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Controlling the Office Schedule

It may not be possible to eliminate all the stressors inherent in running a dental practice, but adopting some proven strategies can make the office run smoother and add to your bottom line.

Gary Stough, D.M.D.

In two national surveys on dental practice stress I helped conduct, the number-one stressor was “running behind schedule,” followed closely by “constant time pressures.” Ranked fourth was “dissatisfied, ungrateful patients.” These three issues, along with several others, can significantly be reduced if the dentist and staff proactively control the schedule rather than allowing the schedule and patient demands control them.

A wise dentist schedules for peace, not panic. Learn to control your appointment book before your next meltdown, or it will happily control you.

Admittedly, no one can completely eliminate running behind schedule or dissatisfied patients. Dentistry involves imperfect humans working on imperfect humans, using imperfect materials under often unpredictable conditions. A cusp fracturing unexpectedly or an inadvertent pulp ex-

New Head of State Boards is Albany General Dentist

STEVEN CALDERON, D.M.D., of Albany is the new executive secretary to the State Boards for Dentistry, Optometry and Chiropractic. Approved by the Board of Regents in April, Dr. Calderon assumed his position in mid-May.

Dr. Calderon comes to the Education Department from the Stratton VA Medical Center in Albany, where he was employed for the last 15 years. At the VA, Dr. Calderon provided comprehensive dental care to veteran patients, mentored and supervised the advanced education in general dentistry program residents and lectured on rotary endodontics and chairside training.

Prior to joining the VA, Dr. Calderon was senior dental officer, Air National Guard, based in Scotia, NY, and general dentist, Department of Defense, Saratoga Springs, NY, providing comprehensive dental treatment to active-duty members of all branches of the military. He also was employed for three years as a staff dentist with St. Peter's Hospital Dental Services in Albany.

Dr. Calderon is a 2000 graduate of the University of Medicine & Dentistry of New Jersey—New Jersey Dental School. He completed a general practice residence at Kings County Hospital, Brooklyn, in 2001. He is married to Vanessa Calderon, D.M.D.



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The Growing Threat of AI-Driven Cyberattacks in Dental Practices

*Cybercriminals have upped their game, aided by artificial intelligence.
The stakes couldn't be higher.*

Gary Salman

Cybersecurity risks are evolving faster than ever, and dental practices must adapt to keep up. One of the most alarming trends in cybersecurity is the rise of artificial intelligence (AI)-driven cyberattacks. Hackers are now leveraging powerful AI tools to craft more sophisticated and targeted attacks, making every dental office a potential target.

AI might already help you manage patient care and streamline operations, but cybercriminals are also using it to sharpen their arsenal. From automating phishing attacks to breaching systems faster than ever before, AI could upend the already fragile security of dental practices that handle sensitive patient data. This article will explore the risks and offer actionable steps to help you protect your practice from this emerging threat.

How AI is Transforming Cyber Threats **Smarter Phishing Scams**

Traditional phishing emails often rely on generic or poorly written messages to bait victims. With AI, hackers can now generate highly convincing emails tailored to specific individuals. For example, a dental office manager might receive an email that appears to be from a reputable supplier. It could include personalized details about ongoing orders, making the scam almost indistinguishable from legitimate communication.

These AI-powered scams don't stop at email. Hackers are now turning their attention to text messages and even voice-based phishing (or "vishing") attacks. Imagine receiving a call that sounds like your vendor, requesting payment information, only to later discover it was mimicked through AI-generated voice technology.

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To learn more and get started with your new member benefit, visit www.nysdental.org/MAP.



