



# Striving For Perfection & Achieving Excellence

Incisal Edge News letter

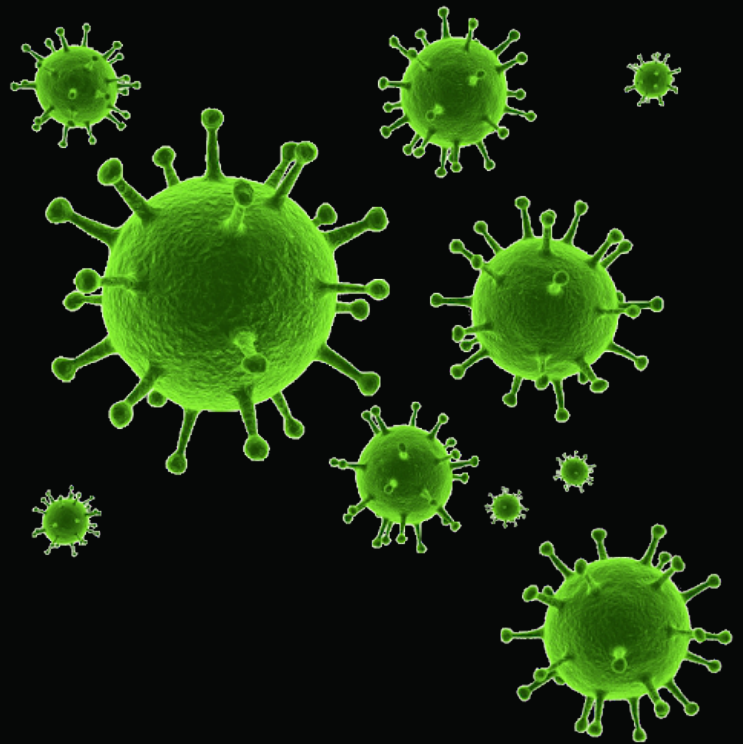
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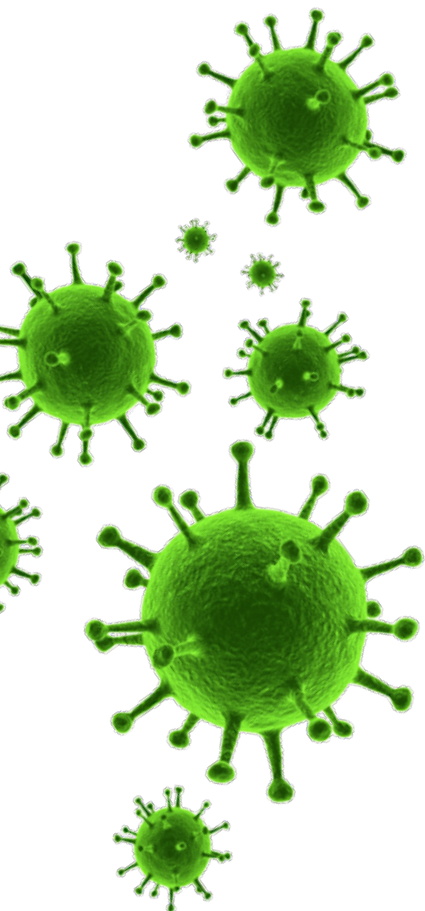
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# President's Message



**Thomas Kitsos, RDT**  
President, Incisal Edge



To our valued clients and partners,

The current pandemic and economic situation around the world is continuously evolving. In these unprecedented times, supporting our industry is particularly important.

It has become clear during this time that it is unnatural for human beings, to "socially distance" from family and friends for a long period of time. It is also unprecedented for the entire world to be going through these massive self-isolation periods. But until all this passes, our number one responsibility is to keep ourselves, our families, our friends, and our clients and their patients healthy and safe.

While it is difficult to gauge what will happen and how we will react to the new normal, when we fully reopen, we expect the way we operate will be somewhat different than in the past.

As president of Incisal Edge Dental Laboratory, I would like to assure you, that our employees are properly trained and are ready to work within the parameters set by the Health Board of Canada and our Governing body, The College of Dental Technologists of Ontario, to resolve issues and find alternatives to cope with the evolving infection control situation.

I strongly feel that it will take the entire industry to navigate the new normal. However, our team has been working diligently to update their knowledge base thanks to the many webinars available on social media and on learning the new safety protocols to revive and restart our profession. Incisal Edge is focusing on these methods to help our dentist-clients, our staff and the patients that might need to come to the lab to feel safe.

Our lab will continue following the infection control guidelines and recommendations made by the Health Canada and the various provincial regulatory bodies:

1. We will be maintaining proper physical distancing between people and workbench areas.
2. We will maintain a daily record of employees screening results.
3. We will log patients and visitors that visit the lab by date and time.
4. Employees and visitors must wear mask covering their nose and mouths.
5. Sanitize all surfaces before going home.
6. We have installed medical grade air purification systems.
7. The boxes where the cases come in will be quarantined for three days prior to reusing.
8. Completed cases will be sanitized before leaving the lab.

