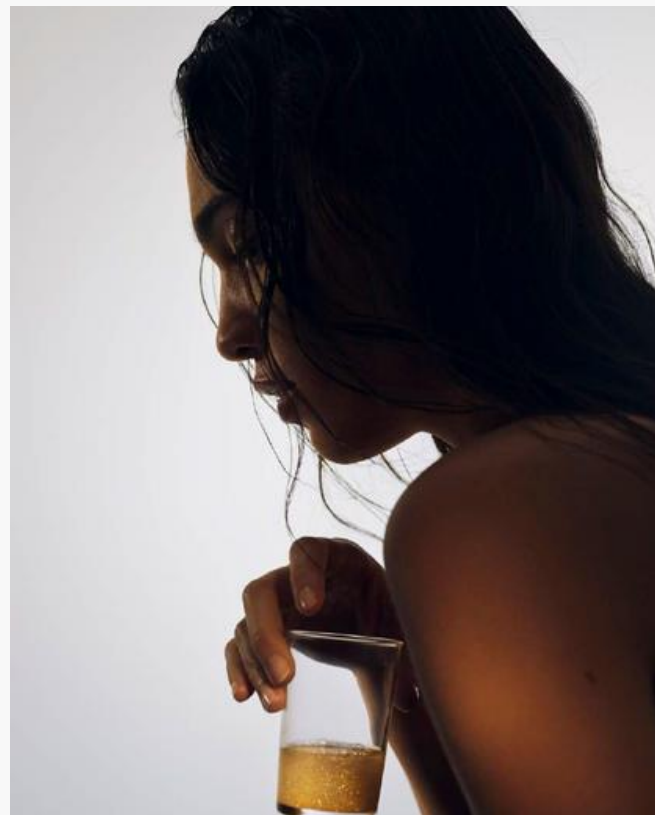
Aurezzi, founded in 2021 by Noel Abdayem, offers luxurious oral care products like a 24K gold-plated toothbrush, gold-infused toothpaste, and mouthwash. Crafted in Switzerland, Aurezzi aims to elevate oral care routines with elegance and luxury, promoting confidence, well-being, and success.

32 THE 2024 DYKEMA  
CONFERENCE

Dykema's 11th annual conference for Dental Service Organizations (DSOs) is a premier networking and informational event in the industry, bringing together top thought leaders for three days. The 2024 event will cover diverse topics for all aspects of the DSO industry, catering to sellers, buyers, investors, dental entrepreneurs, group practices, and special markets of all sizes.

56 SHOULD DENTAL ENDOSCOPY  
EVOLVE TO BE THE GOLD  
STANDARD OF CARE?

Dentistry has treated periodontal disease with scaling and root planing (SRP) and osseous surgery for decades, despite limited advancements. The focus on bacterial biofilm and calculus remains, but newer approaches are needed as the traditional methods may not address the root causes effectively.



# Table Of CONTENTS



## 76

### BRAND SPOTLIGHT: PÄRLA

The journey of PÄRLA began with a simple question: How can one contribute to a healthier planet while promoting excellent oral health? The answer lies in their revolutionary toothpaste tablets – an eco-friendly alternative to traditional toothpaste that allows users to smile with confidence, knowing they are positively impacting the environment. By harnessing the latest science and technology, Parla aims to set a new standard in sustainability and wellness for all.

## 58

### NOURISHING YOUR MICROBIOME: THE MOUTH- BODY CONNECTION

In today's dental landscape, holistic health approaches are vital. The mouth is interconnected with the body, impacting overall well-being. Nutrition is crucial for a healthy oral microbiome, affecting systemic health.

## 62

### DR. SARAH BALASTER: DISRUPTING PERIODONTICS WITH LASER PRECISION

Sarah Balaster, a board-certified periodontist, is recognized in the dental community and featured in Becker's Dental Review. She has experience in leadership roles and now focuses on motivational speaking and private practice in New York. Additionally, she is a certified instructor for the Institute for Advanced Laser Dentistry.

## 68

### PRACTICE SPOTLIGHT: KEARNEY ADVANCED DENTISTRY

## 72

### NUTRITION FOR GUM HEALTH: ESSENTIAL NUTRIENTS AND DIET TIPS FOR PREVENTING GUM DISEASE

Maintaining healthy gums is crucial for overall dental health to prevent gum disease, which can cause tooth loss and infections. Alongside good oral hygiene, nutrition is important. Nutrients like vitamin C and omega-3 fatty acids are beneficial for gum health. The article discusses these nutrients and provides diet tips to prevent gum disease.

# Table Of CONTENTS



## **82** COVER FEATURE: DR. MELANIE SILVESTRINI

few professionals have managed to seamlessly integrate the science of dental health with the art of facial aesthetics. Dr. Melanie Rosalia Silvestrini, renowned for her innovative approach and holistic philosophy, has set a new standard in dental care, emphasizing the importance of balance between appearance and function. Her practice is not merely about creating beautiful smiles but fostering overall well-being.



## EDITOR'S LETTER

Welcome to the June issue of Dente Magazine—a special edition where we delve into the luxurious side of dentistry and explore revolutionary practices shaping the future of our field. As we usher in this new phase for Dente, we aim to elevate the standards of dental care and inspire our readers with the latest trends, cutting-edge technologies, and influential voices in dentistry.

Our cover feature this month shines a spotlight on the exceptional Dr. Melanie Silvestrini, a distinguished general and cosmetic dentist based in New York City. Dr. Silvestrini is renowned in both the NYC and Miami areas for her dedication to providing comprehensive dental care and achieving stunning cosmetic results. Her approach to high-level conservative cosmetic dentistry is transformative, and her passion for enhancing patients' smiles while building their confidence sets her apart in the industry. Dr. Silvestrini's commitment to building brands and social influence within the dental community makes her a true pioneer and an inspiration to us all.

In this issue, we also highlight some of the finest brands that exemplify luxury and innovation in dental care. Discover Aurezzi and Parla, brands that are setting new benchmarks for quality and elegance in dental products. Their commitment to excellence not only enhances the patient experience but also elevates the practice of dentistry to an art form.

Additionally, we delve into revolutionary practices that are redefining dental care. From advanced techniques in cosmetic dentistry to groundbreaking developments in patient management, this edition is packed with insights that will help you stay at the forefront of the profession.

We also explore essential aspects of practice management, offering strategies and tips to help you streamline your operations, enhance patient satisfaction, and grow your practice. Our goal is to provide you with the tools and knowledge to succeed in this dynamic and ever-evolving field.

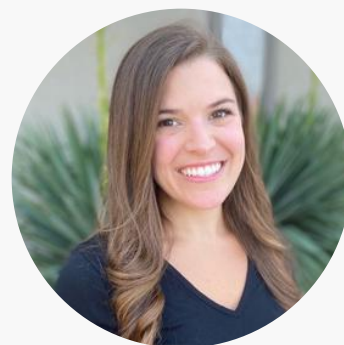
As we embark on this exciting journey, we are committed to bringing you content that not only informs but also inspires. We believe that dentistry is not just about treating teeth—it's about transforming lives. And with every issue, we strive to highlight the individuals and innovations that make this transformation possible.

Thank you for joining us in this new phase of Dente Magazine. We hope you enjoy this luxurious and insightful edition.

ARTICLE CONTRIBUTORS



**Monique Kramer**  
CEO, Founder *Dental SaaS Consulting*



**Dana Paladino**  
Owner and Founder *Dental Hygiene Basics*



**Rachel Sanner**  
RDA, SOA



**Rhodene Leydekkers**  
*Registered Dietitian (SA)*



**Kristen Rinaldo**  
RDH, BSDH



# DENTITE

JUL'24



ASHLEY FAGAN, DDS

---

A LUXURIOUS TWIST  
ON DENTISTRY

---



SaaS, or Software as a Service, is a familiar buzzword that we encounter in our daily conversations. But what exactly is it, and how has it evolved? You may have heard of the pioneers in Dental SaaS including companies like Dentrrix, Eaglesoft, SalesForce, and other early adopters who introduced cloud-based software solutions to the dental industry.

These companies paved the way for the widespread adoption of Dental SaaS and its benefits in practice management and beyond.

# Dental SaaS Evolution: Streamlining Business Efficiencies

By Monique Kramer

## Current Landscape of Dental SaaS

### Recent Terminology Shifts

While SaaS itself is common in the dental industry, the introduction of the term and the extensive array of functions it encompasses is recent to the end users. The rapid saturation, combined with this terminology shift, has created the potential to hinder the seamless integration into business practices, diminishing the capacity to establish a more streamlined and efficient business model.

### Market Saturation and Challenges

Technology companies recognized the potential opportunities in the dental industry and expanded their SaaS capabilities globally at a rapid rate. Nevertheless, this expansion has led to a saturated market, creating a landscape with mixed and complex messaging and a multitude of options for end-users. Understanding not just 'what they do' but also how their adoption integrates into the daily business workflow is crucial for discerning the SaaS options that are necessary and desirable. The biggest challenge is understanding the symbiotic relationship between SaaS that will not only elevate the user experience but also enable businesses to transcend the limitations of conventional and previously used software models.

## Categories of Dental SaaS

### Evolution of the SaaS IT Stack

As technology continues to evolve, it has integrated into various business functions, expanding its reach daily. The concept of the "SaaS IT Stack" encompasses the categories that SaaS services fall into. Three years ago, when I began studying and interviewing Dental SaaS companies, I could categorize them into four distinct groups with limited overlap. Today, that number has surged to over nine and continues to grow.

## Major Categories and Their Functions

The categories to name a few: PMS, CRM, RCM, LMS, Procurement, Insurance, Data Analytics, Clinical AI, Accounting, and more. The SaaS companies have expanded their capabilities to include more business categories of SaaS. This, along with mergers and SaaS companies creating strategic partnerships, has added to the confusion for adoption possibilities.

## The Role of AI in Dental SaaS

### Integration of AI and SaaS

In our current AI era, the collaboration of AI and SaaS creates an opportunity for innovation where users can access cutting-edge technologies effortlessly, unburdened by the complexities of software installation and maintenance. This innovation is a paradigm shift, where the strengths of AI and SaaS combined are a future of seamless, intelligent, and accessible software solutions.

### Impact of Clinical AI

Clinical AI is gaining momentum and credibility, with multiple SaaS companies securing FDA approvals for their systems. The growing recognition of AI Clinical's accuracy highlights its capacity to enhance diagnosis efficiency, improve patient communications, and contribute to overall profitability.

## Key Factors for Successful Adoption

### Importance of Educating and Engaging Staff

Success in any technology relies on the end user, particularly the staff. Key factors for success include educating the staff, gaining their acceptance, and seamlessly integrating the technology into their daily workflows. This leads to efficiencies in all areas of the practice and can lead to staff retention and bottom-line profitability.

DENGE



## Common Challenges in Implementing SaaS

End users often encounter several challenges when navigating the IT Stack of SaaS. These challenges include dealing with an overwhelming number of dashboards, uncertainty about which SaaS aligns with their current systems, and questions about the optimal number of SaaS companies to engage. Understanding the costs associated with SaaS solutions can be another hurdle, along with concerns about whether these tools replace existing staff roles. In addition, a key concern for end users is determining how the adoption of SaaS will seamlessly integrate into their workflow. Navigating these challenges requires careful consideration, strategic planning, and often, expert guidance to ensure a smooth transition into the realm of SaaS solutions.

### Strategic Planning for SaaS Adoption

#### Assessing Practice Needs

Several crucial aspects to consider are identifying areas within the practice that are not meeting set goals and pinpointing opportunities to enhance patient experience and the overall financial performance to achieve practice goals. Assess your current Operatory workflow and Administrative processes. This evaluation of these pinpoint processes and goals will help guide you to the specific SaaS solutions that can enhance operational efficiencies.

#### Developing a SaaS Roadmap

Developing a SaaS roadmap is essential for refining your business model and integrating technologies that align best with your practice. Collaborating with a SaaS consulting service adds significant value by alleviating confusion, reducing time loss, and mitigating frustration. Engage your staff in discussions about areas that directly impact them. Share your observations on existing issues and propose SaaS as a potential solution. Encourage their input, fostering collaboration that not only builds support but also helps in the decision-making process for the SaaS you are contemplating. Establishing efficiencies is crucial to securing staff buy-in and ensuring comprehensive utilization of SaaS across all business functions.

## Collaboration and Continuous Improvement

### Engaging with SaaS Companies

Furthermore, it is crucial to collaborate with the support staff of the SaaS company for successful adoption and ongoing support. Given the continuous evolution of SaaS capabilities and partnerships, staying engaged is essential to receive timely notifications about any enhancements or added capabilities.

### Importance of Ongoing Support and Updates

Their expertise can help guide you in adopting and developing a workflow for their SaaS offering in your business practice. Recognize the significance of the fact that no single SaaS company or dashboard covers all SaaS functions. Some companies are actively developing open AI solutions to aid in integrating diverse dashboards, presenting an aspect that merits consideration.

### Future of Dental SaaS and AI Integration

The collaboration between AI and SaaS heralds a future of seamless, intelligent, and accessible software solutions. Ensuring Comprehensive Utilization for Business Efficiency Success in adopting and utilizing these solutions will depend on strategic planning, staff engagement, and continuous collaboration with SaaS providers to stay ahead of the curve. In conclusion, the interplay between SaaS and AI cultivates a symbiotic relationship, cultivating efficiency in any business model. Implementing the appropriate SaaS solution not only accentuates your practice or business, showcasing innovation but also contributes to staff retention and attraction, enhances patient experiences, and ultimately boosts overall profitability. This revitalizes the enthusiasm within dentistry, creating an environment where everyone can thrive and deliver excellent patient care without compromising the practice's financial success. Now is the opportunity to use the tools and resources available and let your SaaS work for you and bring your SaaS to life!

VISIT  
[WWW.DENTALSAASCONSULTING.COM](http://WWW.DENTALSAASCONSULTING.COM)  
FOR MORE INFORMATION.





**THE DENTAL FI-GIENIST**  
**WHY DENTAL HYGIENISTS SHOULD STRIVE FOR FINANCIAL INDEPENDENCE (FI)**

**BY DANA PALADINO**  
**OWNER OF DENTAL HYGIENE BASICS**

**The FIRE movement (Financial Independence, Retire Early) has been a growing trend over the last 22 years. Followers of this movement actively save and invest in high amounts in order to reach financial independence and retire earlier than the traditional norms. Dental hygienists are uniquely suited to achieve a life of financial independence, and the difficulties we face in our careers makes it a desirable goal to pursue.**

You may be asking yourself, what is financial independence (FI)? There are different definitions, but FI typically refers to saving enough money to support your lifestyle without the need for a regular paycheck. Once people meet their FI number, they may continue to work full-time, switch to part-time, or retire completely. The beauty of financial independence is that it gives you the choice to decide.

As dental hygienists, we have to be concerned with both physical and mental burnout throughout the course of our careers. Some people enjoy clinical careers for years, but others are destined to seek alternatives when the pain or stress becomes too much. Having financial independence allows one to make that choice without feeling burdened by finances.

Why are dental hygienists at an advantage when it comes to attaining financial independence? Competitive salaries, job stability, and flexible work schedules are just a few reasons. Clinical dental hygiene can offer amazing perks in the way of pay, and that is one benefit that is often overlooked amongst the potential cons of the job.

Beyond that, the possibilities as a financially independent dental hygienist are endless. With financial independence, you can retire early. However, you may also choose to work part-time, pursue a passion project, travel more frequently, or take mini-retirements when you are feeling burnt out or need to recover from an injury. You can explore other career opportunities or just enjoy the fruits of your hard labor. As dental hygienists, where injury and burnout can end a career not long after it starts, it makes perfect sense to strive for financial independence early on.

Reaching financial independence does not come without its sacrifices. Living below one's means, reducing debt, and saving for retirement can seem difficult in times of inflation and increased costs. However, setting clear financial goals and being intentional with your money will help you to take control of your financial future and allow you the freedom to take the best care of yourself now and in the future.

A woman with long dark hair is shown in profile, looking down. She is holding a clear glass filled with a golden, bubbly liquid. The lighting is dramatic, highlighting her features and the texture of the liquid. The background is a plain, light color.

## 24-KARAT GOLD ORAL CARE

Aurezzi was founded in 2021 by Noel Abdayem, the visionary dentist and entrepreneur renowned for pioneering sustainable oral health care through The Humble Co. Crafted in Switzerland, Aurezzi transcends conventional oral care with distinct materials and elegant design. Its flagship product, the 24K gold-plated toothbrush, along with gold-infused toothpaste and mouthwash, epitomizes luxury, elevating everyday rituals and transforming the oral care experience. Discover the epitome of luxury in oral care with Aurezzi, where each product is crafted to inspire confidence, well-being, and success. Aurezzi - the gold standard of oral care.



## FOUNDERS INSIGHTS: BEHIND AUREZZI'S LUXURY REVOLUTION

### Noel Abdayem, Co-Founder of Aurezzi

#### *Inspiration Behind Aurezzi:*

"When I started Humble, we disrupted the traditional market that was focused on plastic goods. In a similar way, Aurezzi disrupts the traditional view of oral care as only a mass-market product. Just as there are luxury alternatives in cosmetics and fragrances, there should be that option in oral care. The person who choose high-end products and materials in their lifestyle should have that option when it comes to taking care of their dental health. We believe that oral care can be beautiful and high-end, and focus on dental prevention."

#### *Flagship Product Inspiration:*

"I was inspired by the traditional role that gold has had in medicine and oral care. Gold is a recyclable, natural material and poses no harm to your body. It is the perfect material if you want to avoid plastic as well as make it aesthetically pleasing. The shape is designed for optimal grip and to reach behind your back teeth. The 5000 bristles are made for better cleaning ability and the polyamide blend makes the bristles more durable than your average toothbrush."