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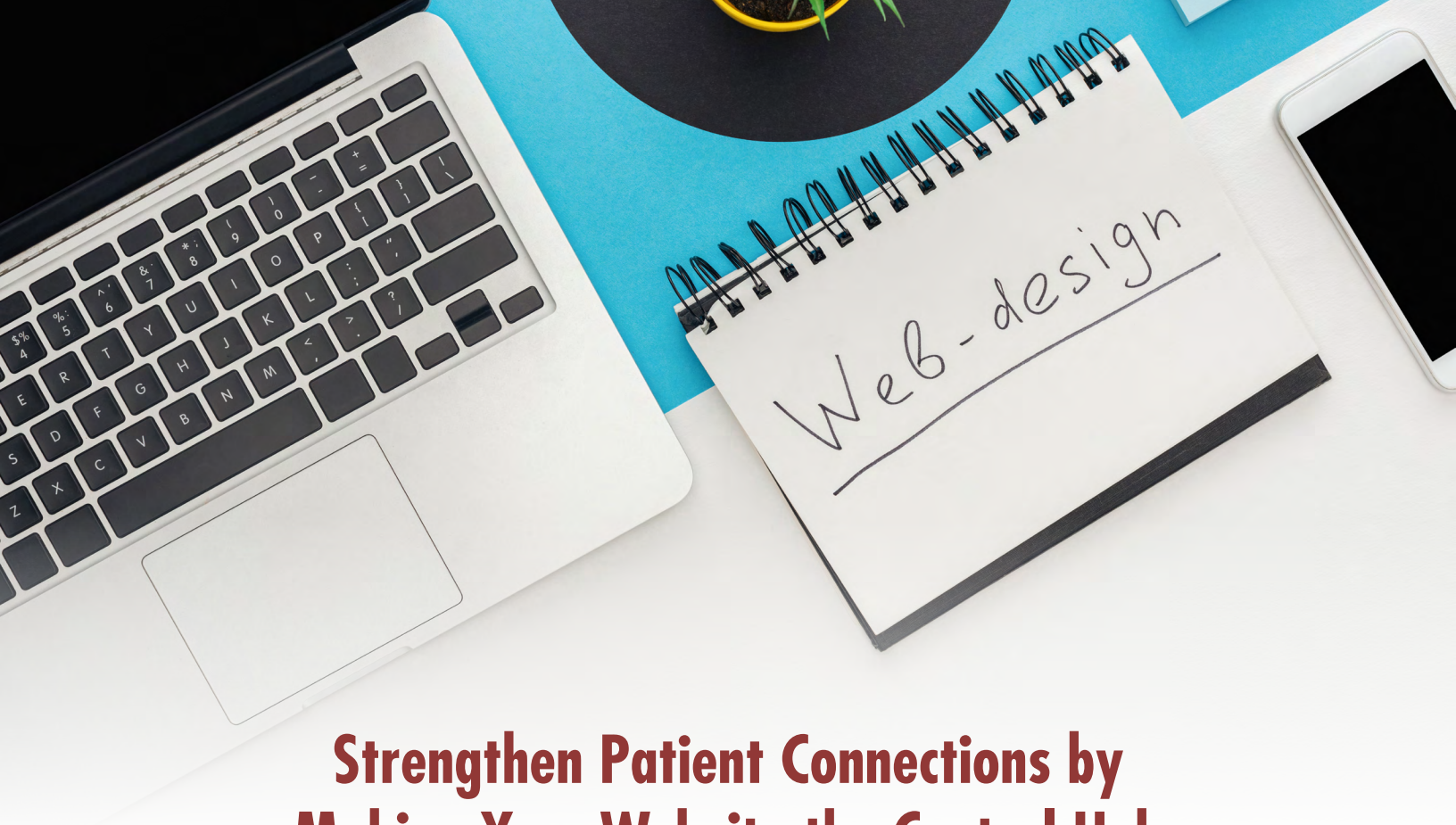
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Strengthen Patient Connections by Making Your Website the Central Hub for Patient Communications

Ashli Klingaman

Patients expect more than high-quality dental care from practices. As the internet becomes increasingly crowded with websites designed for service, patients want convenience, transparency and fast communication. This means your website can no longer be just an on-line business card. Your website should serve as the central hub for engaging patients and strengthening connections.