Although we can expect the future to look different than what we have known, our team is confident to take on this new challenge. We are here to assist you and your team, and we will continue to update you on our initiatives to navigate successfully toward the future.

Please stay safe and healthy,

Thomas



# DO NOT PANIC!

On Saturday, May 30 at 3:22 p.m. EDT, SpaceX's launched from Launch Complex 39A (LC-39A) at NASA's Kennedy Space Center in Florida, and the next day Crew Dragon autonomously docked to the International Space Station. This test flight with NASA astronauts Bob Behnken and Doug Hurley on board the Dragon Space Craft returned human spaceflight to the United States.

Demo-2 is the final major test for SpaceX's human spaceflight system to be certified by NASA for operational crew missions to and from the International Space Station. SpaceX is returning human spaceflight to the United States with one of the safest, most advanced systems ever built, and NASA's Commercial Crew Program is a turning point for America's future in space exploration that lays the groundwork for future missions to the moon, mars and beyond. (Beyond) Moon SpaceX is Elon Musk's brain child which he started in 2002 with the mission of establishing private space travel and multi-planetary expansion. Musk is one of the world's most visible entrepreneurs and no stranger to controversy.

Musk was born in South Africa, he designed and sold a video game at age 12, moved to Canada where he attended Queens University, then to America, then dropped out of Stanford two days into graduate school. His first company sold for more than \$ 300 million, his second company- what would become pay pal sold for over \$ 1.5 billion, earning Musk personally more than \$ 150 million. Then he started SpaceX and helped create Tesla.

This spring as COVID19 began to spread through the US, his reaction drew some public attention. Although in early April, Tesla donated more than 1000 breathing apparatuses to hospitals, these contributions came under scrutiny, with apparent confusion related to the type of devices that were sent.

Musk's initial reaction to the pandemic was a contrarian approach. In March in a letter to his employees he wrote, "My frank opinion remains that the harm form the coronavirus panic, far exceeds that of the virus itself." In an earlier tweet he had said, "panic is dumb." Musk's instinct to downplay the virus – which in the worst scenario models, has projected to kill millions – may be due to the fact that, rightly or wrongly, he does not see the problem as large enough.



His motivation in business has always been to seek out and solve problems that may affect or hurt billions not millions of people such as: energy, climate change, overpopulation and the extending life to other planets.

Musk indicates that the most important rule he has taught his children is "DO NOT PANIC", some believe this is the most important advice ever given to humanity.

As we get ready to open up our businesses and see the power of the Dragon Spacecraft as it reaches for the sky, perhaps, we should keep this advice in our mind and work to stay safe, stay strong and stay positive without panicking.

My mantra has always been the same, "PANIC IS NOT AN OPTION". Being level headed, making factual and science-based decisions without emotions, will help us deal with this present Pandemic, our practices and our lives.

Be well.

# Tips to attract NEW PATIENTS

The uncertainty that the COVID-19 virus has created within our market place demands that businesses attract new patients in order to navigate the new normal that we are going to face once we re-open. There are many ways you can do this and the best option for you will depend on your practice: its circumstances and your budget. Below you find a few tips to start you thinking:

**Good Signage-** It might sound obvious but how visible is your practice? Walk 100 yards down your street and walk up to and past your practice. Is your signage visible enough?

**Story Telling-** Engage with the local press and provide them with interesting information about your practice and the service you are providing your patients. How are you helping your patients get the smile they always wanted?

**Website-** If people are looking for a new dentist, a Google search is probably their first port of call. An attractive, informative, and benefits-driven website is essential to get you noticed. After word of mouth your website will be your most important marketing tool. Make sure you invest in getting it right.

**Networking** – Establish your presence and find out who the key influencers are. Make an effort to join their circles; business clubs, study clubs etc. Many of these clubs hold regular meetings and events and some quite often look for speakers.

**Social Media-** A hard working Facebook (and twitter) page is a must for any practice wanting to spread the word. Find the person in your practice who is most experienced in social media and ask them to head



your social media activity. Concentrate on providing engaging and relevant content not just a stream of advertorials.

**Open House-** An open house is a great way to attract potential new patients. You can publicize it through social media channels, by promoting it to your established network of patients or in the neighbourhood press. Make sure you plan what you would like to happen that day, with demonstrations, presentations, tour of the practice and a meet the team session. These initiatives can also be made available on digital/virtual format through social media. Make sure you have informative promotional flyers that visitors can take away with them. These flyers should also be available for on-line digital distribution.

**Incentives-** Everyone likes a good deal. Why would a potential patient give you a chance? Think about low cost but high perceived value ways in which you could incentivize patients into your practice. For instance, you might be able to buy an electric toothbrush from the trade for \$45 but in the high street stores the same toothbrush retails for \$90. You could run a time based promotion offering an electric tooth-brush worth \$90 for only \$45 or you could offer it free to each patient that has an initial health check and joins the practice.



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