Saliva as biomarker and therapeutic agent

James L Ratcliff
Rowpar Pharmaceuticals, Inc., USA

Increasingly, human saliva is used as a valuable biomarker to the identification of oral and systemic diseases. Also, it can serve as powerful activators for a certain class of antimicrobials in the treatment of oral malodor and oral diseases. This presentation describes the composition and characteristics of human saliva amenable to use for diagnostic and therapeutic purposes. The role of saliva in human health is briefly reviewed and its potential use with a novel chemotherapeutic is examined. Research is described wherein the activation and release of active (gaseous chlorine dioxide) from a novel therapeutic a) occurs rapidly and without a measurable interval of induction, b) results from the oxidative reduction and consumption of amino acids and volatile sulfur compound precursors, and c) generates twice the available actives as that generated from conventional formulations. Implications for future use of salivary biomolecules as biomarkers of disease and oral malodor are discussed as well as implications for future research of using the measurement of the consumption of salivary biomolecules by antimicrobials in disease diagnosis and treatment.

jratcliff@rowpar.com

Dental marketing online: Trends and best practice in online marketing

Carolyn S Dean
My Dental Marketing, Australia

To have a successful practice you need to understand and embrace online marketing. The best way to market your practice has changed. Gone are the days of yellow pages ads and flyer drops. This talk will demystify these topics, telling you what you actually need to know and giving you the tools to grow your practice with effective online marketing. There is a lot of discussion about online marketing, social media and search engine marketing for businesses. Some dental practices are already engaging in online marketing while other dental practices have an intuitive hunch that there is something to online word-of-mouth marketing, but they’re just not sure yet what it is. This talk covers the most common forms of online marketing and why and when you should use them. From this talk you will: Discover the 9 steps to online dental marketing success; know what online strategies are right for your practice; learn the secrets to a great website; understand how to structure your online presence for maximum conversion; know what social media platforms you should be using and why; hear why you need to use Google My Business; understand why you need to start blogging; identify which search engine marketing strategy is right for your practice; hear why it is critical to watch your online reputation; evaluate if video marketing is right for your practice; and learn to reactivate existing clients with the use of email marketing.

carolyn@mydentalmarketing.com.au