Findings from ProSites's 2025 State of Dental Marketing research show difficulty in scheduling and rescheduling appointments was the number one patient complaint for two consecutive years, highlighting the need for an easy-to-use online booking system.

Gone are the days when a phone call was the only way for patients to book an appointment or ask a question. Now, patients turn to digital channels for instant answers and seamless interactions. From appointment scheduling to patient education, the right strategy can transform your website into the ultimate tool for communication and growth.

However, to stand out in a digital crowd and capture as many patients as possible, your practice will need to go beyond a well-optimized website and include other digital marketing channels to engage and communicate with patients to remain competitive, build trust and, ultimately, drive higher revenue.

Evolution of Patient Expectations

Patient expectations have shifted dramatically with digital advancements. Patients now demand 24/7 access to information and instant communication through Live Chat, messaging apps and automated responses. The majority of healthcare searches happen on mobile devices, making a mobile-friendly website essential.

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Pandemic Dental Office Closures Linked to Increased Burden on ERs from Kids with Dental Issues

A lack of access to dentists during the COVID-19 pandemic coincided with a surge in hospital visits for dental conditions among Medicaid-insured children.

DENTAL OFFICE CLOSURES early in the COVID-19 pandemic were associated with a 62-percent increase in the share of emergency department visits from toothaches, abscesses and other painful dental issues among children covered by Medicaid, according to a study led by researchers at New York University College of Dentistry.

The findings, published in the *Journal of the American College of Emergency Physicians Open*, suggest that families with young kids have difficulty accessing dental care during public health crises, which may further stress overburdened hospitals.

In March 2020, as COVID-19 cases grew exponentially in New York State and around the country, public health measures to stop the virus's spread prompted the closure of dental offices. While dentists could see patients for emergency appointments, all other routine dental care was postponed.

At the same time, hospitals were filling up with critically ill patients. NYU researchers wanted to understand whether patients with urgent dental issues were also ending up in emergency rooms.

"Emergency departments are not well-equipped to treat dental conditions, as they are typically limited to relieving pain and referring patients to dentists to address the underlying issues," said Shulamite Huang, a health economist and assistant professor of epidemiology and health promotion at NYU College of Dentistry. "As a result, visiting an emergency department for tooth pain can be a waste of health care system resources—resources that are in short supply during times of crisis, including the peak of the COVID-19 pandemic."

Dr. Huang and her colleagues examined Medicaid claims data for children under the age of 19 across New York State to determine if there were any differences in emergency department visits for dental concerns before the pandemic (in 2018 and 2019) versus 2020. They focused on issues including cavities, infections and abscesses, and excluded injuries such as cracked or knocked-out teeth.

The researchers found that dental practice closures from March through May 2020 led to a 62-percent increase in the share of children's emergency room visits from non-traumatic dental issues over 2019 levels (from 3.7 percent of ER visits focusing on dental issues in 2019 to 6 percent in 2020). This surge in visits was the most pronounced among young children up to age 9, who were seen in emergency departments for dental issues twice as often during this period compared to the previous year.

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UB Dental School Names Brett Chiquet Chair Pediatric and Community Dentistry



Dr. Brett Chiquet

BRETT T. CHIQUET, D.D.S., Ph.D., has been named professor and chair of the Department of Pediatric and Community Dentistry at the University at Buffalo School of Dental Medicine. Dr. Chiquet's appointment became effective at the end of March.

Dr. Chiquet will lead the department which, in addition to educating the next generation of pediatric dentists, delivers community outreach programs that provide Western New York children and adolescents with a foundation for good oral health.

He joins UB from the University of Texas Health Science Center at Houston (UTHealth) School of Dentistry, where he was an associate professor of pediatric dentistry.

Dr. Chiquet has spent more than a decade of his career in various clinical and academic settings at UTHealth School of Dentistry. He joined the school's Department of Pediatric Dentistry in 2013 as an assistant professor and was promoted to associate professor in 2020. He also served as the department's director of research, a role he began in 2021.

