

The business of private practice begins with PR skills

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While prosthodontists play a key role in overall oral health, much of the general public is unfamiliar with the specialty. This can make it difficult for prosthodontists to gain momentum with a new private practice.

To help educate the public about the specialty, the American College of Prosthodontists formed a Spokespersons Network. The network is comprised of ACP members who help amplify the message of what prosthodontists do through media outlets and public speaking opportunities.

The ACP spokespersons training course provides valuable tools to help prosthodontists promote their private practice in their communities along with lifelong media and public relations skills to raise overall awareness of the specialty. Becoming a spokesperson also quickly raises a prosthodontist's profile and offers a way to engage and groom future ACP leaders.

"The training we received empowers us to better represent our specialty and inform the public about the transformational work that we do," said Dr. Elaine Torres-Melendez, a prosthodontist in private practice in Yardley, PA. "I wish I had taken this course earlier in my career."

"The training has value not only in a grassroots sense of getting the word out for what a prosthodontist is and does, but it also positions prosthodontists as go-to local sources for reporters seeking interviews about oral health issues or digital dentistry," said ACP President Dr. Frank J. Tuminelli. "In 2014, there were 11,041 media mentions of prosthodontist(s)

and prosthodontic(s) in the news, per Cision. This compares to 867 media mentions in 2011—just a few years ago. Personally, I do more PR now and am better at getting identified in the press as a prosthodontist after taking this training—it's PR skills for life."

The ACP Spokespersons Network training gives prosthodontists consumer-friendly language to explain their work while also helping establish trust and credibility among patients. Additionally, the training can help with community outreach to inform local general dentists about how prosthodontists fit into a patient's overall treatment team.

"It takes a while to get a private practice going, particularly when you are in a new town or buying a practice or even starting one from scratch," said Dr. Stewart "Whit" Pharr of Austin, who is entering his 2nd year in private practice. "It's a new mindset. I'm using PR skills to proactively build my business, promote my practice, and also raise awareness that prosthodontists can improve patient outcomes."

Prosthodontists who underwent the training said it gave them the language and data to answer patients' questions and prepare for media interviews.

"Before being interviewed by media outlets, I received the nuts and bolts of what was important



and how to focus the message,” said Dr. Caroline Eskow, who maintains a private practice in Fairfax, VA.

Dr. Jason Roe, pictured above, a Dallas-based prosthodontist who set up a private practice one year ago, received network training and then created a consumer-focused video linked from his business website.

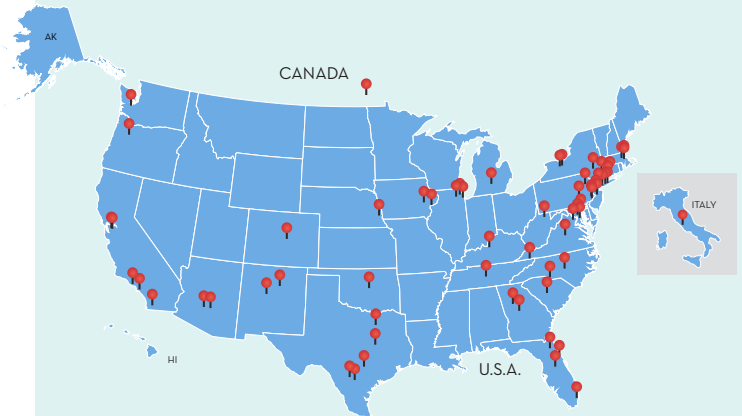
“The training helped me confidently speak about our profession on camera,” Dr. Roe said. “I hope this will encourage other prosthodontists to utilize video and media marketing to educate the public about the benefits of working with a prosthodontist to achieve healthy and confident smiles.”

ACP’s Spokespersons Network is an opportunity to “promote the specialty with peers, public, patients, and media,” said New York City-based prosthodontist Dr. Robert Rawdin. “It’s a new mindset.”

ACP’s 2016 Spokespersons Network training participants receive professional media training, public relations skills, a hot topic video, and headshots. The fee is \$750 (for training with a market value of \$7,500 - \$10,000). The next course is Oct. 5-6 in San Diego during the Annual Session. Five scholarships are available – check the criteria and apply today. ■

For more information and to apply, visit Prosthodontics.org/pr/spokespersons

ACP Spokespersons Network - Now 60 members strong!



In 2015, the ACP Spokespersons Network media placements generated more than \$715,000 in publicity and ad value to date and the year’s not yet over!

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| Dr. Elphida Ayvazian, Great Neck, NY | Dr. Frank La Mar, Rochester, NY |
| Dr. Reva Barewal, Happy Valley, OR | Dr. Pamela MacPherson, San Diego, CA |
| Dr. Todd Barsky, Miami, FL | Dr. Paul McLornan, San Antonio, TX |
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| Dr. Susan “Betsy” Brackett, Oklahoma City, OK and Santa Fe, NM | Dr. Igor Pesun, Winnipeg, MB, Canada |
| Dr. Karen Bruggers, Cary, NC | Dr. Stewart “Whit” Pharr, Austin, TX |
| Dr. Lino Calvani, Rome, Italy | Dr. Carl Pogoncheff, Lansing, MI |
| Dr. Emily Y. Chen, Woodstock, GA | Dr. Robert Rawdin, New York, NY |
| Dr. Shawna Chesser, Franklin, TN | Dr. Jason Roe, Dallas, TX |
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| Dr. Anne Fabricius, Oak Park, IL | Dr. Frank Tuminelli, Great Neck, NY |
| Dr. Marie Falcone, Darien, CT | Dr. Vicki Vickers, San Antonio, TX |
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| Dr. Guadalupe Garcia Fay, Baltimore, MD | Dr. Ann Wei, San Francisco, CA |
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