



DENTALGROUP PRACTICE

WWW.DENTALGROUPPRACTICE.COM

Media Guide 2021

A magazine
dedicated to the
evolving DSO and
Group Practice Market



DGP DENTALGROUP PRACTICE

Best Practices for Nitrous Oxide/Oxygen Sedation

By incorporating Accutron Nitrous Oxide/Oxygen Sedation, you can breathe easy and relax.

See page 10.

Crosslex and Accutron are now proud members of **HuFriedyGroup** The Best In Practice

SEPTEMBER/OCTOBER 2020 DENTALGROUPPRACTICE.COM

Hygiene

Your DSO Accelerator
It is essential to thoroughly vet and prepare before going in to your practice.

Did you realize that 82% of the patient experience is with the hygienist?
So that 10% of the dentist's revenue is generated (passed) to the hygienist staff?

Key take
The general perception of a hygienist is that of a passive role. However, the hygienist is responsible for 82% of the patient experience. Beyond the 20% revenue contribution to the office, they are also responsible for the patient's overall experience. With the right training and development, a hygienist can be a powerful asset to your practice. They are also responsible for the patient's overall experience and are the most visible staff member to the patient. They are also responsible for the patient's overall experience and are the most visible staff member to the patient.

Efficiency in Dental Practice | ISSUE 4 • 2020

Infection Control

First Class Infection Control
Prepping built with to make sure you're ready.

An dentist during the worldwide pandemic, the greatest enemy facing us is the anxiety to practice with our backgrounds and diverse. Dentists have responsibilities on the use of a treatment after providing services have been placed by government and professional organizations. Our greatest concern never has our patient, our team, our family and ourselves in every way possible?

Key take
It is in the dentist's hands to ensure the best possible patient experience. It is in the dentist's hands to ensure the best possible patient experience. It is in the dentist's hands to ensure the best possible patient experience. It is in the dentist's hands to ensure the best possible patient experience.

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DSO Leader Spotlight

Dr. Andrew Matta, DMD, MBA, Founding Partner & Chief Medical Officer, North American Dental Group

Efficiency: What does it mean for your DSO to be a leader in today's dental market?
Dr. Andrew Matta: For us, it really means leading the way in how we interact with the many countries that we serve. Our approach has always focused on the team members that take care of our patients. When you approach your team with gratitude and respect, it creates a culture of compassion which is key when you are a healthcare provider. Looking for the patients who are the most highly motivated and eager to learn, take care of their needs. When patients are happy, committed and happy, which we believe is the true measure of success for long-term viability of our practice.

Efficiency: In your opinion, what are the three most important characteristics of leading DSO?
Dr. Matta: In addition to that, we are in the business of taking care of people, whether our team members or the patients we serve. The three characteristics that we feel are most important to us are to have:

Clinical Leadership - It is essential to have a strong team with strong leadership skills, having healthy working relationships between the dentists and clinical leaders.

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The mission of *Dental Group Practice* is to facilitate a growth-centric relationship between dental group practices, manufacturers, distributors and service providers. Published six times per year, every issue of *Dental in Group Practice* is available in both print and digital formats. Our access to 25,000 decision makers across the U.S. allows us to impact brand awareness and deliver valuable education to the most rapidly growing support sector in our industry.

CIRCULATION:

Targets practices with 4 to 700 locations. Circulation 12,000+. Our readership includes Dental Service Organizations (DSOs), Management Services Organizations (MSOs), and other dental business models.

Our readership includes:

- > Dentists
- > Hygiene and Assisting Staff
- > Clinical Directors
- > HR Directors
- > Office Managers
- > Operations Managers
- > Owners/Founders
- > Procurement Managers
- > Regional Managers
- > Team Leaders
- > Trainers
- > Private Equity

“Dental Group Practice serves as an excellent resource for dentists affiliated with a dental support organization or group practice environment. From covering the current state of DSOs to offering advice to dentists on best treating today’s patients with today’s standards, the content featured helps clinicians and industry professionals stay current in the ever-changing landscape of dentistry. As DSOs become increasingly prominent in our industry, this education is important now more than ever.”

– **Samson Liu, DDS, MAGD, MBA, vice president of clinical affairs at Heartland Dental and president of Dentists for Oral Health Innovation**

Opportunities >

2021 Annual Partnership

- > 6 - Full Page Ads
- > 1 - Ghost Cover
- > 3 - Full Pages of Content
- > 1 - Digital Ad in E-Newsletter (4x in bi-weekly edition)

Total Investment = \$61,650

Size	1x	3x	6x
Full Page	\$6,500	\$6,250	\$6,000
Inside Front Cover Premium – \$1,075.00			
Inside Back Cover Premium – \$1,075.00			
Back Cover – \$1,200.00			

Advertising Opportunities

- > **Print and Digital Ads**
Full Page: \$6,500
- > **Podcasts:** \$5,000

Additional Opportunities

(call for pricing)

- > Customized inserts
- > Ghost Covers
- > Full page digital ads
- > Polybagged Inserts
- > Bellybands
- > New Product Package
- > Company profiles and content marketing

E-Newsletter

Dental Group Practice's e-newsletter is sent out bi-weekly to 10k+ dentist/entrepreneur subscribers that make up a combined \$5-10 billion in revenue.

Newsletter advertising

- > Banner Ad \$1200
- > Thumbnail Ad \$800
- > In - Content \$600
- > Print and digital sponsored content, linked to article on website \$1,200.00
- > Digital only sponsored content written by EGP, linked to article on website \$2,700.00



- ← Banner
600 x 100 pixels
- ← Thumbnail Ad
200 x 200 pixels
- ← In Content Ad
400 x 200 pixels



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JAN/FEB >

Editorial Highlight:

- > Steve Bilt / AJ Acierno
- > New Practice Acquisitions
- > Best Practices in Acquiring
- > Should I Acquire or Open De Novo?

Editorial Close: 1/8/20 ■ **Ad Close:** 1/15/21

MARCH/APRIL >

Editorial Highlight:

- > Women Leaders in Group Dentistry
- > Diversity
- > Executives Making an Impact
- > ADSO Update
- > Hygiene Demand

Editorial Close: 2/5/21 ■ **Ad Close:** 2/15/21

MAY/JUNE >

Editorial Highlight:

- > Rick Workman, Heartland Dental
- > Associate Ownership
- > Best Practices Training Associates
- > Future of Dentistry

Editorial Close: 4/20/21 ■ **Ad Close:** 4/30/21

JULY/AUG >

Editorial Highlight:

- > Sulman Ahmed, Deca Dental
- > From Dentist to CEO
- > How to Spend Less Time in the Chair
- > Rise of Emerging Markets

Editorial Close: 6/21/21 ■ **Ad Close:** 6/28/21

SEPT/OCT >

Editorial Highlight:

- > Steve Thorne, Pacific Dental Services
- > New Practice De Novos/Future of Dentistry
- > Marketing a New Location
- > Event Previews

Editorial Close: 8/19/21 ■ **Ad Close:** 8/27/21

NOV/DEC >

Editorial Highlight:

- > NADG update with Ken Cooper and Dr. Andrew Matta
- > Building a Team of Leaders
- > Specialty DSO Models
- > Oncoming 2022 Trends

Editorial Close: 10/19/21 ■ **Ad Close:** 10/29/21

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