While at UTHealth, Dr. Chiquet led initiatives to enhance clinical practices, educational programs and research collaborations. He taught a variety of pre- and postdoctoral courses, in addition to serving as a research mentor and advisor for residents, predoctoral and master's students.

Dr. Chiquet's research focuses on patient safety and multidisciplinary approaches to patient care. He earned a D.D.S. and Ph.D. from UTHealth, where he also completed his advanced certificate in pediatric dentistry.

As chair, Dr. Chiquet will be responsible for the department's overall administration and driving its strategic priorities. He will work closely with the dental school's administration to implement innovative academic, clinical care and research programs.

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Ensuring Quality and Affordability

A Smarter Approach to Securing Dental Supplies

Rubi Rodriguez

It's no secret that running a successful dental practice requires more than just clinical expertise. Besides understanding your patients' needs and performing top-notch clinical treatments, a thriving practice demands smart business decisions that balance cost-efficiency, operational ease and patient care. As a result, reliable dental supplies, ranging from high-quality instruments to everyday disposables, are essential to delivering excellent dental treatment. Yet, with rising costs and increasing pressure to maintain high standards, dental practices must make strategic purchasing decisions.

Nowadays, choosing the right supply partner isn't just about affordability—it's about trust, reliability and long-term success. A solution that adjusts to the challenges dental professionals face and the importance of high-quality dental work while actively working to support your needs can make all the difference. However, you probably know that finding a supplier that delivers quality and cost savings can be a significant challenge.

Managing Expenses While Maintaining Quality

Every dental practice faces a constant challenge: how can my practice keep operational costs in check without compromising on the quality of care patients expect? The answer lies in identifying a reliable supplier that offers competitive prices while ensuring that every



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posure can disrupt anyone's schedule. Still, our primary objective must always be to minimize these situations through proactive scheduling and planning.

Here's a brief story to illustrate the point.

Early in my practice, there was Mrs. Goss (not her real name), the patient straight from Hades. She entered my practice before I knew enough to close the proverbial barn door. Initially, like many young dentists starting a practice, anyone with a pulse seemed like a suitable patient. But Mrs. Goss quickly became a major source of stress: always dissatisfied, perpetually complaining about trivial things—our music choices, the taste of the water or if we were five minutes late seating her. Her husband, bless him, was kind and patient, the exact opposite of her.

I worried about dismissing Mrs. Goss, given her connections at a large local employer from which we'd received many patients, but after much deliberation, courage prevailed, and I sent her a dismissal letter. She responded emotionally, shocked by our decision. I explained the facts and realized I had made a wise decision when many patients from her workplace later confided in us that they couldn't believe we'd tolerated her for as long as we had. Mr. Goss remained a loyal patient, and our practice atmosphere dramatically improved.

The lesson here: You, as the dentist, must control your schedule, set firm rules from the start, and dismiss patients who habitually fail appointments, arrive late, disrespect staff or refuse to pay. Let them go make another dentist's life miserable. You'll discover that dismissing difficult patients will likely enhance your practice reputation rather than harm it.

CONTINUED ON PAGE 15



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Controlling the Office



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Scheduling Strategies for Success

A significant scheduling problem occurs because appointment schedulers typically don't understand clinical procedures unless they previously served as assistants. Thus, educating schedulers and periodically cross-training them is essential. Train your scheduler thoroughly on the duration and complexity of various procedures and how to distinguish between real and perceived emergencies. They must also understand how hygiene visits impact your schedule, particularly if you need to examine the patient.

Avoid overpacking your schedule, as this only increases stress and dissatisfaction among patients and staff, often negatively impacting practice revenue. It may seem counterintuitive, but sometimes less is more—more effective, more profitable and far less stressful.

