

## Dental Reflections

I want to start off by recognizing one of my competitors that has just recently retired. He was always first class with me and my entire team and we always had the upmost respect for him. Good ethical competition is good in every industry. When I first started back with Schein in 2009 with zero territory, but a list of offices not being serviced I had to figure out what to offer to stand out and make my way into the market. With competition like him it wasn't an easy task. However, I was able to be different than many competitors by using good management tools and business decisions. I took the approach of looking at this business with another level of service. The business consulting we offer is top notch and something that gives our clients a huge advantage to not only better serve their patients but grow practices the right and increase bottom lines. Just because an office makes more money doesn't always mean more money goes into your pocket and strategically growing the right way takes a lot of understanding of the industry as a whole and isn't something most can do on their own. I have been able to learn from mistakes along with way and continue to strive for the best each and every day. Family is so important to me and I am always trying to spend quality time with my family when I can. My offices are like family too and I put that respect and passion into each one. I am able to help dental offices grow their patient base and help them truly live their dreams. I am blessed to have a beautiful wife, Jessica, daughter, Maggie and son, George standing by my side at all time. I work hard for them every day and ultimately want the same opportunity with each of you. Thank you all for your trust and support!



### Upcoming Events

August 30th: Sip and Scan (Sponsored by Trios , Cerec, Carestream and Planmeca (Wilmington NC )

September 13-15: Dentsply Sirona World (Orlando FL)

October 5-6: Exceed With Cerce (Charlotte NC)

October 12: Implants w/ Dr. Jon M. Julian (Sponsored By Complete Dental & Henry Schein - Wilmington NC)

October 18-26: (Richard out of office - going across the world to surf...Yes I do surf and hope to make it back LOL)

November 9: ADDHOM Meeting (Wilmington NC)

December 7: Tri-County Study Club (Wilmington NC)

## Dental Economics

The dental field is on fire right now. Our State is the 3rd fastest growing states in the nation and the coastal market is growing like crazy. Sometimes it seems like we have a new dentist office popping up once a month here or there. We are lucky with our organic growth and high destination locations. Organized dentistry is here in NC now and isn't going anywhere. It will be a hot topic over the next 5 to 10 years and continue to impact the industry. The advantages some offices are having over others now is in how they are running and handling their small business and patient care. If you are able to partner or have a good rep with the understanding of running a business, setting goals and keeping overhead in check while the dentist(s) can focus on patient care then you can see that success in more ways than imaginable. This industry is changing like the wind and you must be sure you surround your team with the most experienced professionals. Solely focusing on the small picture or only on obvious items like product costs or patient retention is not realistic for long term success. Of course these things are all important, but over time those most successful pick their partners set goals and go after it hard.

## Service Team

I can't say enough about our service team. They get up early every am and go hard until late every day. They cover a big range and have a tough job. Many of you work with them and our techs have keys and codes to your alarms for after hours. Please thank them next time you see them.

Special Thanks to  
Rusty McLamb  
Tonya Faison  
Samuel Harris

Our Service Hub number is 1-800-645-6594

## Coastal Dental Team

You guys will be hearing this term more often. We have an awesome team that covers the coast. From seasoned reps those newer to team we really have a great group of like minds working together to best serve all of our offices throughout the Henry Schein family. Ben Tesh, David Johnston, Bart Hussey, Michelle Turner, Kate Shannon, Josh Dean and myself are all committed to working together to bring you the very best support and service a company can provide.