#### *Establishing Aurezzi Worldwide:*

"Having the right distribution channels is key for international expansion. Even though the channels for Aurezzi are somewhat different from Humble, my network and contacts have enabled the company to quickly find the right suppliers and partners all around the world."

### Joakim Grip, Co-Founder of Aurezzi

#### *Growth Strategy Contribution:*

"My main learning is that a consumer brand needs to build both DTC and B2B at the same time. There are mutual benefits for both channels where e-commerce and digital marketing strengthen brand awareness while B2B and retail increase credibility and improve the customer experience. Today, it is much more important to build a brand rather than go for lower funnel and promotional activities. For Aurezzi, it is especially important since we are creating a completely new space in the market. My strategy is to build a world and community around Aurezzi while we grow and onboard customers."

#### *Marketing and Branding Approach:*

"We work with both online and physical presence. It is important for us to be in the right places where our target group is located. We have a strategy to work with our retailers, sponsor events, and host our own events. We partner with hotels, beach clubs, high-end dentist practices, luxury car dealerships, and other similar settings to get our product into the hands of the right people. At the same time, we do larger partnerships, such as with DJ Khaled."

### Alexander Ruckemann, Co-Founder of Aurezzi

#### *Customer Experience and Logistics:*

"I believe that the whole customer experience must reflect the brand, whether it is packaging, shipment, or customer service. From the start, we have invested heavily in high-quality and durable packaging for our precious products. Our ambition is to use as little plastic as possible, choosing paper as our primary material. Customer support is a prioritized area; in addition to our dedicated support staff, we also involve everyone on the team in customer support. Even management sometimes replies and engages with customers to understand their gains and pains."

#### *Sustainability and Environmental Consciousness:*

"We believe in sustainable luxury and work actively to reduce our carbon footprint with our suppliers and partners. Our toothbrush is more durable than a regular toothbrush. Gold is a natural material that does not create unnecessary waste. We have a recycling program where customers can send their used toothbrushes to us and receive a voucher in return. We then recycle all the used brushes en masse."

#### *Noel Abdayem on Innovation and Future Offerings:*

"At launch, we entered the market with a toothbrush, toothpaste, and mouthwash. Simultaneously, we are further developing oral care products as well as bathroom and travel accessories. The main development project now is bringing a luxury electric toothbrush to the market. We also have a wide range of innovations regarding ingredients, technology, and style that will change how we see the oral care market."

#### *Ingredients in Aurezzi's Formulations:*

"We work with several high-quality ingredients to ensure dental care and freshness. For example, we have Hydroxyapatite in the gold edition to increase enamel rebuilding and Tetrapotassium Pyrophosphate in the whitening edition, which contributes to stain removal."

#### *Ensuring Quality and Purity of Gold:*

"We work with top suppliers in Switzerland and Germany in the gold plating process. All materials are certified and conflict-free."

#### *Specialized Technologies and Techniques:*

"We are especially proud of the toothbrush. The gold plating process and achieving the heavier weight is an extremely complicated process. It is a manufacturing secret how it is done, and it took a long time to find the right supplier."

# The Founders

"JUST AS THERE ARE LUXURY  
ALTERNATIVES IN COSMETICS AND  
FRAGRANCES, THERE SHOULD BE THAT  
OPTION IN ORAL CARE." - NOEL ABDAYEM



DJ KHALED

ALEXANDER RUCKEMANN

Alexander Ruckemann is the former COO of the sportswear company ICIW., where he was the head of e-commerce, customer experience, and logistics. During his three-year tenure, Alexander drove profitable expansion with sales growing from €6M to €30M. Additional experiences include management at Bonnier News and serving as an Intelligence Officer in the armed forces. Alexander earned his MBA from SSE.

NOEL ABDAYEM

Aurezzi's founder Noel Abdayem is an entrepreneur and dentist recognized for pioneering the sustainable oral care industry with his company the Humble Co. Inspired by the "one for one" movement, Abdayem envisioned selling environmentally friendly bamboo toothbrushes with a similar charitable concept. He successfully propelled the Humble Co. to international acclaim, reaching markets in the U.S., Great Britain, France, the Netherlands, Germany, and his home country, Sweden. In 2021, the company was listed on Nasdaq in Sweden under the name Humble Group (publ), with a current market cap of over \$500 million.



## JOAKIM GRIP

As former Deputy CEO at iDeal of Sweden, Joakim Grip had the financial, legal, and commercial responsibilities for online sales - encompassing 65 professionals dedicated to influencer and performance marketing and CAM. Under Joakim's three-year leadership, iDeal of Sweden sales soared from €15M to €SOM. Additional experience include the interim CEO role at iDeal., CFO at the fashion company Whyred., and financial roles at SSAB and Deloitte.

# DJ KHALED

## PARTNER & STAKEHOLDER

For over two decades, the very mention of DJ Khaled has implied an elevated level of musical greatness entrepreneurial excellence, and cultural impact. You've heard him across a GRAMMY® Award-winning multiplatinum catalog seen him in blockbusters such as Bad Boys For Life caught him on the cover of Rolling Stone] watched him on numerous television programs and felt his presence from the streets all the way up to the Barack Obama White House. He has achieved dozens of multiplatinum and gold certifications, including the sextuple-platinum Billboard Hot 100 #1 "I'm The One [feat. Justin Bieber, Quavo, Chance the Rapper, & Lil Wayne], quadruple-platinum "Wild Thoughts [feat. Rihanna & Bryson Tiller], and double-platinum "No Brainer [feat. Justin Bieber, Chance the Rapper] & Quave]. The latter propelled his 2019 album, Father of Asahd [We The Best Music Group/Epic Records], to the top of the charts. Not only did it garner a platinum certification but it also became his third consecutive Top 2 debut on the Billboard Top 200 and emerged as the "#1 Most-Streamed Record upon release. To date he has moved 20 million singles and 6 million albums in addition to gathering 4 billion+ streams.



# AUREZZI: THE ORAL GOLD STANDARD

At Aurezzi, oral care transcends routine, transforming into moments of self-care and luxury. The brand's commitment to quality and efficacy is evident in every product, from gold-plated toothbrushes to 24K gold-infused toothpaste. This dedication to excellence has positioned Aurezzi as the gold standard in oral care, trusted by both patients and dentists.

## Efficacy of Ingredients

### Hydroxyapatite

A key ingredient in Aurezzi's toothpaste is hydroxyapatite, a naturally occurring mineral that constitutes the primary building block of tooth enamel. Hydroxyapatite helps to remineralize and repair enamel, making teeth stronger and more resistant to decay. Its inclusion in Aurezzi's 24K gold-infused toothpaste ensures that users receive both aesthetic appeal and tangible dental health benefits.

### Sodium Fluoride

Sodium fluoride is another crucial ingredient in Aurezzi's toothpaste. At a concentration of 0.254% W/W (1153 PPM F), it provides robust protection against cavities by strengthening tooth enamel and making it more resistant to acid attacks from plaque bacteria and sugars in the mouth. This scientifically proven ingredient is a cornerstone of effective dental care.

### Gold Particles

The 24K gold particles in Aurezzi's toothpaste aren't just for show. Gold has natural antibacterial properties, which help to reduce oral bacteria and enhance overall oral hygiene. Combined with the other active ingredients, the gold particles elevate the toothpaste from a functional product to a luxurious experience.

## The 24K Gold-Plated Toothbrush

Aurezzi's gold-plated toothbrushes are engineering marvels designed for both effectiveness and elegance.

### Exceptional AUZ® Bristles

The toothbrushes feature over 5000 superior bristles available in soft or medium firmness. These bristles provide a thorough clean, effectively removing plaque and aiding in the prevention of gum disease. The dense bristle arrangement ensures that every corner of the mouth is reached, promoting comprehensive oral health.

## Elegant and Functional Design

Available in classic black and sleek white, Aurezzi's toothbrushes are not just tools but stylish accessories that complement any bathroom aesthetic. The 24K gold-plated handle is designed for an effortless grip and optimal brushing angle, providing an unparalleled brushing experience.

## Responsible Luxury

Aurezzi is committed to responsible luxury, ensuring that its products are as sustainable as they are effective.

## Circularity and Recycling

Customers are entitled to a pre-paid shipping label for easy returns when replacing their toothbrush. Aurezzi guarantees the responsible recycling of all materials and reduces waste, offering a \$10 voucher for future orders as an incentive.

## Ethical Sourcing and Durability

All materials used in Aurezzi products are ethically sourced, and the toothbrushes are designed for exceptional durability, with bristles that remain in optimal condition for at least three months.

## Commitment to Excellence

At Aurezzi, customer satisfaction is paramount. The Customer Service team is dedicated to assisting with product information, order issues, and feedback. Every interaction is an opportunity to enhance the customer experience, reinforcing Aurezzi's position as a trusted and respected brand in luxury oral care.

Aurezzi's commitment to quality, efficacy, and luxury makes it the oral gold standard. By combining scientifically proven ingredients with innovative design and responsible practices, Aurezzi ensures that every product delivers both exceptional dental health benefits and a luxurious experience. Whether you are a patient seeking superior oral care or a dentist recommending the best, Aurezzi is the brand you can trust.



AUREZZI

AUREZZI

AUREZZI

Mouthwash  
*Menthol*  
24K Gold Particles

100ML NET WT 3.4 FL. OZ.

# THE PRODUCTS



## 24K PLATED TOOTHBRUSH

Aurezzi's toothbrush collection is designed to bring ease and luxury to the process of brushing your teeth. With an octagonal handle design, thoughtfully plated with 24K gold, a perfect cleaning angle is ensured. A brush head containing more than 5000 bristles densely packed together ensures that teeth and gums get the cleaning they deserve, providing superior plaque removal and reduced gingivitis.



## MOUTHWASH

This advanced formula containing 24K golden particles inhibits bacteria and remineralizes teeth, preventing cavities. It reduces tooth sensitivity and creates that golden glow on your teeth. Its mild and refreshing mint taste leaves your mouth feeling fresh all day, without it feeling dry.



## TOOTHPASTE

A rich and creamy toothpaste that leaves a unique sensation and a golden taste in your mouth. With 24K gold particles and hydroxyapatite - one of the components of tooth enamel - it can help rebuild the surface of your teeth. A fresh sensory experience with unique whitening capabilities.





Toothpaste  
Peppermint  
Gold Particles

HYDROXYAPATITE



# TOOTHPASTE

THERE'S TOOTHPASTE, AND THEN THERE'S  
24K GOLD-INFUSED TOOTHPASTE WITH  
HYDROXYAPATITE TO HELP REBUILD YOUR  
ENAMEL. IDEAL FOR ERASING THE VESTIGES  
OF YOUR ORAL INDULGENCES. IT'S ORAL  
CARE; TREAT YOURSELF.

## ACTIVE INGREDIENT

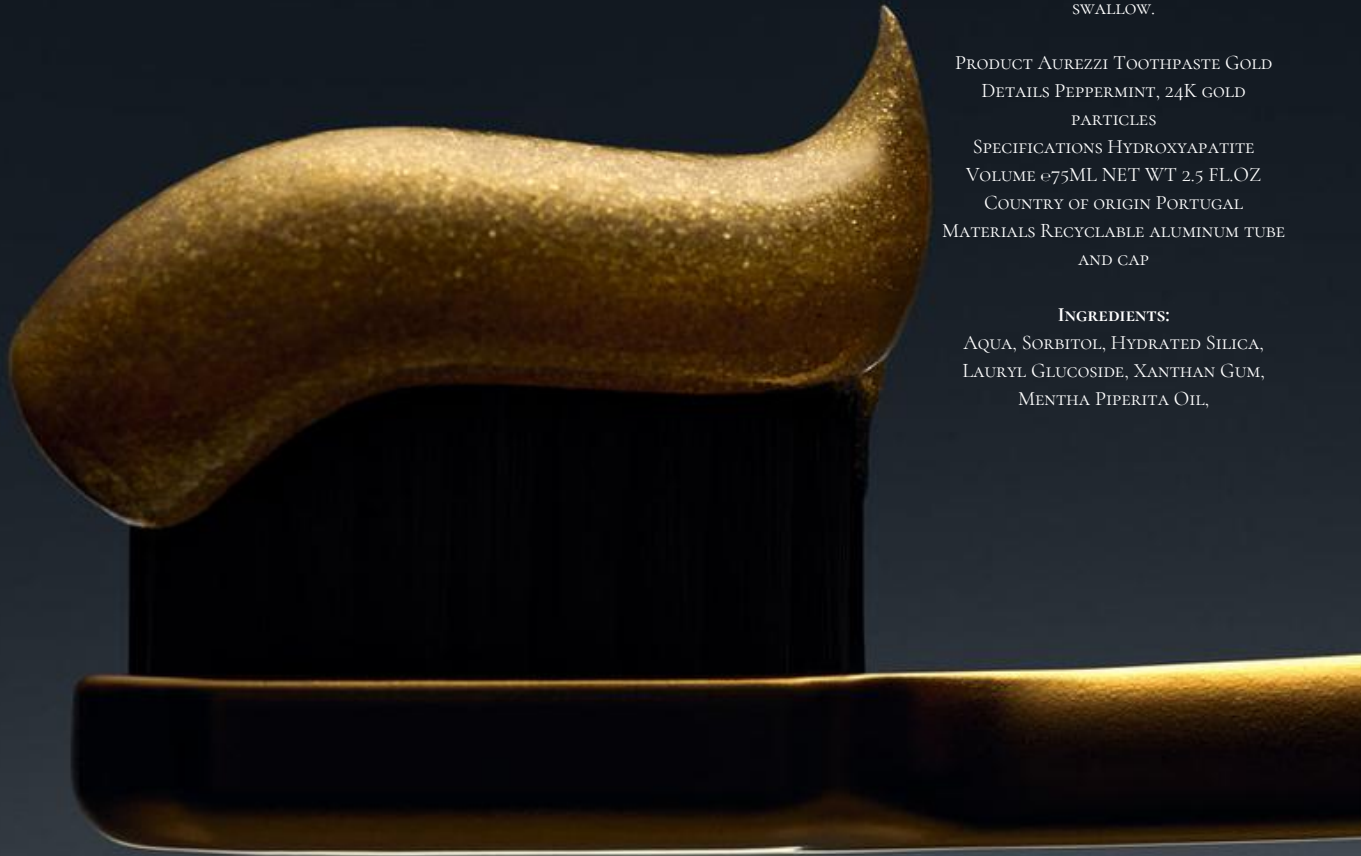
CONTAINS SODIUM FLUORIDE 0.254% W/W  
(1153 PPM F). ONLY FOR ADULTS. DO NOT  
SWALLOW.

PRODUCT AUREZZI TOOTHPASTE GOLD  
DETAILS PEPPERMINT, 24K GOLD  
PARTICLES

SPECIFICATIONS HYDROXYAPATITE  
VOLUME e75ML NET WT 2.5 FL.OZ  
COUNTRY OF ORIGIN PORTUGAL  
MATERIALS RECYCLABLE ALUMINUM TUBE  
AND CAP

## INGREDIENTS:

AQUA, SORBITOL, HYDRATED SILICA,  
LAURYL GLUCOSIDE, XANTHAN GUM,  
MENTHA PIPERITA OIL,



AQUA, SORBITOL, HYDRATED SILICA, LAURYL GLUCOSIDE,  
XANTHAN GUM, MENTHA PIPERITA OIL, HYDROXYAPATITE  
(NANO), COCAMIDOPROPYL BETAINE, GLYCERIN, AROMA,  
ALOE BARBADENSIS LEAF JUICE, SODIUM FLUORIDE, SODIUM  
SACCHARIN, SODIUM BENZOATE, POTASSIUM SORBATE,  
CITRIC ACID, LIMONENE, CALCIUM ALUMINUM  
BOROSILICATE, SILICA, TIN OXIDE, POTASSIUM CHLORIDE,  
SYNTHETIC FLUORPHLOGOPITE, CI77891, CI77491, CI77480  
(GOLD)

## TOOTHBRUSH

CLEANING THE MOUTH OF BILLIONAIRES AND THE KICKS OF SNEAKERHEADS, THIS 24K GOLD-PLATED ENGINEERING MARVEL EFFORTLESSLY REMOVES STAINS FROM CAVIAR, LOBSTER, AND CHAMPAGNE ALIKE—LEAVING YOUR MOUTH JEWELS BRIGHT AND CLEAN. IT'S ORAL CARE; TREAT YOURSELF.

24K GOLD-PLATED HANDLE: SKILLFULLY DESIGNED FOR AN EFFORTLESS GRIP AND OPTIMAL BRUSHING ANGLE, IT OFFERS A BRUSHING EXPERIENCE THAT'S SECOND TO NONE;



EXCEPTIONAL AUZ® BRISTLES: AVAILABLE IN SOFT OR MEDIUM FIRMNESS. BOASTING OVER 5000 SUPERIOR BRISTLES, OUR TOOTHBRUSHES PROVIDE A THOROUGH CLEAN THAT IS UNMATCHED, EFFECTIVELY BATTLING PLAQUE AND AIDING IN THE PREVENTION OF GUM DISEASE.

ELEGANT DESIGN: AVAILABLE IN CLASSIC BLACK AND SLEEK WHITE, OUR TOOTHBRUSHES ARE NOT MERELY FUNCTIONAL BUT ALSO STYLISH ACCESSORIES THAT COMPLEMENT YOUR PERSONAL AESTHETIC.



## MOUTHWASH

SHOWER YOUR MOUTH WITH THIS 24K GOLDEN MOUTHWASH THAT SWISHES AWAY THE REMNANTS OF ORAL PLEASURES LIKE FINE DINING AND LAVISH PARTIES, LEAVING YOUR BREATH IN MINT CONDITION. BEST SERVED IN A CHAMPAGNE GLASS. THAT'S ORAL CARE; TREAT YOURSELF. ACTIVE INGREDIENT CONTAINS SODIUM FLUORIDE 0,05% W/W (227 PPM F) . ONLY FOR ADULTS. DO NOT SWALLOW.