Morning meetings are crucial. They should never be rushed or skipped. Briefly reviewing your entire week's schedule on Monday morning allows you to identify and address potential scheduling conflicts in advance. Incorporating a 15-minute "flex time" in your morning and afternoon schedules, rather than losing you money, can significantly reduce stress and prevent your day from spiraling out of control.

The Importance of a Call List

A well-managed call list is essential. Use it effectively to fill schedule gaps and cancellations. Patients often appreciate being called earlier than their appointed times, particularly for returning lab cases, many restorative procedures or hygiene appointments and if you are scheduled out a long way. Categorize your call list clearly by procedure, patient preference for days, times and required notice.

Appointment Confirmations

Make sure to confirm appointments electronically several days in advance and follow up with a personal call for cancellations or if no response is received. Find out the reasons for cancellations and do not let patients fall through the crack.

Another effective strategy is to assign a staff member (compensated appropriately) to handle confirmations remotely in the evening. If someone cancels, they can immediately go to the call list and fill that time. This ensures fewer surprises, dramatically reduces last-minute cancellations and is a huge financial benefit.

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Controlling the Office *continued from page 15*



Points to Ponder in Scheduling Control

1. Clearly communicate rules and expectations to patients from the outset.
2. Dismiss problematic patients decisively.
3. Educate your scheduler thoroughly about procedures, emergencies and optimal scheduling practices.
4. Understand that overbooking does not always equal increased income.
5. Always maintain control over the schedule—offer specific appointment times rather than allowing patients to dictate.
6. Make morning meetings a top priority.
7. Implement 15-minute flex periods each day.
8. Use a well-structured call list consistently.
9. Confirm appointments and promptly fill openings and reschedule patients.
10. Consider evening confirmation calls to maintain a robust schedule.

By adopting these strategies, you will reduce stress, increase productivity, enhance patient satisfaction and improve your practice's financial health.



Gary Stough, D.M.D., is a former Marine Corps aviator, graduate of the Dental College of Georgia, past president of the Georgia Academy of General Dentistry, PACE CE provider and general dentist in Northeast Georgia. He can be reached at gstoughdmd@gmail.com.

The Growing Threat *continued from page 4*



Advanced Password Cracking

Gone are the days when passwords like “P@ssword123” offered sufficient protection. AI tools allow hackers to automate password-cracking attempts by analyzing patterns and testing enormous combinations in a fraction of the time it once required. If your staff uses predictable or recycled passwords, they become an easy target for these advanced algorithms.

Faster Malware Development

AI enables hackers to develop malware that can adapt and evade cybersecurity defenses. This means that even antivirus programs and firewalls—which are critical for dental practices—may be unable to detect or stop certain AI-generated malware. Dental offices may find themselves quickly outmatched by these evolving threats if they rely only on outdated tools or basic protections.

Exploiting Vulnerabilities at Scale

AI allows hackers to simultaneously scan thousands of systems for vulnerabilities. Once they find an opening in a dental practice's network, AI can help them breach systems much faster. For example, outdated software or poorly configured firewalls can often be detected and exploited within hours.

The Unique Risks to Dental Practices

Dental offices are particularly attractive to attackers because of the sensitive data they store, including patient health information (PHI), Social Security numbers, insurance details and credit card information. A single breach could lead to severe regulatory fines, loss of patient trust and





operational disruptions. Additionally, many practices run on specialized dental software that, if not updated regularly, can become an easy entry point for AI-driven attacks.

Practical Steps to Protect Your Dental Practice

The best defense against evolving threats like AI-enabled cyberattacks is a proactive and multi-layered approach. Below are actionable steps tailored to dental offices.

1. Bolster Email Security and Awareness

AI is turning phishing emails into a refined art, making it crucial to train your staff to recognize these threats.

- **Implement Advanced Email Filters.** Use tools that detect and block suspicious emails using AI-powered threat analysis.
- **Phishing Simulations.** Regularly test your team with mock phishing attacks to strengthen their awareness.
- **Verify Before Clicking.** Encourage staff to confirm unexpected emails through other communication channels, especially those requesting account or payment details.

2. Strengthen Password Policies

Protect your office from AI-driven brute force attacks by enforcing stricter password hygiene.

- **Use a Password Manager.** This ensures staff create strong and unique passwords for every account.
- **Adopt Multi-Factor Authentication (MFA).** Make MFA mandatory across all systems. Even if passwords are compromised, MFA adds an extra defense layer.

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3. Invest in Real-Time Threat Monitoring

AI-powered cyberattacks are fast-moving, meaning early detection can stop damage before it's done.

- Use Managed Detection and Response Services. Partner with a cybersecurity company that provides real-time monitoring and alerts for suspicious activity.
- Daily Vulnerability Scans. Use technologies that identify and address weaknesses immediately rather than relying on periodic checks.

4. Keep Software and Hardware Updated

Don't give criminals an easy in.

- Focus on Patches. Regularly update your dental practice management software, operating systems and security tools.
- Upgrade Legacy Systems. Replace outdated servers or devices that may no longer receive patches, leaving your practice vulnerable to attacks.

5. Limit Access to Sensitive Data

Hackers often manage to exploit user privileges. Prevent them from escalating unauthorized access.

- Role-Based Access Control. Ensure only authorized staff can access sensitive systems and data.
- Review Vendor Access. Limit third-party access to critical systems and ensure all vendors follow strict cybersecurity protocols.

6. Engage with Cybersecurity Specialists

The risks posed by AI-driven attacks reinforce the importance of maintaining a relationship with a dedicated cybersecurity provider.

- Perform Security Audits. A third-party cybersecurity team can assess your current defenses and implement improvements.
- Create an Incident Response Plan. Having a detailed plan ensures your team knows exactly how to react in case of an attack.

The Bottom Line

AI brings new levels of efficiency and innovation to dental practices, but it is also raising the stakes in cybersecurity. Hackers are leveraging AI to launch attacks that are faster, more sophisticated and harder to detect. For dental offices, the risks are simply too high to ignore.

By investing in advanced defenses and creating a culture of cybersecurity awareness within your practice, you can shield your systems, protect your patients, and sleep a little easier at night. The cost of prevention is always less than the price of a breach, especially in a world increasingly dominated by smart technology.

Now is the time to take action. Strengthening your cybersecurity posture against these AI-driven threats isn't just an IT issue; it's a business-critical priority.

Gary Salman is CEO and cofounder of Black Talon Security (www.blacktalonsecurity.com). A leader in the cybersecurity field, Gary has a 25-plus year background in law enforcement and healthcare technology. His firm monitors and secures approximately 50K computers and networks worldwide and has trained tens of thousands of dental and other healthcare professionals.





Additionally, features like online scheduling, automated reminders and digital forms streamline the patient experience, reducing no-shows and enhancing convenience. ProSites State of Marketing research also found that 58% of dental practices cite patient cancellations and no-shows as their biggest stressor, reinforcing the importance of automated appointment reminders and digital scheduling tools. To keep up, dental practices must integrate modern communication tools into their websites.

Website Should Be Core of Patient Communications

When patients have an expectation of convenience interacting with your practice, it's important that your website offers more than just a place for patients to find your phone number. It should be the main hub where they engage with you. The majority of people (about 82%) will access your website via a mobile phone. So, ensuring your website is mobile-friendly and includes convenient ways to interact with your practice is a necessary element to stand out.

For example, adding online appointment booking enables patients to schedule, reschedule and confirm appointments online, which gives patients the convenience they want while saving time for your practice.

Other examples:

- Providing patients with access to their personal health records, treatment plans and billing information through HIPAA-compliant patient portals improves transparency and reduces time that your staff spends on physical paperwork.
- Live Chat provides patients with instant answers to common questions, which reduces administrative workload and enhances the patient experience.