AQUA, ALCOHOL, SORBITOL, PEG-40 HYDROGENATED CASTOR OIL, AROMA, SODIUM SACCHARIN, MENTHOL, SODIUM FLUORIDE, CETYLPYRIDIUM CHLORIDE, DISODIUM EDTA, CITRIC ACID, SODIUM BENZOATE, CALCIUM ALUMINIUM BOROSILICATE, SILICA, TIN OXIDE, CI 77891, CI 77480 (GOLD), CI 77491





Dykema  
DSO Conference

2023



Dykema  
CONFERENCE '24





CELEBRATING ITS ELEVENTH YEAR, DYKEMA'S DEFINITIVE CONFERENCE FOR DENTAL SERVICE ORGANIZATIONS (DSOs) IS WIDELY REGARDED AS THE INDUSTRY'S FOREMOST INFORMATIONAL AND NETWORKING EVENT. THIS AWARD-WINNING CONFERENCE GATHERS HUNDREDS OF LEADING THOUGHT LEADERS FOR THREE ACTION-PACKED DAYS. THE 2024 EVENT PROMISES TO BE EXCEPTIONAL, FEATURING METICULOUSLY SELECTED TOPICS THAT CATER TO ALL FACETS OF THE DSO INDUSTRY, INCLUDING SELLERS, BUYERS, INVESTORS, DENTAL ENTREPRENEURS, VARIOUS GROUP PRACTICES, DSOs, AND SPECIAL MARKETS OF ALL SIZES.

# Location: Gaylord Rockies Resort & Convention Center



Dykema is thrilled to announce the return to the luxurious Gaylord Rockies Resort & Convention Center for the 2024 Definitive Conference for DSOs, scheduled for July 10-12, 2024. Located just minutes from both Denver International Airport and downtown Denver in Aurora, Colorado, the Gaylord Rockies Resort & Convention Center is Colorado's largest combined resort and convention center. This magnificent venue features 1,501 guest rooms, including 114 well-appointed suites, and offers more than 486,000 square feet of meeting and convention space.

As a gateway to the Rockies, the resort provides an array of amenities, including eight dining options, a luxurious spa and salon, indoor and outdoor pools, a 75-foot TV in the Mountain Pass Sports Bar, and breathtaking views of the mountains. This setting blends luxury and functionality to create an unforgettable conference experience.

## *Booking Accommodations*

While hotel rooms and room blocks may be sold out, attendees with existing reservations can modify their bookings. Those seeking availability under Dykema's room block can find more information [here](#).



# THE AGENDA

---

JOIN US AT THE DYKEMA 2024 DSO CONFERENCE, WHERE WE'VE METICULOUSLY CRAFTED AN AGENDA TO CATER SPECIFICALLY TO THE NEEDS OF THE DENTAL SERVICE ORGANIZATION (DSO) COMMUNITY!

## EXPLORE A DIVERSE LINEUP

IMMERSE YOURSELF IN A DIVERSE ARRAY OF WORKSHOPS, NETWORKING SESSIONS, AND BREAKOUT PANELS TAILORED FOR DSO PROFESSIONALS.

## KICK-OFF WITH SPECIALIZED WORKSHOPS

START WITH TARGETED INSIGHTS AT WORKSHOPS LIKE THE TUSK PRACTICE SALES M&A WORKSHOP, ATTRACTING THE RIGHT KIND OF PATIENTS, AND TRANSFORMING HR INTO A PROFIT CENTER FOR YOUR GROUP PRACTICE, DESIGNED TO ENHANCE YOUR STRATEGIC INSIGHTS.

## ENGAGE IN INNOVATIVE EVENTS

PARTICIPATE IN UNIQUE EXPERIENCES SUCH AS THE DENTAL PITCH & DENTISTRY'S GOT TALENT, WHERE INNOVATIVE IDEAS AND EMERGING TALENT TAKE CENTER STAGE.

## BUILD RELATIONSHIPS

SEAMLESSLY BLEND EDUCATION WITH NETWORKING AT EVENTS LIKE THE CONFERENCE REGISTRATION AND CHAMPAGNE WELCOME, FOLLOWED BY THE INTIMATE DINNER & RECEPTION UNDER THE STARS.

## CELEBRATE DIVERSITY

EMBRACE INCLUSIVITY WITH EVENTS SUCH AS THE WOMEN IN DSO ADVISORY BOARD MEETING AND THE PEOPLE OF COLOR IN DENTISTRY RECEPTION, FOSTERING A SUPPORTIVE AND DIVERSE COMMUNITY ENVIRONMENT.

## GAIN INSIGHTS FROM EXPERTS

PARTICIPATE IN EXPERT-LED BREAKOUT SESSIONS COVERING LEGAL, LENDING, AND ACCOUNTING TOPICS, OFFERING PERSONALIZED INTERACTIONS AND INDUSTRY KNOWLEDGE.

EXPERIENCE A CONFERENCE DESIGNED TO ELEVATE YOUR EXPERTISE, FOSTER MEANINGFUL CONNECTIONS, AND STRENGTHEN COMMUNITY COHESION WITHIN THE DYNAMIC DSO SECTOR.

# VIEW AGENDA







KEYNOTE SPEAKER  
**MIKE KRZYZEWSKI**

---

Get ready to be inspired like never before as Coach Mike Krzyzewski “Coach K”, the legendary coach of Duke University’s men’s basketball team and the mastermind behind Team USA’s three Olympic gold medals, takes center stage as our Friday morning motivational speaker at the Dykema DSO Conference. A special shoutout to Straumann Group as this year’s sponsor.

Coach K isn’t your average coach; he’s a force of nature, a catalyst for greatness, and a beacon of leadership. With a career that boasts more victories and accolades than we can count, he’s not just a coach, he’s a game-changer.

From his record-breaking NCAA Division I victories to his unmatched Olympic success, Coach K’s journey is a testament to the power of determination, leadership, and unwavering commitment to excellence.

But Coach K isn’t just about winning games; he’s about winning at life. Through his bestselling books and tireless dedication to leadership development, he’s transformed countless individuals and organizations, by empowering them to reach new heights of success.

Join us at the Dykema DSO Conference as Coach K unveils the secrets to building a world-class team, fostering trust, communication and unwavering teamwork. With his unparalleled expertise and infectious passion, he’ll inspire you to redefine what’s possible and unleash your full potential.

Don’t miss this once-in-a-lifetime opportunity to learn from the best of the best. Secure your spot now and get ready to be inspired, motivated, and transformed by the one and only Coach K!

# THE SPEAKERS



JEFF ADAMS  
RISAS DENTAL  
CONFERENCE SPEAKER

Jeff Adams, Risas Dental and Braces' Chairman and Chief Executive Officer, has been in the dental industry for nearly 20 years. He started as a passive "angel investor" and board member in ClearChoice Implant Centers well before its first practice opened. At the request of the founders, Adams joined the company full-time a few years later to help reorganize and manage the business. ClearChoice was sold to private equity in 2011. Adams, along with three dentists, then started Risas Dental Management LLC. Adams believes a strong positive culture for Teammates and Patients leads to success. He enjoys spending time with his wife, three children and grandkids, playing golf, skiing, biking, and other outdoor activities.



HEIDI ARNDT  
EVOLVE DENTAL ADVISORS  
CONFERENCE SPEAKER

Heidi Arndt is a highly skilled DSO strategist and thought leader specializing in the development, and management of multi-location dental groups. With an impressive track record spanning over two decades, Heidi offers her expertise to emerging and mid-market DSO's providing invaluable support to clinicians, owners, and investors in aligning clinical outcomes with overall business success.

Previously, Heidi held the position of CEO at Strive Dental Management, a private equity-backed DSO headquartered in Austin, Texas. During her tenure, she led the company to achieve remarkable growth, with same-store sales increasing by an impressive 18% over a two-year period. In July of 2021, Heidi successfully guided the company through an equity sale transaction, demonstrating her adeptness at navigating complex business transactions.

Before her role at Strive Dental, Heidi founded two renowned consulting and training firms, namely Enhanced Hygiene and Enhanced Practice. These boutique firms catered specifically to DSOs across the United States, providing comprehensive guidance and support. In early 2019, Heidi successfully sold and exited both companies, a testament to her entrepreneurial acumen and ability to deliver exceptional value to her clients.

Heidi's journey in the dental industry began as a clinical dental hygienist at prominent dental groups such as Mayo Clinic in Rochester, Minnesota, and American Dental Partners in Wakefield, Massachusetts. Her commitment and expertise eventually led her to assume the position of National Director of Dental Hygiene at American Dental Partners. Heidi holds a Bachelor of Science degree in Dental Hygiene from the University of Minnesota.



ANGELA BAKER  
WINTRUST  
CONFERENCE SPEAKER

Angela Baker has been in the healthcare industry for over 20 years working specifically with physicians and dentists helping them with their financing and banking needs. Angela has experience lending to over 1,000 start ups and acquisitions nationwide. Currently specializes in multi-practice owners, emerging groups, and groups in all healthcare sectors.

Angela is currently a Vice President at Wintrust Financial Corporation (NASDAQ symbol WFTC). Wintrust is a Chicago Community Bank with over 170 locations, \$50 Billion in assets, and has many niche business lines nationwide. Angela helps manage the Professional Practice Group; this group specializes in working specifically with all types of specialties and dentists offering a full suite of banking products and services nationwide.

Angela is a native Chicagoan. Graduated with the second class of girls at Fenwick High School in Oak Park. Has an undergraduate degree in Finance from University of Dayton, Dayton, OH and a Masters in Business Administration from Dominican University in River Forest, IL.





**RUSS BAKER**  
**UPTIME HEALTH**

Russ Baker is a seasoned professional in the equipment and services industry with extensive experience in sales, account management, and customer support. As Vice President at Uptime Services, he specializes in overseeing operations, driving business growth, and enhancing customer satisfaction. With a strong background in business development and a proven track record in fostering client relationships, Russ is dedicated to delivering high-quality service solutions. He has a history of successfully managing large teams and implementing strategic initiatives to achieve company goals.



**EVAN BARKER**  
**CAPSTAR BANK**  
**CONFERENCE SPEAKER**

Evan Barker serves as the Senior Vice President of Healthcare & Commercial Relationship Management at CapStar Bank, a division of Old National Bank, located in Nashville, Tennessee. Since January 2021, he has been instrumental in driving the bank's strategic initiatives, leveraging his extensive expertise in credit risk, financial analysis, and portfolio management. Barker's robust skill set encompasses a broad spectrum of areas, including healthcare, dentistry, loans, mergers and acquisitions, risk management, and strategic planning. His leadership at CapStar Bank is marked by a commitment to enhancing client relationships and expanding the bank's footprint in the healthcare and commercial sectors.

Prior to his current role, Barker held significant positions across various financial institutions, each contributing to his deep knowledge and specialization in healthcare finance. From March 2019 to March 2020, he was the SVP of Healthcare Provider DSO Lending at HomeStreet Bank in Orange County, California, where he focused on lending solutions for healthcare service organizations. His tenure at Silvergate Bank from September 2016 to March 2019 as SVP of Healthcare Practice Lending in San Diego, California, further honed his ability to manage and grow healthcare portfolios. Barker also served as the Senior Managing Director of Healthcare Banking at Opus Bank from May 2013 to December 2015, playing a pivotal role in the bank's healthcare division based in Irvine, California.

Evan Barker's career began with influential roles in various banks where he consistently demonstrated his acumen for setting up and managing healthcare divisions. At Sunwest Bank, he led the Healthcare Division on a nationwide platform, and at Partners Bank of California, he spearheaded healthcare-related relationships, strengthening the bank's market presence. His early career also included the establishment of a new medical department at Pacific Mercantile Bank, where he introduced a significant number of professional clients to the institution. Barker's career, marked by over 30 years of experience, reflects a dedicated focus on providing strategic M&A growth solutions and comprehensive financial services to a diverse range of healthcare providers and organizations.



**PAT BAUER**  
**PRESIDENT AND CEO**  
**HEARTLAND DENTAL**

Patrick Bauer has been an integral part of the Heartland Dental family since the earliest days of the company. During his time as Chief Operating Officer, he provided support wherever Heartland Dental needed it, serving as a dental assistant, administrator and everything in between.

Hailing from Minneapolis, Minnesota, Bauer brings more than 25 years of experience in dental and healthcare operations management to the dental support organization.

Today, as CEO, he is responsible for the oversight and management of all operations and day-to-day functions of the company. He remains laser-focused on building and promoting professional, as well as personal, growth for all supported doctors and team members within the Heartland Dental family. Not only is this part of Bauer's responsibilities, it's also a personal passion of his.

Bauer and his wife, Gloria, enjoy spending time with their two children and two grandchildren. In addition, Bauer enjoys catching up on sports, reading and watching movies. He is a graduate of Concordia College.



GARY BIRD  
SMC NATIONAL  
CONFERENCE SPEAKER

Gary Bird is the Founder and CEO of SMC National, a dental marketing agency known for its data-driven approach to helping dental groups acquire new patients efficiently. Under his leadership, SMC National has achieved significant growth, including generating \$17 million in Annual Recurring Revenue (ARR) in 2022. He leads a team of 100 people and has earned recognition on the INC 5000 list in both 2021 and 2022.



STEVE BILT  
SMILE BRANDS  
CONFERENCE SPEAKER

Steve Bilt is the CEO of Smile Brands Inc. (SBI) and OneSmile, LLC, which he co-founded in 1998 and 2015, respectively, before merging them in 2016. Under his leadership, Smile Brands has acquired major DSOs like Monarch Dental Corporation, Castle Dental Centers Inc., and Midwest Dental. Additionally, Steve has spearheaded the development of over 200 new practices. Smile Brands employs 8,000 people across approximately 700 locations in the U.S.

Smile Brands has earned numerous accolades, including being named a Best Place to Work by Glassdoor for three consecutive years and receiving top rankings from Comparably for culture, diversity, and best places for women. The company has also received the Real Leaders Impact Award for its positive contributions to society.

Steve also serves as Chairman of the Smiles for Everyone Foundation (SFEF), a 501(c)(3) organization with international operations in eight countries. Before his current role, Steve held senior finance positions at Vivra Incorporated and SCRS, Inc., and was a manager at Ernst & Young.

Steve's achievements have been widely recognized. He has been named People Focused CEO of the Year and Healthcare CEO of the Year by American Business Awards and has received accolades from Glassdoor, Comparably, and CEOWORLD Magazine. Additionally, Steve has been honored with the Excellence in Entrepreneurship Award from the Orange County Business Journal and led Smile Brands to various humanitarian recognitions. He holds a Bachelor of Arts in business economics from the University of California, Santa Barbara, an MBA from Pepperdine University, and completed the Harvard Business School Presidents' Program. He is also a Certified Public Accountant (inactive) in California.



AMY BRIDGER  
CAVARETTA CONSULTING GROUP  
CONFERENCE SPEAKER

Amy Bridger is a dental industry expert with over a decade of experience. She has a sterling track record delivering results across multiple customer segments including private practices, emerging groups, Dental Service Organizations (DSOs), and Group Purchasing Organizations (GPOs). Her commitment to enhancing procurement, marketing, and operational strategies has consistently driven her clients to achieve growth and success. After her tenure at Henry Schein Special Markets, Amy joined Dental Whale in 2020 as Director of Special Markets and was quickly promoted to Senior Director of Sales. She skillfully led the sales, sales operations, and customer experience teams to realize Dental Whale's strategic goals. Amy holds a Bachelor of Business Administration (BBA) in Management and a Master of Business Administration (MBA) from the McCoy College of Business Administration at Texas State University.



**BRIAN COLAO**  
**DYKEMA**  
**CONFERENCE SPEAKER**

Brian Colao is the Director of Dykema's Dental Service Organizations Industry Group. Brian has been in the dental space for nearly 30 years. He is widely regarded as one of the foremost authorities in the United States on DSO formation, DSO business structures, DSO-related mergers and acquisitions, and regulatory compliance for DSOs including the corporate practice of dentistry, illegal fee-splitting, advertising regulations, laboratory regulations, patient finance regulations, billing regulations, HIPAA regulations, credentialing, permit and licensure regulations, marketing regulations, and labor law regulations affecting dental practices.

Brian specializes in the representation of DSOs nationwide in the following areas:

- Creating regulatory-compliant business models and conducting ongoing compliance on a broad range of issues applicable to the industry
- Defending DSOs in all manner of litigation and regulatory actions including State Dental Board Investigations and Complaints, State Attorney General Investigations and Complaints, Federal Investigations and Complaints, and private legal proceedings involving affiliated doctors
- Assisting Lenders and Private Equity Investors in buying, selling, investing, or lending in the DSO space

In recent years Brian has successfully resolved on behalf of his clients several significant civil and criminal Medicaid fraud investigations and state dental board actions alleging the corporate practice of dentistry, fee splitting, and related violations, and he is the "go-to" person in the industry for all manner of regulatory issues. Brian has handled some of the most significant transactions in the DSO industry. In recent years Brian has handled hundreds of significant dental transactions on behalf of buyers, sellers, minority investors, and lenders. Brian has developed many of the industry-leading protocols and procedures for conducting due diligence prior to purchasing or extending credit to Dental Service Organizations.

Brian currently has clients in all 50 states and six Canadian provinces and has appeared before all 50 U.S. dental boards and the territory of Puerto Rico. Brian has handled numerous cases of first impressions involving the corporate practice of dentistry and fee-splitting nationwide that resulted in legal opinions that defined and established the law in the DSO industry.

Brian was named a 2019 DSO Influencer by Group Dentistry Now.



**DAVY CLAY**  
**DCS**  
**CONFERENCE SPEAKER**

Davy Clay is a co-founder of DCS | Dental Claim Support. With more than 15 years of experience in the dental industry, he has developed a deep understanding of the challenges the industry faces.