Along with this, use your website as a platform to educate patients by sharing blogs, FAQs, videos and guides on common procedures to establish trust and communicate that your practice is invested in their oral health. By centralizing these features on your website, you can create a seamless patient experience that builds credibility and deepens patient involvement.

Personalizing Patient Experience

Communicating with patients and personalizing their experience with your office is an effective way to have your practice stand out. If you aren't communicating and engaging with patients regularly, there may be another practice that is.

Dental offices are busier than ever and automating communication to keep your patients engaged is a must-have that saves valuable staff time. From appointment reminders to follow-up messages, automated tools can keep patients engaged without adding extra workload for your team. Ensuring a seamless, personalized experience with minimal manual effort allows staff to focus on providing top-tier care while patients feel valued and informed every step of the way.

Implementing smart automation tools can further enhance the patient experience by delivering tailored interactions. A great way to personalize without extra effort is to use an automated system that inserts patient names into appointment reminders and follow-up messages. A simple touch like "Hi [Patient's Name], we're looking forward to seeing you tomorrow at [Appointment Time]!" can make a big difference in patient satisfaction while requiring no additional time from staff.

Social media is another channel to engage with patients and provide valuable educational content. Regularly posting targeted information, such as dental-care tips, procedure explanations and answers to common patient concerns, positions your practice as a trusted resource. Interactive content, like Q&A sessions and patient testimonials, strengthens connections and keeps your practice top of mind. When integrated with automated communication tools, social media can amplify engagement while minimizing staff workload.





Integrating Communication Channels

When your website is acting as a central hub for all your communication channels, it builds a more unified patient experience. Here's how:

- **Social Media.** Allow patients to engage with your content directly from your website. Social media links and embedded feeds can keep them informed and engaged.
- **Email Marketing.** Use automated emails for appointment confirmations, newsletters and post-treatment care instructions and, when applicable, link back to your website.
- **Text Messaging:** Implement SMS reminders and real-time updates for appointments to ensure patients stay informed. If you have an online booking solution on your website, point patients back to that page on your website for any changes.
- **Telehealth and Virtual Consultations:** Offering virtual appointments directly through your website caters to patients who prefer remote consultations.

By connecting these channels to your website, you create a seamless experience that keeps patients engaged across multiple touchpoints.

Measuring Success and Continuous Improvement

To keep your website functioning as a strong communication hub, ongoing evaluations and updates are essential. Tracking engagement metrics, collecting patient feedback and staying ahead of digital trends help ensure your site meets evolving patient needs while streamlining office tasks. A well-maintained website not only enhances convenience for patients but also optimizes efficiency for your practice.

Regularly refreshing content, upgrading features and implementing automation tools make a noticeable difference in both patient experience and practice growth. From simplifying appointment scheduling to offering educational resources, an updated website positions your practice as reliable and patient-focused while also saving time for your staff.

Conclusion

Your website is more than just a digital front door. It's the core of your patient communication strategy. By offering seamless access to information, personalized content and multiple engagement channels, you can meet the evolving expectations of today's patients and build lasting relationships.

Start by assessing your current digital presence and investing in the tools that will help your practice thrive. An optimized website isn't just good for patient engagement. It's essential for long-term success.



Ashli Klingaman, content marketing manager at ProSites, has a background in sales, training management, human resources and marketing within the retail and SaaS industries. From attracting new patients with a high-converting website and dental-specific marketing services to keeping your current patients engaged with a complete patient communication platform, NYSDA-endorsed ProSites delivers everything you need to keep your chairs full and boost your bottom line. Visit prosites.com/NYSDA to learn more and unlock exclusive NYSDA member discounts.





Notably, the increase in emergency department visits was sustained even after many dentists reopened their offices in May 2020, although to a lesser degree.

"The sizable changes in the emergency department dental care of very young children suggests that this population was likely to fall through holes in the dental safety net," said Dr. Huang. "Although dentists were allowed to treat dental emergencies, Medicaid-insured children may have had difficulty accessing care during the initial phase of the COVID-19 pandemic."