Davy has made it his mission to help dental business owners thrive at every point of the dental revenue cycle. His career began when he helped establish a billing department at a local DSO, focusing on deploying a streamlined process that maximized revenue.

Driven by that experience, he partnered with Ryan DeLette and Josh Smith to co-found DCS in 2012. At DCS, they streamline operations and maximize revenue for dental businesses across the US.

The company prides itself on exceptional customer service, transparency, and AI-assisted solutions that optimize efficiency and profitability.



**JOE CAVARETTA**  
**CAVARRETTA**  
**CONSULTING GROUP**

A recognized thought leader in the dental industry, has a professional journey marked by dedication, innovation, and leadership.

Beginning his career in Equipment Sales and Operations at Patterson Dental in Denver, Colorado, Joe excelled in various roles spanning Sales, Capital Equipment, Technology, and Strategic Planning.

His passion and expertise propelled him to positions of increasing responsibility at Henry Schein, where he served as Vice President across multiple capacities.

Transitioning from President to CEO at Dental Whale®, Joe solidified his mark in the dental landscape before embarking on his latest venture as the CEO and Founder of Cavaretta Consulting Group.

From Denver, Colorado, to Fort Lauderdale, Florida, Joe's journey exemplifies his vision, dedication, and relentless pursuit of excellence.



KRISTEN ORNSTEIN  
DYKEMA  
CONFERENCE SPEAKER

Kristin advises private equity sponsors, venture capital firms, and established businesses in connection with middle and upper-market corporate transactions in highly regulated industries. Her practical, hands-on approach facilitates efficient transactions for her clients while adding value at every opportunity.

Clients turn to Kristin when they need responsive, solution-focused counsel who understands the operational complexities associated with both domestic and cross-border mergers and acquisitions transactions. Kristin's business background and post-graduate business education make her an asset in all deal phases, from financial diligence through post-closing integration.

Kristin's robust industry experience includes real estate acquisition and development, manufacturing, healthcare and physician practices, consumer packaged goods, biotechnology, energy, SaaS, e-commerce, telecommunications, insurance brokerages, community management associations, professional services, social applications...and more.



DEE FISCHER  
FISCHERS PROFESSIONAL GROUP  
CONFERENCE SPEAKER

Dee is CEO of Fischer Professional Group and has decades of experience growing DSOs helping doctors create systems, accountability, and passion in the workplace. She has been an integral part of several DSOs' exponential growth, guiding the operations and HR management to scale to larger organizations helps practice owners construct state-of-the-art locations, providing a seamless and fun experience while delivering a remarkable turn-key project on time and within budget.



JON FIDLER  
FOUNDER/CEO  
FIDLER AND ASSOCIATES

As the Founder & CEO of Fidler and Associates, Jon has a proven track record of building high-performing teams by connecting exceptional talent with promising opportunities. His expertise in talent recognition was initially cultivated during his tenure with the Arizona Diamondbacks in Major League Baseball, where he played key roles in the Scouting and Player Development Departments. In this capacity, Jon not only excelled in identifying the potential prospects of physical talents but also in nurturing and harnessing that talent to catalyze the formation of championship-caliber teams throughout the organization.

Over the past 18 years, Jon has directed his expertise toward the dental industry, where he has consistently placed accomplished executives across the nation for DSOs, MSOs, multi-location groups, manufacturers, distributors, and other healthcare-related organizations. Throughout his career, Jon has demonstrated exceptional proficiency in recruiting, training, and cultivating award-winning employees and executives. A proud alumnus of the University of Iowa, Jon currently calls Austin, TX home, where he resides with his wife Michele, their two children Makena and Karsten, and their beloved mini-dachshund, Doug.



**GREGORY GRAY**  
**DCS**  
**CONFERENCE SPEAKER**

Greg started with Dental Claim Support as a business consultant, guiding our trio of founders on expanding their successful business.

They knew he was the right person for the CEO job because, among other things, Greg had:

Conducted business on-site in 49 of the 50 states

Taught business classes as an adjunct professor at Union University in Hendersonville, TN for four years (while also working full-time)

Released 100+ episodes of the Business Owner Freedom podcast

Authored the 5-star book Business Owner Freedom

After 5 years of consulting for DCS, he joined our leadership team as a full-time CEO in 2023. Greg already knew the ins and outs of the company, as well as our company culture — which he helped shape.

Greg joined DCS when it was undergoing major growth, and it still is. As every emerging business knows, with growth comes challenges — which is why DCS committed to hiring a full C-Suite team to lead us.

Greg currently lives on Amelia Island, FL and is working on his PhD in Organization and Management with an Executive Coaching Cognate through Liberty University.

When he's not leading DCS, Greg is gardening or ocean fishing.



**ZACHARY HOARD**  
**DYKEMA**  
**CONFERENCE SPEAKER**

Zack Hoard is a Member of the Business Litigation Group and the Dental Services Organization Group in the Dallas, Texas office of Dykema. Zack advises clients nationwide in the healthcare industry on all manner of regulatory issues related to the formation, reorganization, and acquisition of Dental Service Organizations or group dental practices. He has also successfully represented clients in multiple federal and state regulatory investigations and traditional litigation disputes regarding allegations of the corporate practice of medicine and dentistry, fee splitting, fraud and abuse, and related violations.

Zack also focuses his practice on complex commercial litigation, representing both national and international companies in matters including breach of contract, franchise disputes, breach of fiduciary duty, general negligence, vicarious liability, fraud and misrepresentation, tortious interference, conversion, and conspiracy. Zack has represented clients in both bringing and defending injunctive actions and damage claims.

Immediately prior to joining Dykema, Zack was an associate with an AmLaw 100 firm in Dallas. While in law school at Georgetown University Law Center, he served as a legal intern at the National Center for Victims of Crime.



**PATRICK JACOBWITH**  
**SUNSET TECHNOLOGIES**  
**CONFERENCE SPEAKER**

Patrick Jacobwith, JD, is the CEO/General Counsel and partner at Sunset Technologies, which specializes in technology integration, security, and compliance for their dental customers. Sunset Technologies is one of the largest dental focused MSPs in the United States. With over 100 employees, Sunset provides services on a national level.

During his more than 35-year career, Patrick has developed extensive leadership, strategy, and management skills. His approach to becoming a better leader has included taking roles that encompass all areas of a business. Patrick also speaks nationally on topics ranging from developing company culture, leadership and management development, cyber security, and HIPAA compliance.

In addition to Patrick's business experience, he holds a B.S. in economics, is a certified HIPAA professional, and is a licensed attorney.

Patrick has developed his career in large organizations, including United Healthcare, SmithKline Beecham, Express Scripts, and SHPS, as well as smaller companies. Most recently, he has helped Sunset evolve into a national organization and assisted several other businesses in their growth process.

As General Counsel, Patrick utilizes his legal skills and knowledge in areas that include contracting, risk management, compliance, employment law, and mergers and acquisitions.

Finally, Patrick believes his most significant accomplishments are the people he has been able to help develop.



DEREK KAULFUSS,  
PLANTE MORAN  
CONFERENCE SPEAKER

Derek Kaulfuss is a senior associate at Plante Moran, specializing in healthcare and financial advisory services. With over a decade of experience, he excels in consulting for healthcare providers, particularly dental practices. Derek's expertise includes revenue cycle management, strategic planning, and financial analysis, ensuring clients achieve operational efficiency and financial growth. He holds an MBA in Finance and Healthcare Management, reflecting his commitment to excellence in the industry.



DR. AMAN KAUR  
WOMEN IN DSO  
CONFERENCE SPEAKER

Dr. Aman Kaur is a seasoned executive and a DSO industry veteran with a passion for driving results through clinical excellence and operational discipline. Dr. Kaur is the Founder and President of Women in DSO and CEO of a Midwest-based DSO. She is also currently working with a few well-known dental groups and PE firms across the industry as a clinical and business operations consultant. With over 16 years of experience in the Dental industry, Dr. Kaur has worked with multiple DSOs over her career in various executive roles and is very involved with Dental Vendors, DSOs, Not for profit and other Dental Groups developing business solutions for operational efficiencies, customer intimacy, compliance programs, peer review, CE and training at all levels, along with helping emerging dental organizations to build development and growth strategies. Seven years ago, Dr. Kaur came together with 2 other female executives to run 33 Urgent Dental Care practice models open 9AM to 9PM seven days a week, one of the complex business models, and company revenue grew by 108 percent during her tenure. She is an inspirational leader who tells stories that inspire action while at the same time is grounded in clinical and financial information that levers the business. Respected as a credible voice in the industry for her clinical and business decision-making, finding strategic solutions, and building partnerships and alliances Dr. Kaur is constantly shaping the industry.



ERIC KLEIN  
DYKEMA DSO  
CONFERENCE SPEAKER

Eric Klein guides healthcare clients through the industry's complex and constantly evolving regulatory environment. Clients rely on him to stay on top of the shifting landscape, develop creative solutions that promote business opportunities, and help them maintain compliance with the laws and regulations that govern their operations. Eric also possesses extensive expertise in payer-provider contracting.

As the head of the firm's healthcare group, Eric represents various healthcare providers, including hospitals and health systems, physician practices, ambulatory surgery centers, dental support organizations, hospice providers, and home health agencies. Besides handling billing reimbursement disputes, licensure actions, and Medicare and Medicaid enrollment matters, he has extensive experience advising on internal and government investigations, compliance programs, and corporate governance issues.

Eric also counsels clients in fraud and abuse matters, with a particular focus on compliance with federal and state anti-kickback statutes, the Stark Law, the False Claims Act, and corporate practice of medicine and dentistry restrictions.



CHRIS KRATOVIL  
DYKEMA  
CONFERENCE SPEAKER

Christopher D. Kratovil is the Office Managing Member of the Dallas office of Dykema, and also leads the firm's national lateral hiring efforts as its National Hiring Member. He has been instrumental in Dykema's substantial growth in Texas.

An experienced and respected Texas litigator, Mr. Kratovil has been recognized for six consecutive years (2016-2021) as one of the "Top 100 Lawyers in Texas" regardless of specialty by Texas Super Lawyers, and has been named one of the "Best Lawyers in Dallas" by D Magazine for eleven consecutive years (2011-2021).

Mr. Kratovil focuses his practice on complex commercial disputes and appellate matters, representing clients in high-stakes litigation before tribunals ranging from small-town Texas trial courts to arbitrators to the United States Court of Appeals for the Fifth Circuit and the Texas Supreme Court. Mr. Kratovil has presented over 35 appellate oral arguments to courts at all levels of the appellate system, and has been an integral part of dozens of trial and arbitration teams. He has argued virtually every type of motion permitted under the Texas and Federal Rules of Civil Procedure.

Beyond his appellate work, Mr. Kratovil regularly handles case dispositive briefing and argument, jury charges, complex motions, research-intensive legal issues, emergency injunctions, and error preservation in the trial courts. He has extensively litigated issues under the Texas "anti-SLAPP" statute, the Texas Citizens Participation Act ("TCPA"), including multiple successful interlocutory appeals.

Mr. Kratovil has extensive experience litigating so-called "business divorces" and related fraud, minority shareholder rights, covenants not-to-compete and not-to-solicit, trade secrets, oil field disputes, and the law governing arbitration. Mr. Kratovil has served as lead counsel in a number of high-dollar disputes over land use and development in the DFW area, representing developers against cities and landowners. In recent years, he was worked closely with Dykema's industry-leading DSO Practice Team to litigate issues impacting dentists and dental support organizations.



JON KROMENHOEK  
DCS  
CONFERENCE SPEAKER

**JON KROMENHOEK IS THE DIRECTOR OF BUSINESS DEVELOPMENT AT DCS, WHERE HE LEVERAGES HIS EXTENSIVE EXPERIENCE TO DRIVE GROWTH AND FORGE STRATEGIC PARTNERSHIPS. WITH A STRONG BACKGROUND IN OPERATIONS AND SALES, JON EXCELS IN BUILDING CLIENT RELATIONSHIPS AND DEVELOPING INNOVATIVE SOLUTIONS TO ENHANCE BUSINESS EFFICIENCY. HIS COMMITMENT TO EXCELLENCE AND RESULTS-DRIVEN APPROACH MAKE HIM A KEY ASSET IN THE DENTAL SUPPORT SERVICES INDUSTRY.**



ROB LINDER  
EASSIST  
CONFERENCE SPEAKER

Proven DSO executive with operations and M&A experience. Multi-site, PE-backed healthcare leader. Strategy and platform builder. Believer in Jobs to be Done theory and Disruptive Innovation. Big fan of E+R=O. Love frameworks to approach and solve questions. Communicator. Builder of processes. Entrepreneurial mindset. Values based. Husband and father of five amazing children. Believe leaders eat last.



DONNA MCELORY  
DYKEMA  
CONFERENCE SPEAKER

Donna provides comprehensive representation, including counseling and compliance, and she regularly appears in state and federal courts, before administrative agencies, and in arbitration.

She advises clients in various industries and verticals on a wide range of employment matters, such as discrimination, sexual harassment, retaliation, trade secret and non-competition violations, wage and hour claims, reductions-in-force and mass layoffs, and union negotiations—and the potentially costly reputational hits that can accompany them.

In today's supercharged environment, the threat of exposing workplace issues on traditional and social media is as dangerous as courtroom litigation. Donna strives to avoid damaging situations before they happen and certainly before they hit the press and the court of public opinion.

By counseling clients on creating safe spaces where employees are valued and adequately compensated, Donna helps employers increase retention and sustain healthy cultures. When clients first retain Donna, they are often pleasantly surprised by how aggressively she tries to forge personal relationships. She commits to getting to know clients' businesses, meeting their teams, walking their facilities, and visiting their headquarters and satellite locations at no cost to them. Clients quickly realize Donna is a strong advocate who will fight for them as hard as she can, even if she goes down swinging, and will also be a close confidante and caring friend.



MIKE MONTGOMERY  
LIVE OAK BANK  
CONFERENCE SPEAKER

Mike works in Live Oak's Specialty Finance division, providing solutions to middle market clients and sponsor finance. Mike's background is in healthcare mergers and acquisitions with a concentration in the Dental Service Organization sector. Currently he works with groups ranging in \$2-20 Million in EBITDA. Previously, he worked with Live Oak's healthcare team as a senior loan officer, where he developed business strategies in lending to the industry and structured loans to doctors and dentists for expansion, construction, commercial real estate and various other business purposes. Mike joined the Live Oak team in early 2013 after seven years with SunTrust Bank. Mike has a business degree in finance from the University of North Carolina Wilmington.



AMOL NIRGUDKAR  
PATIENT PRISM  
CONFERENCE SPEAKER

Amol Nirgudkar, the CEO of Patient Prism, helps dentists grow their practices and reach their goals. He is in an unusual position to offer practical insights. As a certified public accountant, business consultant, author, entrepreneur, and former owner of several dental practices, he has 20 years of experience working with dental practices and groups.

He founded Patient Prism in 2015. The advanced call tracking software incorporates artificial intelligence and American call coaches to review every missed new patient opportunity and send an alert to the dental office within an hour of the original call. It uses patented technology to detail the advertising method that led to the new patient call, what the caller wanted, why the appointment was not booked, and recommended actions that can be implemented immediately to call back and convert the potential patient. It's fast, actionable data that leads to increased new patient appointments and revenue.





**VIRGIL OCHOA**  
**DYKEMA**  
**CONFERENCE SPEAKER**

Virgil Ochoa helps doctors, dentists, veterinarians, and other providers and service organizations form profitable relationships. But his work is anything but business as usual—professionals, DSOs, MSOs, and investors rely on his knowledge of the corporate practice of medicine regulations and extensive buy-sell experience to ensure deals go smoothly so those new relationships will prosper.

Many professionals have close emotional attachments to the practices they've built. While DSO and MSO affiliations may make good financial sense for them, taking that next step into a new business entity can be difficult and scary.

Virgil counsels professionals in every aspect of the transaction by clarifying the risks and pains of monetizing their practices so they can focus on their clinical expertise. He also represents service organizations, not only in affiliating with professionals, but also in mergers, acquisitions, divestitures, and corporate finance matters across all their legal and business needs.

In addition, Virgil is an accomplished international trade lawyer who has advised clients on export controls, tariffs, licensing, and related issues. His experience extends across a wide range of consumer products, pharmaceuticals, and durable goods and the government fines, fees, and penalties imposed for non-compliance.



**JINESH PATEL**  
**UPTIMEHEALTH**

Jinesh Patel is a 2x Founder with several patents to his name. Currently, Jinesh serves as the co-founder and CEO at UptimeHealth, where he is spearheading groundbreaking technology to automate medical device management for healthcare providers. His work with UptimeHealth has landed him on the 2021 Forbes Next 1000 list. Prior to UptimeHealth, Jinesh designed and invented medical devices, and served as the Clinical Engineering Manager for the largest health system in Austin, TX.

Today, Jinesh is regarded as the leading expert in asset management technology and compliance automation for the outpatient and ambulatory markets. He has a deep understanding of regulatory compliance, finance, and best practices for medical equipment management. Jinesh holds his MBA and a Master's in Biomedical Engineering from Texas A&M University.



**IAN PRENDERGAST**  
**TOOTHIO**  
**CONFERENCE SPEAKER**

Ian Prendergast is the CEO and Co-Founder of Toothio, a Phoenix-based dental marketplace founded in 2021 and launched in May 2022 that connects dental professionals with understaffed dental practices. Toothio has attracted investors from Arizona and Silicon Valley to help scale their business to the next level.

Prior to Toothio, Ian was the 1st fulltime employee at Qwick and helped them land their largest client in the early days of the startup. He also founded Steady Install with Ben Bottner and helped them grow into Tucson and Dallas. With an incredible background in marketplace launch and sales, Ian leads the way for his team to build an incredible experience for dental practices. He is supported by 2 other Qwick alumni as his cofounders, Troy Amelotte and Devon Cox.

Ian is the type of person who can get anyone excited about the future. He's shown incredible leadership in his ability to build a team of 17 employees and grow Toothio's revenue.



MARK RUDOLPH  
ELLIOTT DAVIS  
CONFERENCE SPEAKER

Mark leads the firm's national Dental Industry Specialty practice, a team of 30 dedicated CPAs and MBAs that focuses on providing accounting, advisory, and tax services for growing group practices and DSOs. Drawing on more than 30 years of experience serving the healthcare industry and in executive leadership positions at two Top 100 public accounting firms, Mark works collaboratively with clients and the team using forward-looking business tools to strategize, anticipate and adapt to change, and identify opportunities for growth and improved efficiencies. His knowledge, coupled with the diverse backgrounds of all the Dental Industry Specialty professionals, help group practices and DSOs better compete in the consolidating marketplace.



LEE ROZEBOOM  
GREAT AMERICA FINANCIAL  
CONFERENCE SPEAKER

Lee Rozeboom, Vice President and Managing Director of Sales, Connected Technology Group, leads the sales function's growth, strategy, and development.

In his previous role, Lee served as the Vice President of Sales for the MSP division. He has been involved in lease financing since 2006. Prior to joining GreatAmerica in 2006, Lee worked for a financial planning company and achieved his Series 6 and 65 ratings.

Lee received his Bachelor of Science in Finance and Marketing from Babson College in Wellesley, MA.



RAHMA SAMOW  
CLEAR CHOICE  
CONFERENCE SPEAKER

With over 20 years of international experience in the healthcare industry, Rahma Samow is an accomplished senior executive who leads with vision, passion, and purpose.

As the President and CEO of ClearChoice Dental Implant Centers, she is responsible for the largest dental implant therapy provider in the United States, overseeing a revenue of more than \$900 million. Under her leadership, ClearChoice continues its mission to be a platform of hope for the edentulous and those suffering from acute oral disease.

Rahma has a proven track record of exceeding results, incubating and commercializing innovative solutions, developing talents, and building winning teams. At Siemens Healthineers, she successfully introduced and implemented new value-based digital business models for AI-enabled clinical decision support solutions (AI-Rad Companion, syngo via enterprise), performance management services (teampay), and transformative patient management solutions (ehealth) based on a holistic platform approach. Her passion for digital health is evident in her instrumental role in creating teampay, the largest MedTech internet of things platform network in the healthcare industry.

Prior to her current role, Rahma was a member of the executive board and the global head of the dental service organization business unit at Straumann Group, the world leader in implant, restorative, and regenerative dentistry.



**GARY SALMAN**  
**BLACK TALON SECURITY**  
**CONFERENCE SPEAKER**

CEO of Black Talon Security, LLC specializing in network vulnerability and penetration testing for the healthcare, legal, financial, and small and medium businesses. Unlike IT companies, we specialize in cyber security and provide a level of testing and sophistication required to properly protect your network that IT companies just can't achieve. The severity and frequency of attacks against businesses is increasing at a dramatic rate and you do not want to become a victim of some of these attacks. Employee training is a critical component of security and can help reduce your chances of an attack by 50%. Our comprehensive training program will teach you and your staff how to identify potential cyber attacks and take action on how to minimize them.



**STEPHANIE SCHOENROCK**  
**CAVARETTA CONSULTING GROUP**  
**CONFERENCE SPEAKER**

Stephanie Schoenrock is a seasoned professional specializing in DSO procurement implementation, execution, and measurement, with a strong focus on partnership strategy. Since April 2023, she has been a Partner at Cavaretta Consulting Group, where she applies her extensive expertise to support the firm's clients in optimizing their operational efficiency and strategic partnerships. In addition to her role at Cavaretta, Schoenrock has been serving as the Director of Strategic Accounts at UptimeHealth, a part-time position she has held since June 2023, where she focuses on community development, partner relationship management, and C-Suite selling.

Before her current engagements, Schoenrock demonstrated her capabilities in strategic partnerships and sales within the dental services organization (DSO) sector. From May 2021 to April 2023, she was the Director of Strategic Partnerships & DSO Sales at Dental Whale®, where she played a pivotal role in expanding the company's market presence and forging critical partnerships. Prior to that, she spent nearly four years at Henry Schein as a Multisite Sales Manager, where she managed sales operations across multiple sites, driving significant growth and customer satisfaction.

Schoenrock's career in the dental and medical sales industry is marked by her long-term tenure at prominent companies. She spent over three years as a Territory Manager at OraPharma Inc., and before that, she dedicated nearly twelve years to Biomet 3i as a Senior Territory Manager. These roles allowed her to develop a deep understanding of the medical sales landscape and build strong relationships with clients and stakeholders. Schoenrock's extensive experience and proven track record in sales management, strategic partnerships, and procurement make her a highly respected figure in the industry.



**KATHLEEN SZABO,**  
**42 NORTH**  
**CONFERENCE SPEAKER**

As an adjunct faculty member teaching in both community college and private college settings, my experiences enable me to work in a diverse community setting. My educational experience includes the education and supervision of students in all facets of clinical studies. My didactic teaching experiences include Oral Tissues I and Oral Pathology, as well as lectures/presentations on Medical Emergencies in the dental office, Tal-Eval Grading System and Dentrix Dental Charting. As External Clinic Coordinator my responsibilities included scheduling students in both internal and external clinic sites, management of student immunizations and site paperwork, and calibration of external clinic faculty.

Over the past several years I have been incorporating technology as part of my teaching philosophy for better communication, to design more effective assessments, and have more resources available to students. In addition to my teaching responsibilities I have been a practicing dental hygienist for 5+ years and have wide-ranging experience in many facets of dental hygiene. Working in multi-specialty practices offering a full range of dental services give me an extensive knowledge and real-world experiences which allows me to reinforce student clinical/didactic learning. My accomplishments have given me the expertise to successfully integrate knowledge, skills, and techniques from my academic and private practice experience to greatly benefit and enhance my students' dental hygiene academic career.



**JOSH SMITH**  
DCS  
CONFERENCE SPEAKER

Josh Smith is the co-founder of DCS | Dental Claim Support. With 15 years of experience in the dental industry, he has a deep understanding of its challenges. His mission is to help dental business owners thrive throughout the dental revenue cycle.

Leveraging his extensive industry experience, Josh co-founded DCS in 2012 alongside Davy Clay and Ryan DeLettre. At DCS, they streamline operations and maximize revenue for dental businesses across the US. They are known for exceptional customer service, transparency, and AI-assisted solutions that enhance efficiency and profitability. Josh is always open to connecting personally to tackle industry challenges together.



**JON TANIS, MS, CHDA**  
SENIOR MANAGER  
DEAL ANALYTICS

As a leader of the Deal Analytics team at Plante Moran, I manage a group of data scientists and statisticians who work collaboratively with our transaction advisors to improve the M&A transaction experience. I have more than 12 years of experience enduring the challenges of information systems and shouting: "there has to be a better way to do this!". Building technology-driven solutions and improving the speed and accuracy of answering complex business questions is at the heart of what we do. My team develops and deploys advanced analytics tools to seamlessly extract data and produce analytics-driven insights at a rapid pace, all while minimizing the burden on buyers and sellers, alike. Though being a career rock star & lead guitarist was choice #1, I find great fulfillment from my analytics profession, which is only surpassed by my passions of family and faith.



**HEATHER TROMBLEY**  
DENTALEZ  
CONFERENCE SPEAKER

President/COO who specializes in developing and leading high growth, performance based cultures. Drives revenue, profit and market share leveraging best practices from industry leading companies. Experienced in M&A. Recognized by Board of Directors, Customers and Colleagues as a visionary, talented, resourceful, results-oriented leader.

20+ year proven track record of success in small and large domestic and global markets, both high growth and mature. Demonstrated leadership across competitive and changing industries including dentall, healthcare and medical devices, and industrial and consumer durable goods. Principled leadership values guide decisions and build dynamic, accomplished business partnerships.

Keen ability to drive results through process improvements, people engagement and execution of strategy while maintaining an entrepreneurial mindset. Known as fair and firm, unafraid to make bold decisions, and take calculated risks to move business forward.



**ERIC WHITE**  
**DYKEMA**  
**CONFERENCE SPEAKER**

Eric White is a Member of Dykema's Dallas office and the assistant leader of the firm's corporate finance practice group. Eric counsels clients on transactional business law matters involving mergers and acquisitions, lending, private equity investments, leveraged buy-outs, and subordinated debt investments. Eric has efficiently and swiftly completed deals on the buy-side and sell-side in the healthcare industry and in many other industries. These healthcare deals have required extensive time and attention to fee structures, compensation packages, pre- and post-closing incentive arrangements, and credentialing issues.

Eric also advises clients in general corporate matters related to formation, restructuring, governance, equity-holder distributions, and regulatory compliance. He has successfully guided clients in states as diverse as Alaska to Florida and from California to North Carolina. Eric regularly provides counsel on corporate structure, business agreements, bonus and incentive programs, change management, and best practices in the DSO space.



**CRAIG WOODS**  
**DYKEMA**  
**CONFERENCE SPEAKER**

As Dykema's healthcare mergers and acquisitions group leader, Craig Woods delivers best-in-class representation to buyers, sellers, and middle-market, private equity-backed sponsors in physician practice management (PPM) transactions. Respected for his legal knowledge and M&A achievements, he facilitates strategic relationships between providers, experienced business people, and new capital in the healthcare space.

Many of Craig's provider clients have never contemplated physician practice management (PPM) arrangements involving dental service organizations, medical service organizations, or ambulatory surgical center structures. Drawing on his extensive business and accounting knowledge, MBA education, and experience with various PPM industry players, he helps doctors across a wide range of specialties evaluate those new opportunities and negotiates career- and life-altering contracts that include incentive options for their key employees.

In addition, Craig serves as outside general counsel to several healthcare clients, handling many day-to-day matters. He works closely with Dykema's regulatory team conducting and responding to investigations and ensuring compliance with corporate practice of medicine requirements. Mindful that even business-savvy entrepreneurial doctors must first focus on patient care, Craig handles many client deal issues and details without unnecessarily disrupting their time commitments to patients.

Craig enters into every new engagement intent on establishing a long-term relationship with the client, which he accomplishes by concentrating on their goals and objectives. Besides his creativity and cost-effective approach, clients appreciate Craig's attentiveness and straight-shooting style. Craig's previous litigation experience enables him to quickly identify, anticipate, and mitigate or avoid future risks. A skilled negotiator, he gets deals done and resolves disputes when disagreements arise, often avoiding costly litigation.



**DR. SAAM ZARRABI**  
**RODEO DENTAL & ORTHODONTICS**  
**CONFERENCE SPEAKER**

Dr. Zarrabi graduated from UCLA with a BS in Economics in 2005, and from the University of the Pacific School of Dentistry in 2008.

Involved with multiple professional dental organizations, including the CAMBRA Coalition & Crown Council, as well as membership in the Young Presidents Organization (YPO), Dr. Z remains current on technology, science and methodology. His Board Seat assignment to the Pacific Dugoni Foundation Executive Committee and the Board of the National CAMBRA Coalition reflects his commitment to the field of dentistry.

With a personal commitment to improving oral health and the lives of young leaders, his charitable concerns are evidenced through his work with The LEAP Foundation and Dentists Who Care. This commitment to assist those less fortunate is encouraged throughout his professional and personal relationships.



KEYNOTE SPEAKER  
**ALY RAISMAN**

---

Dykema is thrilled to announce that Aly Raisman, renowned Olympic gymnast and advocate for mental health, will be gracing our stage as Thursday's keynote speaker. Aly's remarkable journey, both on and off the floor, has not only captivated audiences worldwide but has also inspired a generation with her resilience and advocacy for change.

As the team captain of the gold medal-winning Women's Gymnastics teams in both 2012 and 2016, Aly Raisman has etched her name in the annals of gymnastics history. Her achievements speak volumes, making her the third most decorated American gymnast of all time. The 2012 London Olympics marked a pivotal moment as Raisman became the first American gymnast to clinch gold in the floor exercise, a feat that resonated with millions across the globe.

Beyond her sports accomplishments, Aly Raisman is a beacon of empowerment and advocacy. She has utilized her platform to normalize discussions around mental health, champion positive body image, and emphasize the importance of self-care. Her New York Times best-selling memoir, "Fierce" delves into the highs and lows of her journey, including her courageous revelation of surviving sexual abuse. Through her candid storytelling, Aly has become a voice for survivors, igniting conversations and catalyzing change.

Driven by her unwavering commitment to justice, Aly Raisman continues to advocate for systemic reforms within the realm of gymnastics, tirelessly working towards the eradication of sexual abuse. Her courage and tenacity have sparked a movement, inspiring individuals worldwide to stand up against injustice and advocate for a safer, more inclusive future.

Join us as the Dykema DSO Conference proudly welcomes Aly Raisman, a true symbol of resilience, empowerment and hope. Prepare to be inspired as she shares her insights, experiences, and unwavering commitment to effecting positive change. This promises to be an unforgettable discussion, as we unite to celebrate the transformative power of courage and advocacy. Thank you to Sunbit for sponsoring this keynote speech.

Register now and secure your spot for an evening of inspiration and empowerment with Aly Raisman at the Dykema DSO Conference. Together, let us embark on a journey of resilience, empowerment and advocacy.



# Should Dental Endoscopy Evolve To Be The Gold Standard Of Care?

By Kristen Ranaldo, RDH, BSDH



Why has dentistry been treating periodontal disease the same way for the last 50 years? We have seen medicine evolve over time, but there has been such limited advancement in the way we treat periodontitis. For decades, scaling and root planing (SRP) followed by osseous surgery has been considered the gold standard of care. SRP is presently contraindicated and the idea of glassy smooth root surfaces was abandoned years ago. SRP no longer embraces the removal of tooth structure and soft tissue, but there hasn't been a change to our approach to treatment. It is no secret that the basic etiologies of gingivitis and periodontitis are bacterial biofilm and calculus, yet we continue to perform blind SRP. As dentistry advances, we are still using the band-aid approach when treating patients. Is there no other way?

Dr. Lloyd Nattkemper, a periodontist in Monterey, California, purchased the first dental endoscope at AAP in 1993. During one of our discussions, he stated, “no one in the audience had been aware of the technology or had seen what we were seeing before, except with full-thickness flap elevation or on extracted teeth. Roger describes how he and his hygienist, who has carefully trained, were able to effect complete root debridement and see very impressive pocket depth resolution using this device along with ultrasonics and hand instrumentation.

I decided to purchase the device that day—and became one of the first four clinicians in the country to start using it the following Monday.” Three decades later, and just a few hundred dental endoscopes in the United States have been sold. Amazingly, most clinicians do not know what dental endoscopy is nor is it taught in dental or dental hygiene school.

So, what exactly is a dental endoscope? It is an advanced technology that allows the clinician to subgingivally explore and visualize the root surfaces in real time at 100x magnification. Without the necessity of an incision and sutures, a dental endoscope guides the clinician during the process of debriding the root surface free of plaque and calculus, the treatment for periodontitis. It could also be used diagnostically to identify other problems such as subgingival caries, perforations, external root resorption, overhangs, excess cement, and other disease-causing flaws of the tooth root's surface that are not always seen on radiographs or previously required surgery to detect. The camera, or fiber, is covered by a single-use sterile sheath, which sits into four area-specific explorers used to deflect the gingiva so the camera and sheath can be inserted into the sulcus. Over the last decade, lasers in dentistry have dominated the industry for both hard-tissue and soft-tissue applications. Although widely used, there are debates concerning the efficacy of laser periodontal therapy. Why is this? Complete removal of biofilm and removal of biofilm-harboring calculus is the gold standard of periodontal care,



Both with a conventional flap and non-surgical periodontal therapy. According to Wright et al. in 2023, premolars and molars are more difficult to debride nonsurgically and more than 60% of molar sites can present with residual calculus. Another study reported that more than 90% of cases had deposits of plaque and calculus remaining in sites with pocket depths greater than 5 mm after SRP. It has been proven that the use of a dental endoscope results in significantly less residual calculus on the root surface when compared to tactile evaluation in blind scaling, especially in multirooted sites.

Whether it is non-surgical periodontal therapy or laser-assisted periodontal therapy, it's vital to utilize dental endoscopy in tandem with these procedures for greater pocket reduction and more predictable results. Dental endoscopy has been around since the 1980's, however, the advancements in the technology were limited, until recently. The most current endoscope, PerioView, was brought to the market by Dr. Aziz Bohra, a periodontist himself. Dr. Bohra revolutionized his practice with dental endoscopy over the past thirteen years. By leveraging his hygiene team, he was able to expand his practice while maintaining his hygienists

The PerioView endoscope pairs the advancement of technology with state-of-the-art video imaging and display that allows up to 100X more magnification than in the past on an 11"x11" touch screen. This 1.0 mm digital camera lens is 160k pixels, equivalent to 12MP, and allows an area of about 3-5 square mm with a depth of field of 1mm to 20mm. The all-in-one medical-grade computer monitor records still images and video for high-resolution results and patient records. Moreover, PerioView enables multiple services to be applied simultaneously, streamlining practice operations and increasing patient satisfaction. Not only is dental endoscopy more effective, it is less invasive leading to higher patient acceptance.

With this minimally invasive, precise approach, the patient will experience a shorter recovery time, less sensitivity, less recession, and reduced need for re-treatment. Dental endoscopy is not just a SRP alternative, it is a microsurgery that can be performed by itself, with laser-assisted periodontal therapy, and with biologic modifiers. As a mostly hygienist-operated technology, dental endoscopy empowers our profession and allows for career growth. Going on a decade of dental endoscopy experience, it has become something I cannot practice without. Once you see what you are missing in furcations, distal line angles, at the CEJ, and crown margins, it makes your instrument different. Most of us have not picked up our right and left ultrasonics since school, and they are necessary when treating a periodontal patient. With proper implementation, I believe dental endoscopy could benefit all dental and periodontal practices and is a revolutionary approach to treating the high prevalence of periodontal disease.