The authors cite several possible reasons for this, including parents having difficulty determining whether kids in pain are experiencing a true emergency. In addition, very young children covered by Medicaid may not have established care with a dentist before the pandemic, as finding a dentist who accepts Medicaid and treats young children can be a challenge.

In preparation for future pandemics or other crises that stress US hospitals, the researchers encourage health systems to consider options for emergency dental care that can divert patients from the emergency department, including offering limited hospital-based dental services or incorporating urgent dental care clinics within hospitals. In addition, ensuring that children covered by Medicaid have access to a dentist in their community may both prevent painful dental issues and provide them with emergency dental care when needed.

Ensuring Quality *continued from page 13*



product meets the highest industry standards. The moment a practice can confidently source high-quality supplies at fair, transparent prices, it gains a crucial advantage—financial stability without sacrificing the integrity of its services.

As dental professionals, you're constantly balancing the financial aspects of your practices while looking for the highest standard of care for patients. The hard truth is that supply costs quickly add up, cutting into a practice's profitability. At the same time, using lower-quality products isn't an option when patient health and safety are on the line.

Additionally, while many supply providers claim to offer attractive discounts, they typically hide fees, markups and inconsistent pricing structures that often leave practices paying more than they should.

Competitive Pricing Tailored to Your Practice

One of the biggest advantages of a cost-conscious supplier is consistently providing competitive pricing. Whether you run a large dental office or a small private practice, every dollar saved on supplies translates into better short- and long-term financial stability.

That's where TDSC.com (The Dentists Supply Company) stands apart. Unlike other suppliers that cater primarily to high-volume buyers or require complex membership tiers to access discounts, TDSC.com offers competitive, transparent pricing to every practice—with even greater savings available exclusively for members of the New York State Dental Association.

Avoiding the Risks of Gray Market Products

Quality is a must in dental services. However, not all dental suppliers commit to operating with the same standards. Many online sources offer products at lower prices but include unauthorized or "gray market" items that may not meet the industry standards. Using such products can lead to regulatory issues, inconsistent performance and, even, risks to patient safety.

At TDSC.com, every single product is authorized and sourced directly from trusted manufacturers—no exceptions. As a dental professional, you'll never have to worry about counterfeit or sub-standard products making their way into your practice.





Online Platform Designed for Busy Professionals

While inventory management can be time-consuming when juggling multiple vendors, an intuitive, well-organized online ordering platform can save hours of administrative work each month.

TDSC.com's user-friendly website allows dental professionals to easily browse, compare and reorder supplies in a few clicks. Designed for efficiency, the platform features real-time inventory updates and a streamlined checkout process that eliminates unnecessary steps.

Reliable Supply Chain and Fast Shipping on Essentials

Efficiency is also crucial in a busy dental office. Waiting days—or even weeks—for critical supplies can create a halt in the practice's workflow, causing disruptions and impacting productivity. TDSC.com, "Powered by Henry Schein," ensures fast, reliable delivery, with in-stock items arriving next-day. This allows offices to maintain seamless operations without supply chain concerns. Additionally, TDSC.com offers free shipping on orders over \$99, ensuring that practices aren't burdened with additional fees.

Supporting the Dental Community through Strategic Partnerships

TDSC.com is an authorized dental supply provider that reinvests in the profession by partnering with state dental associations. These partnerships ensure that members receive exclusive benefits, reinforcing the importance of supporting industry advocacy and professional growth.

Why New York Dental Professionals Benefit the Most

New York State Dental Association members gain VIP (very important practice) pricing, providing even deeper discounts on essential products. By choosing TDSC.com, New York dentists are not only accessing top-tier supplies at reduced rates but also supporting their professional community.

Rubi Rodriguez is general manager of TDSC.com. Visit www.tdsc.com to explore cost-effective, high-quality dental supplies designed to meet the needs of your practice.