Medicine is always advancing, shouldn't dentistry follow suit? Dental endoscopy deserves recognition as the new gold standard of care, ensuring precise calculus removal through a minimally invasive approach and delivering consistently reliable outcomes. With this knowledge in mind, how do you envision treating your patients?



In today's dental landscape, the importance of holistic approaches to health cannot be overstated. As dental professionals, we understand that the mouth is not an isolated entity but an integral part of the whole body. The health of our oral cavity significantly impacts our overall well-being. Nutrition plays a pivotal role in maintaining a healthy oral microbiome, which in turn influences our systemic health.



# Nourishing Your Microbiome: The Mouth-Body Connection

By Rachel Sanner, RDA, SOA

## The Importance of a Healthy Microbiome

The oral microbiome is a complex ecosystem of bacteria, viruses, fungi, and other microorganisms. This delicate balance is essential for preventing diseases and promoting a state of health and vitality. When in balance, the microbiome protects against pathogenic invaders, aids in digestion, and contributes to immune function.

Research has shown that a diet rich in whole foods, including fruits, vegetables, lean proteins, and whole grains, supports a diverse and resilient microbiome. For instance, a study published in the *Journal of Clinical Periodontology* found that participants who consumed a diet high in fruits and vegetables had a significantly lower risk of periodontal disease. These findings highlight the importance of dietary choices in maintaining not just oral health but overall health.

## Saliva Testing and Oral Health

Saliva testing has emerged as a valuable tool in assessing oral and systemic health. Saliva contains biomarkers that can indicate the presence of oral diseases, systemic conditions, and even stress levels. Studies have demonstrated that saliva testing can be used to monitor glucose levels in diabetic patients and assess hormonal imbalances.

One notable study conducted by the National Institutes of Health utilized saliva testing to identify inflammatory markers associated with periodontal disease. The results showed a clear correlation between elevated inflammatory markers in saliva and the presence of periodontal disease, underscoring the potential of saliva testing in early diagnosis and management of oral health conditions.

## Nutrition and Oral Health

Consider the analogy of a garden: just as diverse and nutrient-rich soil fosters a thriving garden, a balanced diet supports a healthy oral microbiome. Conversely, poor dietary habits can lead to an overgrowth of harmful bacteria, much like weeds overtaking a garden. Processed foods, high sugar intake, and acidic beverages disrupt the microbiome, leading to dental caries, gum disease, and other health issues.

A diet rich in antioxidants, vitamins, and minerals is essential for maintaining oral health. Foods high in vitamin C, such as citrus fruits, bell peppers, and strawberries, are particularly beneficial for gum health. Vitamin D, found in fatty fish, egg yolks, and fortified dairy products, is crucial for calcium absorption, promoting strong teeth and bones. Omega-3 fatty acids, present in fish, flaxseeds, and walnuts, have anti-inflammatory properties that can help reduce gum inflammation.

## The Role of Sulforaphane

Sulforaphane, a compound found in cruciferous vegetables such as broccoli, kale, and Brussels sprouts, has garnered attention for its health benefits, including its impact on oral health. Studies have shown that sulforaphane possesses potent anti-inflammatory and antimicrobial properties, which can help protect against oral diseases.

A study published in the *Journal of Dental Research* explored the effects of sulforaphane on periodontal health. The researchers found that sulforaphane reduced inflammation and bacterial growth in the gums, suggesting its potential as a natural therapeutic agent for periodontal disease. Additionally, sulforaphane's ability to boost the body's detoxification enzymes helps to neutralize harmful substances that can affect both oral and systemic health.

## The Systemic Impact of Oral Health

But nutrition is not the only factor at play. Our emotional and mental well-being also significantly influence our health. Chronic stress, negative emotions, and a lack of positivity can manifest as physical ailments, including oral health problems. Positive lifestyle choices, including stress management, regular exercise, and adequate sleep, are crucial for maintaining both oral and overall health.

One groundbreaking study by the National Institutes of Health revealed that individuals with poor oral health were more likely to suffer from chronic conditions such as heart disease and diabetes. This underscores the systemic nature of our health and the critical role that dental professionals play in identifying and addressing these connections.

ELIZA ALVES

DENTE



## The Integration of AI Technology

Artificial Intelligence (AI) technology is revolutionizing the field of dentistry, providing new ways to enhance patient care and improve outcomes. AI-powered tools can analyze vast amounts of data to identify patterns and predict health issues before they become serious problems. For example, AI algorithms can analyze dental images to detect early signs of decay or periodontal disease that might be missed by the human eye.

Incorporating AI into saliva testing can further refine the diagnostic process. AI can analyze saliva samples to detect subtle changes in biomarkers, providing a more accurate and comprehensive assessment of a patient's oral and systemic health. This integration allows for personalized treatment plans tailored to the unique needs of each patient, promoting more effective and efficient care.

### Practical Tips for All

Here are some practical tips for supporting oral and overall health through nutrition, lifestyle choices, and technology:

#### For Patients:

1. **Eat a Balanced Diet:** Focus on whole foods, including plenty of fruits, vegetables, lean proteins, and whole grains. Avoid processed foods and sugary beverages that can harm the oral microbiome.
2. **Stay Hydrated:** Drinking plenty of water helps wash away food particles and bacteria, reducing the risk of decay and gum disease. It also supports overall health by maintaining proper bodily functions.
3. **Practice Good Oral Hygiene:** Regular brushing and flossing are essential for maintaining a healthy oral microbiome. Use fluoride toothpaste to strengthen teeth and prevent decay.
4. **Manage Stress:** Chronic stress can negatively impact oral health by increasing inflammation and compromising the immune system. Incorporate stress-reducing activities such as yoga, meditation, and regular exercise into your routine.
5. **Regular Dental Check-Ups:** Regular visits to the dentist allow for early detection and management of oral health issues. Preventive care and professional cleanings are crucial for maintaining a healthy mouth.

#### For Dental Professionals:

1. **Stay Informed:** Keep abreast of the latest research on nutrition, oral health, and systemic health to provide evidence-based advice to patients.
2. **Educate Patients:** Incorporate nutritional counseling into routine dental visits, emphasizing the connection between diet, oral health, and overall well-being.
3. **Promote Holistic Care:** Advocate for a holistic approach in your practice, recognizing the interconnectedness of the body and the importance of mental and emotional health.

4. **Utilize Saliva Testing and AI:** Implement saliva testing and AI technology to monitor biomarkers and provide personalized care plans for patients based on their specific needs.

5. **Foster a Positive Environment:** Create a supportive and positive environment in your practice, encouraging patients to adopt healthy lifestyle choices and a positive mindset.

#### For the Community:

1. **Support Healthy Eating Initiatives:** Encourage community programs that promote access to fresh, whole foods and provide education on the importance of nutrition for oral and overall health.
2. **Promote Wellness Activities:** Organize community events focused on stress reduction, physical activity, and mental well-being, such as yoga classes, mindfulness workshops, and health fairs.
3. **Raise Awareness:** Participate in local health campaigns to raise awareness about the mouth-body connection and the importance of holistic health practices.
4. **Collaborate with Other Health Professionals:** Work with local healthcare providers to create a multidisciplinary approach to health that includes dental, medical, and nutritional care.
5. **Create Safe and Healthy Environments:** Advocate for policies that support clean, safe, and healthy environments for all community members.

### The Power of a Smile

Never underestimate the power of a smile. Smiling not only has the potential to brighten someone else's day but also has numerous health benefits. Smiling can reduce stress, lower blood pressure, and boost the immune system. It is a simple yet powerful way to promote positivity and well-being.

Encouraging patients, colleagues, and community members to share a smile and spread positivity can create a ripple effect, fostering a healthier and happier environment. Sharing these tips on nutrition, oral health, and overall wellness can further enhance this positive impact, leading to a community that thrives on holistic health principles.

In conclusion, the mouth-body connection is a testament to the intricate interplay of our bodily systems. As dental professionals, we have the unique opportunity to guide our patients and community towards holistic health, emphasizing that what we fuel ourselves with fuels our health, including positivity and well-being. By nurturing our microbiome through mindful nutrition, AI technology, and positive lifestyle choices, we can achieve a harmonious balance that promotes health from the inside out.

The integration of holistic practices in dental care not only enhances patient outcomes but also enriches our professional experience, allowing us to contribute meaningfully to the overall well-being of our patients and community.



# DR. SARAH BALASTER: DISRUPTING PERIODONTICS WITH LASER PRECISION

Highlighted by Becker's Dental Review as one of the "10 Dentists to Know" and listed among the "11 Dentists Making Headlines," Dr. Sarah Balaster is a rising star in the field of periodontics, and her journey is one we are here to watch closely. A board-certified periodontist, Dr. Balaster cut her teeth in leadership as the Chief Dental Officer of Adult Specialty and Hygiene at a prominent Dental Service Organization. She now focuses on motivational speaking and practices privately in the Greater New York area. She serves as a certified instructor for the California-based non-profit educational arm of Millennium Dental Technologies (MDT), the Institute for Advanced Laser Dentistry (IALD).

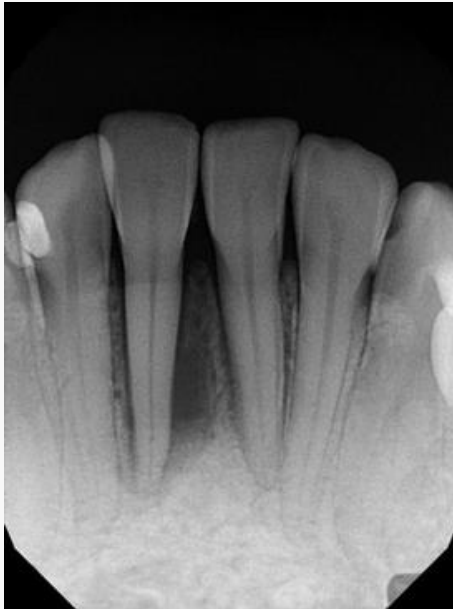
Her path here has been far from traditional. She is a graduate in Fine Arts from Wesleyan University, and one of the few dentists with her own IMDb page, Dr. Sarah Balaster (previously Sarah Oshman), the daughter of a teacher and prop master, brings a unique perspective to dentistry, marketing, and dental education. Her artistic background and upbringing clearly influence her approach. Her visually stunning marketing and social media content often breaks the fourth wall, showcasing the creative process and her roots in the NYC film and music scene. She enjoys showcasing the creative process to demonstrate the amount of work and consistent effort required to create a final masterpiece, hoping to inspire others to become narrators of their own story. Dr. Balaster shares the message that it is possible to create the life we desire with consistent, deliberate action—a lesson she learned growing up in the film, modeling, and music industry, which she carries into her motivational speaking, social platforms, podcast and clothing line.

Arm in arm with Millenium Dental Technology, she is once again turning heads with show-stopping promotional content filmed and directed by the creative team at Progressive Dental. Specifically the promotions for this year's Closing Institute Boot Camp in Las Vegas. Where Dr. Balaster is providing an educational introduction to the LANAP (Laser Assisted New Attachment Procedure), LAPIP (Laser Assisted Periimplantitis Protocol), and BLAST (Laser Assisted Implant Success protocol) protocols on behalf of the IALD. Bart Knellinger, President and CEO, of Progressive Dental has openly shared his origin story leading the sales team at Millennium Dental Technology but this June will be the first time his introduction and story is followed by a speaker from MDT. On why educate on Laser Dentistry in this forum, Geritt Cora, VP and managing partner of Progressive Dental shares, "To me, the Closing Institute stands for full-mouth comprehensive dental care in all forms, and it is a natural progression to include LANAP in the conversation." Dr. Balaster adds, "The comprehensive level of care that LANAP provides goes beyond the mouth, LANAP is a full-mouth periodontal treatment protocol that significantly lowers the oral bacterial load and reduces the inflammation caused by periodontal disease. By addressing these core issues, it not only improves oral health but also diminishes the systemic impact of periodontal disease, effectively treating the entire body." LANAP, or Laser-Assisted New Attachment Procedure, is a minimally invasive, patented regenerative periodontal treatment protocol developed for use with Periolas MVP-7 by Millenium Dental Technologies.

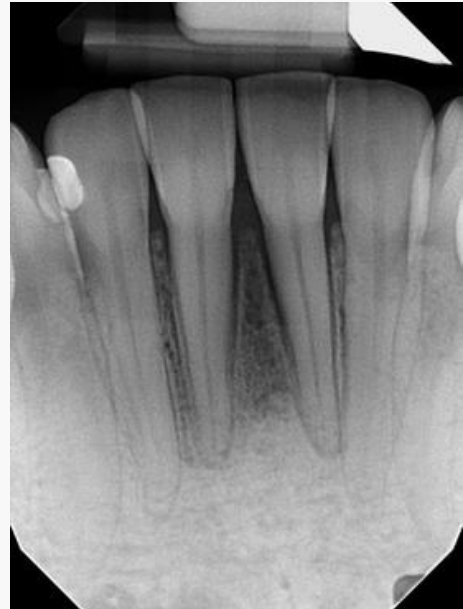
It is a laser mono-therapy meaning it does not use any additional biologics such as bone, membrane or growth factors. The Periolas MVP is a soft tissue Nd-Yag Laser with a 1064 nm wavelength, and designed with 7 multi-variable pulse durations. The wavelength 1064nm is highly absorbed by and can therefore affect inflamed tissues, chromophores within pathogenic bacteria, hemoglobin, and melanin while not being absorbed in water. The LANAP protocol was developed for use with the Periolas MVP-7 in 1990 and received FDA clearance for True Regeneration on previously diseased root surface in the absence of long junctional epithelium following submission of over 28 pages of human histologic evidence in 2016. This laser has been scientifically shown to selectively remove inflamed epithelium without damaging healthy tissue, significantly decrease periodontal pathogens and allow for the formation of a stable blood clot to act as barrier membrane, which allows for the regeneration of the periodontal apparatus (PDL, bone and cementum).

The LANAP protocol effectively kills bacteria in the treated area, providing systemic benefits and supporting overall body health. In a study out of Tufts University, it is shown that 80% of pockets treated with the LANAP protocol culture negative while 100% of pockets treated with traditional periodontal therapy cultured positive. This reduction in bacterial load was still significant at 90 days. Its application extends to treating peri-implantitis around dental implants where the LANAP protocol has been thoughtfully adapted and applied as the LAPIP protocol offering results in line with traditional Guided Tissue Regeneration (GTR) techniques and providing minimally invasive treatment for peri-implant mucositis and peri-implantitis. This scientifically validated procedure, leveraging the basic biologic principles of traditional periodontal regeneration and selective light-tissue interaction, make LANAP and LAPIP predictable and significant advancements in periodontal therapy. These therapies are considered less painful compared to conventional gum surgery, making them more appealing to patients and encouraging treatment among those previously too afraid to seek care. Dawn M. Gregg, DDS, VP of Operations and Training Director at Millennium Dental Technologies, adds, "LANAP & LAPIP clinicians experience higher case acceptance while offering hope to patients with otherwise hopeless teeth and implants."

FIG 1 : CASE COURTESY OF DR. ALLEN HONIGMAN PERIODONTIST PRE AND 12 MONTH POST LANAP THERAPY RADIOGRAPHS.

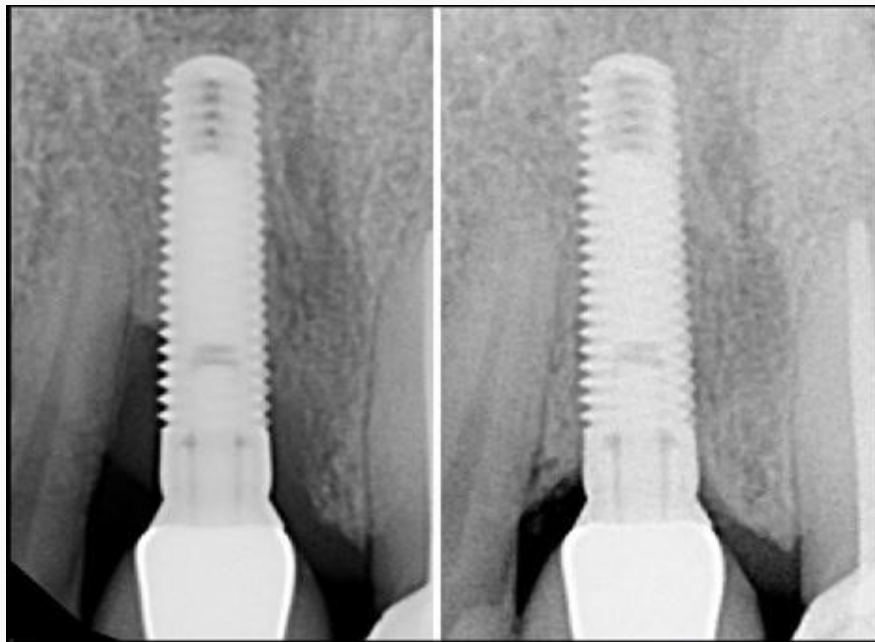


PRE-OP

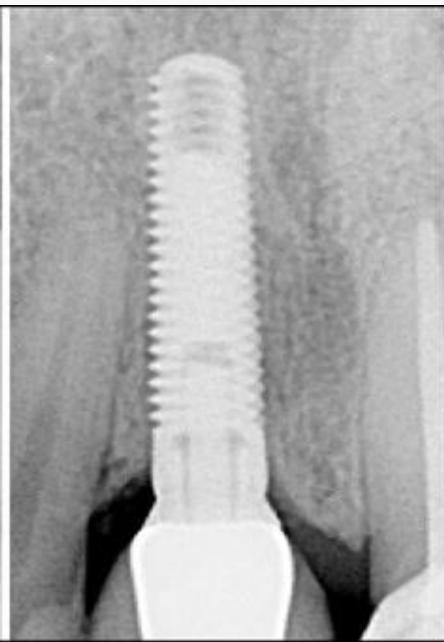


12 MONTH POST-OP

FIG 2: CASE CURTESY OF LARRY FINKBEINER PRE AND 12 MONTHS POST LAPIP



Larry Finkbeiner, D.D.S.



12 MONTHS





“TREATMENT METHODOLOGIES THAT BOTH APPEAL TO PATIENTS AND ALLOW CLINICIANS TO ADDRESS UNTREATED ORAL-SYSTEMIC DISEASE IN A COMPREHENSIVE WAY ARE THE DRIVING FORCE THAT WILL RESHAPE HOW A NEW GENERATION OF PROVIDERS PRACTICE.” SHARES DR.

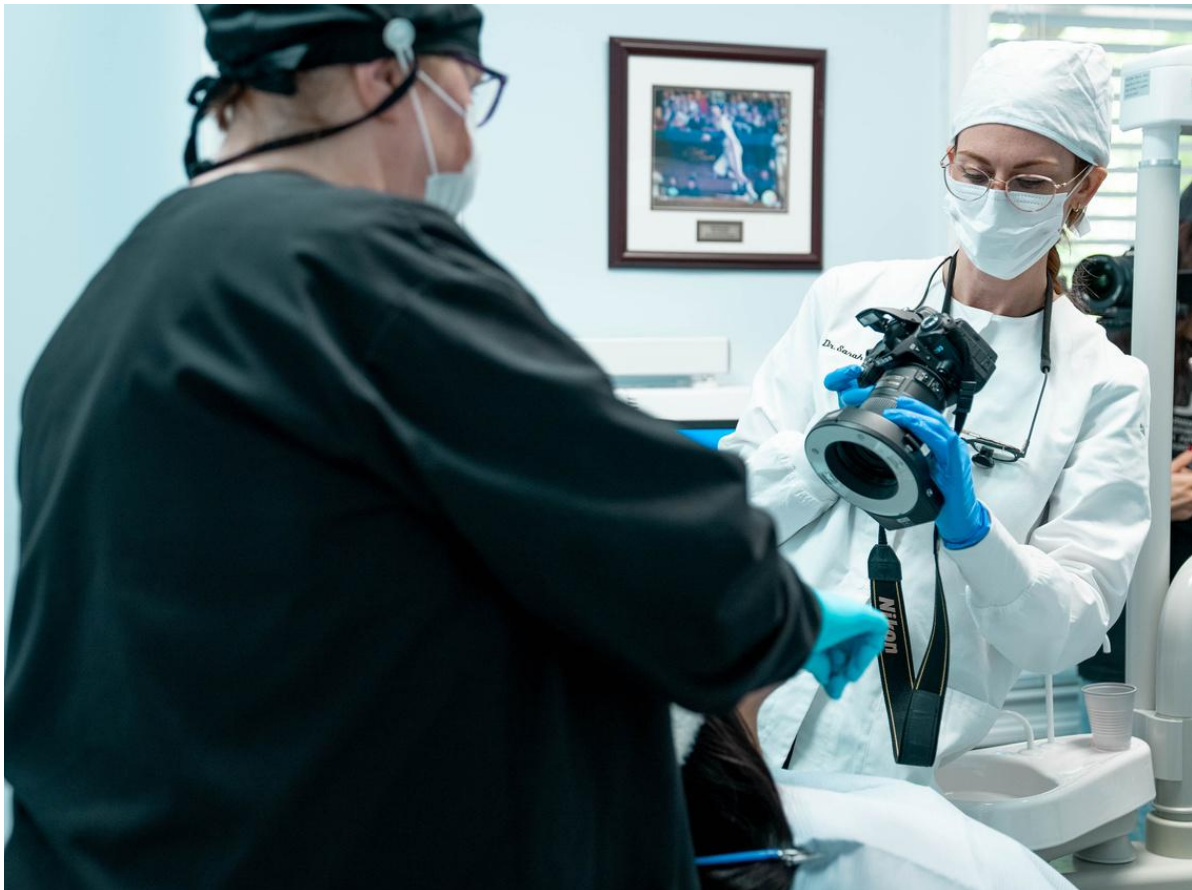
BALASTER, WHO UNDERSTANDS THE POWER OF VISIBILITY AND THE IMPORTANCE OF EMPOWERING BOTH PATIENTS AND CLINICIANS. WITH A GROWING FAN BASE AND FOLLOWING, SHE USES HER PLATFORM TO RAISE AWARENESS ABOUT THE HOLISTIC BENEFITS OF MODERN PERIODONTAL TREATMENTS EMPOWERING INDIVIDUALS TO MAKE INFORMED CHOICES ABOUT THEIR CARE, DRIVING CHANGE IN THE INDUSTRY. “TECHNOLOGY REPRESENTS CHANGE WHICH CAN BE SCARY, BUT IT’S TIME TO PUT DOWN THE SCALPEL AND LET THE LIGHT LEAD THE WAY,”

### DR. SARAH BALASTER

Dr. Balaster’s approach to periodontics is a testament to the power of innovation, marketing, and the importance of holistic care. Her work with Millenium Dental Technologies is not just transforming the field but also raising awareness of a new standard for patient care.

To learn more check out relevant content and follow along on socials as the story unfolds: @drsarahbalaster @periolase4lanap @progressive\_dental\_

Still can’t get enough? Dr. Balaster’s innovative style of motivation speaking will soon be bottled for regular consumption on the Self Described podcast where leaders of all walks of life share secrets and tips that can be applied across industries [www.SelfDescribedPodcast.com](http://www.SelfDescribedPodcast.com) [www.SelfDescribedMerch.com](http://www.SelfDescribedMerch.com)





DR KEARNEY ADVANCED DENTISTRY



**Dr KEARNEY**  
*Advanced Dentistry*

[www.drkearney.co.za](http://www.drkearney.co.za) 012 663 8810





# DR WILLEM KEARNEY

## OWNER/PRINCIPAL

DR KEARNEY MATRICULATED FROM THE HOËRSKOOL NYLSTROOM IN 1986. HE THEN DID HIS TWO YEARS NATIONAL SERVICE AFTER WHICH HE WENT TO STUDY DENTISTRY AT THE UNIVERSITY OF PRETORIA FOR FIVE AND A HALF YEARS. HE SERVED ON THE DENTAL STUDENT COUNCIL FOR TWO YEARS AND ALSO AS CHAIRMAN OF THE DENTAL STUDENT COUNCIL.

DR KEARNEY IS THE PAST PRESIDENT AND CURRENT VICE-PRESIDENT OF THE PRETORIA BRANCH OF THE SOUTH AFRICAN DENTAL ASSOCIATION (SADA). HE ALSO SERVES ON THE SADA NATIONAL COUNCIL AND TWO SUB COMMITTEES.

DR KEARNEY IS A MEMBER OF THE SOUTH AFRICAN ASSOCIATION OF AESTHETIC DENTISTRY (SAAAD).

HE RECEIVED THE FOLLOWING AWARDS FROM THE UNIVERSITY:

DEANS AWARD FOR BEST STUDENT BChD I, II AND II.

MIDDLETON-SHAW PRIZE IN 1993 FOR THE BEST PRE-GRADUATE PRESENTATION AT THE SOUTH-AFRICAN DIVISION OF THE IADR.

HENRY ST. JOHN RANDELL MEDAL FOR THE FINAL YEAR STUDENT WITH EXCELLENT CHARACTER, LEADERSHIP, SPORTSMANSHIP AND SATISFACTORY ACADEMIC CAREER.

DR JAN STEGMANN PRIZE FOR THE BEST ACHIEVEMENT IN CLINICAL BASIC RESTORATIVE DENTISTRY.

ORAL B PRIZE FOR THE BEST STUDENT IN DENTAL MATERIALS.

PROSSA PRIZE FOR THE BEST STUDENT IN CLINICAL FIXED PROSTHETICS.

A D LABORATORIES DENTSPLY PRIZE FOR THE STUDENT WHO HAS PROVED HIMSELF TO BE THE BEST EQUIPPED TO RUN A SUCCESSFUL DENTAL PRACTICE.

DR KEARNEY WAS AWARDED THE BChD DEGREE IN DENTISTRY AT THE UNIVERSITY OF PRETORIA IN JUNE 1994.

DR KEARNEY WORKED IN EMPANGENI FOR EIGHT MONTHS AFTER HIS STUDIES AND THEN STARTED HIS OWN PRACTICE IN GROBLERSDAL FROM 1994 - 2004. DURING THIS PERIOD HE ALSO STUDIED FURTHER COMPLETING A TWO YEAR DIPLOMA IN ORTHODONTICS IN 2003, CUM LAUDE.

HE COMPLETED A CERTIFICATE IN DENTAL IMPLANTOLOGY IN 2012.

HE LECTURED AT THE UNIVERSITY OF PRETORIA IN THE ORTHODONTIC DEPARTMENT FOR A NUMBER OF YEARS.

DR KEARNEY RELOCATED TO CENTURION AND STARTED SMILE CARE DENTAL STUDIO IN THE CENTURION MALL IN SEPTEMBER 2004.

IN FEBRUARY 2017 DR KEARNEY RE-BRANDED THE BUSINESS TO DR KEARNEY ADVANCED DENTISTRY AND RELOCATED TO THEIR NEW CUSTOM BUILT PREMISES ON THE CORNERS OF JOHN VORSTER AND AKKERBOOM STREETS IN CENTURION. DR KEARNEY HAS A PASSION FOR THE RENOVATION OF DETERIORATED DENTITION TO ITS FORMER BEAUTY AND CONCENTRATES MAINLY ON THIS ASPECT OF DENTISTRY.

---

# THE TEAM



## ANGELIQUE KEARNEY ORAL HYGIENIST / PRACTICE MANAGER

I graduated as an Oral Hygienist at the University of Pretoria. My husband, Dr. Willem Kearney, and I have been practicing together since 1994. I am one of two Oral Hygienists in our practice and I am the Practice Manager.

I have an Advanced University diploma in Practice Management from The University of Pretoria, which equips me well in my current position. I have also furthered my studies and I am now registered at the HPCSA as an Oral Hygienist in Independent Private Practice.

I am the past Gauteng Branch Chair and the President of OHASA (Oral Hygienist's Association of South Africa)

I am currently a part-time lecturer and supervisor for the BOHSc students at Wits (University of the Witwatersrand) I have a passion for teaching and my profession so I am busy with a part-time post-grad diploma in Health Science Education.

Always strive for Excellence and not perfection is my life's motto!



## DR ROBYN KEARNEY DENTIST

I grew up in a small town called Cullinan in Pretoria East and moved to Lotus Gardens(PTA West) in 2018.

I started working as a Dental Assistant in 2010. I qualified in 2015 with a national certificate in Dental Assisting, at the Tshwane University of Technology.

I've worked in numerous practices gaining a lot of skills and knowledge. My role as a dental assistant I take very seriously. I am passionate about my work and I love people.

I always go out of my way to make the patients feel comfortable and to assist Dr. Kearney to the best of my ability.



## RINAH MONAMA DENTAL ASSISTANT

Dr Robyn Elizabeth Kearney matriculated from Die Afrikaans Hoër Meisieskool Pretoria. Her formative years were spent participating in various sporting, leadership, and cultural activities, which taught her the value of teamwork in the pursuit of excellence.

Dr Robyn Kearney completed her Bachelors of Dental Surgery Degree (BChD) at the University of Pretoria with various distinctions. Here she worked tirelessly to learn her craft, gaining the necessary skills and confidence to perform high-quality treatment without compromise.

Dr Robyn Kearney is the President of The South African Dental Association (SADA), Young Dentist Council. She also serves on the SADA Pretoria Branch Executive Committee.

Dr Robyn Kearney is a member of the South African Association of Aesthetic Dentistry (SAAAD).

She is a dynamic dentist with a high regard for traditional values such as hard work and integrity. She is a people-orientated person, always doing her best to put the concerns of those around her first.

Throughout her dentistry career, her emphasis will always be to further education and personal development to ensure she stays ahead of current trends in general, cosmetic, and more specialised aspects of dentistry.

In this way, she maintains the highest quality standard of patient treatment and care!



## **THOBEKILE SHANGE**

### **DENTAL ASSISTANT**

I grew up in KZN in the small town called Port Shepstone, on the South Coast. I graduated in Dental Assisting at the Tshwane University of Technology in 2015. I worked with an orthodontist before joining Dr. Kearney's Advanced Dentistry.

I am a well mannered, energetic, hard-working individual, who has a passion for working with people. I'm flexible in working as an individual or team player. Always keen on learning new things every day to improve my working skills.



## **CLARÉ DE LANGE**

### **CUSTOMER CARE CONSULTANT**

I am a Customer Care Consultant in the practice. I love interacting with people and helping them. I have worked in many medical & dental practices and none came close to this amazing practice, definitely one amazing team.

I care for each and every patient and I will walk that extra mile to help or solve any problems that they might have.

My favorite quote: "if your eyes are opened, you will see the things worth seeing." Rumi

For fun: being creative, gardening, nature



## **MORNÉ GOLIATH**

### **CUSTOMER CARE CONSULTANT**

My name is Morné Goliath and I am a Customer Care Consultant @ Dr. Kearney. I was born in Port Elizabeth and matriculated in East London. I have ten years of experience working in the healthcare industry.

I am currently studying part-time at Unisa for my LLB degree. I constantly challenge myself to deliver the best possible service and care to our patients.

I am always up to new challenges to improve myself.

My favorite quote: "Smile, and the world smiles with you"





# NUTRITION FOR GUM HEALTH: ESSENTIAL NUTRIENTS AND DIET TIPS FOR PREVENTING GUM DISEASE

RHODENE LEYDEKKERS RD(SA)

MAINTAINING HEALTHY GUMS IS FUNDAMENTAL TO OVERALL DENTAL HEALTH. GUM DISEASE, ALSO KNOWN AS PERIODONTAL DISEASE, CAN LEAD TO SERIOUS ORAL HEALTH ISSUES, INCLUDING TOOTH LOSS AND INFECTIONS THAT CAN AFFECT OTHER PARTS OF THE BODY. WHILE GOOD ORAL HYGIENE PRACTICES ARE CRUCIAL, NUTRITION PLAYS A SIGNIFICANT ROLE IN OUR GUM HEALTH. CERTAIN NUTRIENTS, SUCH AS VITAMIN C AND OMEGA-3 FATTY ACIDS, ARE PARTICULARLY BENEFICIAL FOR MAINTAINING HEALTHY GUMS. THIS ARTICLE EXPLORES THESE ESSENTIAL NUTRIENTS AND OFFERS DIET TIPS FOR PREVENTING GUM DISEASE.

## Essential nutrients for healthy gums

### 1. *Vitamin C*

Vitamin C is a powerful antioxidant essential for the health of connective tissues, including those in the gums, as it aids in the repair and regeneration of these tissues. A key role of vitamin C is its involvement in collagen synthesis—a protein that provides structure and strength to the gums. By supporting collagen production, vitamin C helps maintain the integrity of gum tissues. Additionally, vitamin C reduces inflammation by neutralizing harmful free radicals that can damage the gums. It also enhances the immune system's ability to combat infections, thereby helping to prevent gum disease.

#### Sources of Vitamin C:

- Citrus fruits (oranges, lemons, grapefruits)
- Berries (strawberries, blueberries, raspberries)
- Bell peppers
- Broccoli
- Brussels sprouts
- Spinach

### 2. *Omega-3 Fatty Acids*

Omega-3 fatty acids are known for their anti-inflammatory properties, which can help reduce the risk of gum disease. Chronic inflammation is a significant factor in periodontal disease, and omega-3s can help modulate the body's inflammatory response. These fatty acids can also enhance immune function, helping the body fight off infections that can lead to gum disease.

## Sources of Omega-3 Fatty Acids:

- Fatty fish (salmon, mackerel, sardines)
- Flaxseeds and flaxseed oil
- Chia seeds
- Walnuts

### 3. *Vitamin D*

Vitamin D is crucial for ensuring that calcium is effectively absorbed and utilized, which is essential for maintaining strong bones and teeth. But more than that, it also plays a role in modulating the immune system and reducing inflammation, reducing the risk of infections that can affect the gums.

#### Sources of Vitamin D:

- Sunlight exposure
- Fatty fish (salmon, mackerel, tuna)
- Fortified foods (margarine, certain cereals)
- Egg yolks

### 4. *Coenzyme Q10 (CoQ10)*

CoQ10 is a natural antioxidant produced by the body and is essential for cellular energy production. CoQ10 can help reduce gum inflammation and support tissue repair. It also had been shown to support the health of gum cells, aiding in their function and resilience.



---

### *Sources of CoQ10:*

- Organ meats (heart, liver, kidney)
- Beef
- Poultry
- Fatty fish (salmon, mackerel)
- Spinach
- Cauliflower
- Broccoli

### *5. Zinc*

Zinc is an essential mineral that plays a critical role in supporting immune function and maintaining the health of the mucous membranes in the mouth. This mineral is vital for cell division and tissue repair, processes that are important for keeping gums healthy. By promoting the regeneration of cells and tissues, zinc helps to maintain the structural integrity of gum tissue. Additionally, zinc enhances the body's ability to fight off infections and inflammation that can lead to gum disease, making it an indispensable nutrient for overall oral health.

### *Sources of Zinc:*

- Red meat
- Poultry
- Beans
- Nuts
- Whole grains
- Dairy products

### **Nutrition tips for Preventing Gum Disease**

#### *1. Eat a balanced diet*

A balanced diet that includes a variety of fruits, vegetables, lean proteins, healthy fats, and whole grains provides essential nutrients to support gum health. A simple guide to achieve this balance is to fill half of your plate with fruits and vegetables, one-quarter with lean proteins, and the remaining quarter with high-fiber carbohydrates. This approach ensures you receive a wide range of nutrients necessary for maintaining healthy gums.

#### *2. Include plenty of fresh fruits and vegetables*

Fruits and vegetables are rich sources of vitamins, antioxidants, and fiber, all of which contribute significantly to gum health. Incorporating foods such as oranges, strawberries, bell peppers, broccoli, and spinach into your diet provides essential nutrients that support gum health. Aim to consume at least five portions of fruits and vegetables daily to enhance your intake of antioxidants, which help protect gum tissues from damage and promote overall oral health.

3. Opt for fatty fish and plant-based sources of Omega-3s. Incorporate fatty fish, like salmon, mackerel, and sardines into your diet regularly. For plant-based options, include flaxseeds, chia seeds, and walnuts to ensure you get enough omega-3 fatty acids.

#### *4. Ensure adequate Vitamin D intake*

Please spend some time outdoors to benefit from natural sunlight exposure, as it stimulates the body's production of Vitamin D. Additionally, include vitamin D-rich foods like fatty fish and egg yolks in your diet. If you're concerned about your vitamin D levels, consult your healthcare provider for testing and advice on supplementation if needed.

#### *5. Limit sugary and processed foods*

Sugary and processed foods can promote the growth of harmful bacteria in the mouth, leading to plaque buildup and gum disease. Limit your intake of sweets, sugary drinks, and processed snacks, and rather enjoy fruit, dairy, and high-fiber crackers when you are feeling peckish.

#### *6. Stay hydrated*

Drinking plenty of water helps wash away food particles and bacteria, reducing the risk of gum disease. It also promotes saliva production, which is essential for maintaining a healthy mouth. If you are struggling with your water intake, try to infuse your water with fruit or herbal tea bags, and always make sure your water is visible so that you do not forget to drink throughout the day.

#### *7. Regular dental check-ups and proper dental practices*

While diet plays a crucial role, regular dental check-ups and proper dental practices are essential for preventing gum disease.

Nutrition plays a vital role in maintaining healthy gums and preventing gum disease. You can support gum health and reduce the risk of periodontal disease by ensuring adequate intake of essential nutrients like vitamin C, omega-3 fatty acids, vitamin D, CoQ10, and zinc. Incorporating various nutrient-rich foods into your diet, staying hydrated, and limiting sugary and processed foods are key strategies for promoting healthy gums. Alongside good oral hygiene practices and regular dental visits, a balanced diet can help you maintain a healthy smile and overall well-being.





THE JOURNEY OF PÄRLA BEGAN WITH A SIMPLE QUESTION: HOW CAN ONE CONTRIBUTE TO A HEALTHIER PLANET WHILE PROMOTING EXCELLENT ORAL HEALTH? THE ANSWER LIES IN THEIR REVOLUTIONARY TOOTHPASTE TABLETS – AN ECO-FRIENDLY ALTERNATIVE TO TRADITIONAL TOOTHPASTE THAT ALLOWS USERS TO SMILE WITH CONFIDENCE, KNOWING THEY ARE POSITIVELY IMPACTING THE ENVIRONMENT. BY HARNESSING THE LATEST SCIENCE AND TECHNOLOGY, PARLA AIMS TO SET A NEW STANDARD IN SUSTAINABILITY AND WELLNESS FOR ALL.

## DESIGNED BY DENTISTS

PARLA WAS FOUNDED BY THREE DISTINGUISHED DENTISTS: **DR. RHONA ESKANDER**, **DR. SIMON CHARD**, AND **DR. ADARSH THANKI**. TOGETHER, THEY BRING OVER 30 YEARS OF COMBINED DENTAL EXPERTISE TO CREATE A GAME-CHANGING ORAL CARE BRAND LIKE NO OTHER ON THE MARKET.



### DR. RHONA ESKANDER

CHAMPIONING WOMEN IN THE WORKPLACE, FORBES HAS DESCRIBED DR. RHONA AS THE 'WOMAN WHO IS WORKING TO CHANGE THE HEALTH AND WELLNESS INDUSTRIES IN THE UK'. SHE IS THE ONLY FEMALE DENTIST TO WIN BEST YOUNG DENTIST AT THE PRIVATE DENTISTRY AWARDS IN THREE YEARS. KNOWN FOR HER PASSION, SHE IS ALSO AN INTERNATIONAL SPEAKER, AND LECTURER AND HAS BEEN FEATURED ON NATIONAL TV.



### DR. SIMON CHARD

DR SIMON IS AN AWARD-WINNING COSMETIC DENTIST, INTERNATIONAL LECTURER, AND FORMER PRESIDENT OF THE BRITISH ACADEMY OF COSMETIC DENTISTRY (BACD). HE WAS ALSO VOTED DENTISTRY'S PERSON OF THE YEAR IN 2023. HE CO-OWNS THE HIGHLY SUCCESSFUL ROTHLEY LODGE DENTAL WITH HIS WIFE DR MEGHAN CHARD, WHERE THEY HAVE LOOKED AFTER THE ORAL HEALTH OF THE PEOPLE OF SURREY FOR MANY YEARS. AS A PROMINENT COSMETIC DENTIST IN THE INDUSTRY, DR SIMON HAS BEEN FEATURED IN BRITISH GQ, THE TIMES, AND MEN'S HEALTH.



### DR ADARSH THANKI

DR ADS IS A COSMETIC DENTIST BASED IN THE WORLD-RENOWNED MEDICAL DISTRICT (HARLEY STREET AREA) OF LONDON. PRINCIPAL DENTIST AND OWNER OF THE ACE DENTAL GROUP, DR ADS BRINGS TOGETHER A SELECT GROUP OF HIGHLY SKILLED MULTIDISCIPLINARY DENTAL SURGEONS, THE LATEST TECHNOLOGY, AND A CARING ENVIRONMENT TO PROVIDE A BESPOKE AND EXCEPTIONAL EXPERIENCE FOR ALL HIS PATIENTS.

“PÄRLA IS TRULY THE NEXT GENERATION OF ORAL CARE - DISRUPTING THE INDUSTRY WITH DENTIST-DESIGNED PRODUCTS THAT HAVE A MODERN APPROACH TO TOTAL ORAL WELLNESS ALL HELD IN 100% PLASTIC-FREE PACKAGING - BETTER FOR YOU AND THE PLANET!”

DR. SIMON CHARD



# PÄRLA: Redefining Oral Care for the Next Generation

## The Bad (and the Sad) Bit:

Most toothpastes on the market are still tested on animals and contain ingredients derived from palm oil, contributing to deforestation. Moreover, a staggering 20 billion tubes of toothpaste end up in landfills or the ocean each year. By 2050, the Ellen MacArthur Foundation predicts there will be more plastic in the oceans than fish.

## PÄRLA is Different

Toothpaste should protect people's smiles – without harming the environment or those who depend upon it. PÄRLA's plan is to transform what people use to clean their teeth radically. By making one #onesmallchange in what is used to clean teeth, the future can be protected – for people, for animals, for the ocean, and for the planet. The founders of PÄRLA have learned a lot about the science behind dental care and are committed to redefining oral care for the next generation.

## Why Use a Tablet?

PÄRLA's toothpaste tabs offer several benefits compared to conventional toothpaste:

**Portability and Travel-Friendly:** Toothpaste tablets are compact and lightweight, making them convenient for travel. Users don't have to worry about liquid restrictions or the risk of toothpaste leaking into their luggage.

**Reduced Plastic Waste:** PÄRLA is uncompromising in its commitment to being 100% plastic-free. All packaging is refillable, compostable, or infinitely recyclable.

**Precision Dose:** The tablets provide a consistent and precise dosage of all key ingredients. This helps prevent overuse and reduces toothpaste waste, as people often squeeze out more toothpaste than is needed from traditional tubes.

**Less Mess:** Since toothpaste tablets are dry and solid, there's no risk of messy spills or drips. They are a cleaner and more hygienic option.

**No Artificial Preservatives:** The toothpaste tablets are formulated without artificial preservatives, flavors, or colors, making them a natural and potentially healthier choice for those concerned about the ingredients in traditional toothpaste.

PÄRLA believes there are many reasons to love their toothpaste tabs. The company is on a mission to revolutionize the outdated toothpaste industry with 100% plastic-free packaging and truly effective, clean, and cutting-edge ingredients.

No gimmicks, no greenwashing – with over 30 years of combined dental expertise, PÄRLA's dentists are leading the way in creating a game-changing oral care brand like no other on the market.

## Dr. Rhona Eskander

**Go-To Product:** Without a doubt, the PRO. Its focus on creating goodness from the inside out resonates deeply with Dr. Eskander in all her product choices, whether that be skin care, hair care, or oral care. The PRO stands out as a unique gem in the market, setting Parla apart as a true ingredient-led innovator.

## Dr. Adarsh Thanki

**Never Go Without:** The TRAVEL TIN! It is premium, very useful, and perfectly sized for the function it's designed for - traveling!

## Dr. Simon Chard

**Just Launched:** This product is a game-changer. The world's first Oral Probiotic MOUTHWASH is designed to support body wellness and provide fresh breath on the go. Dr. Chard takes it everywhere with him, whether he needs it after lunch or in the morning – it is so much more than a mouthwash. Game-changing innovation!

PÄRLA invites everyone to join in redefining oral care for the next generation. Embrace the change with PÄRLA and make a small change that has a big impact on the planet.





## Cover Feature

## Melanie Silvestrini

few professionals have managed to seamlessly integrate the science of dental health with the art of facial aesthetics. Dr. Melanie Rosalia Silvestrini, renowned for her innovative approach and holistic philosophy, has set a new standard in dental care, emphasizing the importance of balance between appearance and function. Her practice is not merely about creating beautiful smiles but fostering overall well-being.



# Digital Influence, Dental Innovation and Empowering Personal Branding in Dentistry

Dr. Silvestrini's dedication to conservative cosmetic dentistry is a testament to her commitment to minimally invasive procedures. This approach, which includes composite bonding, porcelain veneers, and teeth whitening, prioritizes the preservation of natural tooth structure. The benefits for patients are manifold: reduced risk of complications, quicker recovery times, and results that look as natural as they are enduring.

Her passion extends beyond the confines of her practice. Through community outreach and pro-bono initiatives, Dr. Silvestrini has made significant strides in providing essential dental care to underserved populations. These efforts not only improve oral health but also uplift the overall quality of life, addressing disparities in healthcare access and promoting well-being.

"Dental Talk 360," Dr. Silvestrini's podcast, is another platform where she shares her wealth of knowledge. Designed to demystify dental topics and promote oral health awareness, the podcast reflects her commitment to education and empowering listeners to make informed decisions about their dental care.

Dr. Silvestrini's practice is at the forefront of technological advancements in dentistry. The integration of digital imaging, 3D printing, and CAD/CAM technology allows for unparalleled precision and efficiency. High-quality materials and the latest techniques ensure that her patients receive the most advanced care available.

Evidence-based dentistry forms the bedrock of her practice, combining the latest research with clinical expertise and patient preferences to achieve the best outcomes. This approach ensures her practice remains innovative, providing the highest level of care.

Her advanced training in facial aesthetics and TMJ disorders enables her to address a wide range of patient needs. By incorporating these aspects into her cosmetic and restorative work, she ensures treatments that enhance both function and appearance, leading to higher patient satisfaction.

The holistic principles that Dr. Silvestrini advocates are evident in every aspect of her practice. She uses biocompatible materials, promotes preventive care, and considers lifestyle factors in treatment planning. This comprehensive approach supports the body's natural healing processes and contributes to long-term health, benefiting patients with improved outcomes and enhanced overall wellness.

Digital smile design and facial analysis are critical components of her treatment planning process, especially for procedures like porcelain veneers and composite bonding. By using advanced imaging technology, she can create detailed, personalized plans that ensure harmonious, natural-looking results.



**M**  
DR. MELANIE SILVESTRINI  
*S*



Dr. Melanie Silvestrini  
General & Cosmetic Dentistry



## Cover Feature

***"I integrate dentistry and facial aesthetics by taking a holistic approach to patient care. Understanding the interplay between dental health and facial aesthetics allows me to offer treatments that enhance overall appearance while ensuring optimal dental function."***

Membership in prestigious organizations like the American Academy of Cosmetic Dentistry and the New York State Dental Association allows Dr. Silvestrini to stay updated on the latest advancements and best practices, ensuring her patients receive care that incorporates the most current and effective techniques and technologies.

Navigating the delicate balance between enhancing self-image and avoiding unhealthy beauty standards, Dr. Silvestrini adopts a patient-centered approach. She emphasizes open communication and ethical considerations, setting realistic expectations and focusing on enhancing natural beauty.

While patient desires are crucial, Dr. Silvestrini prioritizes overall well-being. She advocates for alternative treatments if a requested cosmetic procedure might compromise dental health, educating patients about the potential risks and benefits to help them understand the importance of prioritizing their health.

As a mentor and guide for other dentists focusing on personal branding, Dr. Silvestrini shares her experiences and innovative ideas. She helps them identify their unique strengths and passions, leveraging these in their branding to create a compelling online presence and connect with their audience through personal storytelling. Looking to the future, Dr. Silvestrini envisions a seamless integration of advanced technology and holistic practices in dental care. Digital tools like 3D imaging,

AI-driven diagnostics, and virtual consultations will revolutionize diagnosis and treatment, while holistic practices like nutritional counseling and biocompatible materials will become more prevalent.

Balancing aesthetic enhancements with maintaining dental health is a core tenet of her practice. By prioritizing minimally invasive techniques and patient education, Dr. Silvestrini ensures that aesthetic goals are achieved without compromising dental health.

Reflecting on her journey, Dr. Silvestrini hopes to leave a legacy of innovation, compassion, and empowerment in the dental field. She aims to inspire other dentists to integrate their passions into their professional lives, creating a more fulfilling and impactful career. Her commitment to holistic patient care and continuous learning sets a standard for excellence, fostering a ripple effect that will influence future generations of dental professionals.

Dr. Melanie Rosalia Silvestrini is not just a dentist; she is a visionary, a mentor, and a pioneer in the field of holistic dental care. Her dedication to integrating aesthetics with health, coupled with her passion for community service and education, makes her a standout figure in the world of cosmetic dentistry. Through her innovative approach, she is redefining what it means to provide comprehensive, patient-centered dental care.

# REFERENCES

---

## DR. SARAH BALASTER: DISRUPTING PERIODONTICS WITH LASER PRECISION

1. NEVINS ML, CAMELO M, SCHUPBACH P, KIM SW, KIM DM, NEVINS M. HUMAN CLINICAL AND HISTOLOGIC EVALUATION OF LASER-ASSISTED NEW ATTACHMENT PROCEDURE. *INT J PERIODONTICS RESTORATIVE DENT.* 2012 OCT;32(5):497-507. PMID: 22754897.
2. GOLD SI, VILARDI MA. PULSED LASER BEAM EFFECTS ON GINGIVA. *J CLIN PERIODONTOL.* 1994 JUL;21(6):391-6. DOI: 10.1111/J.1600-051X.1994.TB00735.X. PMID: 8089240.
3. YUKNA RA, CARR RL, EVANS GH. HISTOLOGIC EVALUATION OF AN ND:YAG LASER-ASSISTED NEW ATTACHMENT PROCEDURE IN HUMANS. *INT J PERIODONTICS RESTORATIVE DENT.* 2007 DEC;27(6):577-87. PMID: 18092452.
4. MCCAWLEY TK, MCCAWLEY MN, RAMS TE. IMMEDIATE EFFECTS OF LASER-ASSISTED NEW ATTACHMENT PROCEDURE (LANAP) ON HUMAN PERIODONTITIS MICROBIOTA. *J INT ACAD PERIODONTOL.* 2018 OCT 1;20(4):163-171. PMID: 31522151.
5. DAWN NICHOLSON D.D.S., KRIS BLODGETT D.D.S., CHARLES BRAGA D.D.S., LARRY FINKBEINER D.D.S., JEANNE FOURRIER D.D.S., JOHN GEORGE D.D.S., ROBERT GREGG D.D.S., ALLEN HONIGMAN D.D.S., BRUCE HOUSER D.D.S., WILLIAM LAMAS D.D.S., NEAL LEHRMAN D.D.S., ERIC LINDEN D.D.S., DELWIN MCCARTHY D.D.S., TOM MCCAWLEY D.D.S., RANDY MCCORMICK D.D.S., ED MARCUS D.D.S., KIRK NORAIAN D.D.S., PETER RUBELMAN D.D.S., MAURICE SALAMA D.D.S., STEVEN SAUNDERS D.D.S., BRANDON SEAMONS D.D.S., DAVID THEIN D.D.S., MICHAEL TOMS D.D.S., GEORGE VASSOS D.D.S., DAVID M. HARRIS, "PULSED ND:YAG LASER TREATMENT FOR FAILING DENTAL IMPLANTS DUE TO PERI-IMPLANTITIS," *PROC. SPIE 8929, LASERS IN DENTISTRY XX, 89290H (18 FEBRUARY 2014);* [HTTPS://DOI.ORG/10.1117/12.2041037](https://doi.org/10.1117/12.2041037)



# REFERENCES

---

SHOULD DENTAL ENDOSCOPY EVOLVE  
TO BE THE GOLD STANDARD OF CARE?

1. WRIGHT HN, MAYER ET, LALLIER TE, MANEY P. UTILIZATION OF A PERIODONTAL ENDOSCOPE IN NONSURGICAL PERIODONTAL THERAPY: A RANDOMIZED, SPLIT-MOUTH CLINICAL TRIAL. J PERIODONTOL. 2023;94:933–943. [HTTPS://DOI.ORG/10.1002/JPER.22-0081](https://doi.org/10.1002/JPER.22-0081)



JUN '24

# DENTE

MODERN DENTISTRY  
[WWW.DENTEMAGAZINE.SITE](http://WWW.DENTEMAGAZINE.SITE)