



**DDS**

**SUCCESS GUIDE**

Vol. 2

An interview with

# ANASTASIA TURCHETTA



**cRUSH**

Relationships Win



Anastasia weaves 28 years in dental hygiene into a brand that empowers audiences all across the country. Her brand, *America's Dental Hygienist*, connects consumers and dental professionals on various social media platforms, speaking programs and published articles. A leading authority on social media, Anastasia has her own Youtube channel since 2009, which is home to *Coffee Chat with Anastasia* and *Hump Day Happenings*. Her social media

presence reaches over 270,000 dental professionals and consumers. Her blog, *Route 32: The Highway To Health* delivers insightful messages geared to personal and professional health. She has been recognized by Dental Products Report journal as one of the Top 25 Women in Dentistry. She is also an active member in the National Speakers Association. Anastasia's motto "Take what you learn & make a difference with it!" is one of the most recognizable mottos in the industry.



# R

## RELATIONSHIP BUILDING

**DR. DAVID RICE:** I would like to focus on what you know better than most and that is how relationships win. Can you give us the 101 on what you are doing out there in dentistry, in social media, and in branding?

**ANASTASIA TURCHETTA:** I deliver health-focused content that connects consumers and dental professionals via social media. Oftentimes, the data and research we have as clinical professionals doesn't resonate with the patient. It's not their language. I soften that information and relate it in a way that people can understand. The result is stronger relationships with our patients, consumers, and dental professionals online. My preferred medium is video; posted on social media.

**DR. RICE:** I would really like to break that down to two main segments. If we look at the "R" in CRUSH, it's all about how building relationships make us very successful. Dentistry is a business and a very wise person once said, "you don't build a business, you build people and then people build the business". Let's start with

the social media side because young dental students and dentists are very familiar with social media on a personal level but I would really like to dive into how they can take their relationships from inside the practice and bring them outside their practice to the community.

**ANASTASIA:** The "R" – relationships – is important to any business. The people and the teams you build around you are essential to the success of your business. And the relationships you create with your customers are essential too.

Dentistry is a business. And like most businesses, people want to do business with brands to which they feel connected. The most important lesson for our young leaders today is to focus on creating those relationships and maintaining them. What value do you bring to your customers? How do you engage with them? Where will your audience have a voice to share their concerns? How and where can they be heard? Developing loyal relationships will determine the long-term success of your practice.





**DR. RICE:** On a personal level we are all so used to going on Facebook or Instagram or even Snapchat and sharing our story as first person and that is valuable, but the value we are talking about is like you said, really living in the shoes of your audience. As a dentist, it's living in the shoes of your patients and living in the shoes of your team as you create a culture. I know you work so very hard behind the scenes on social media, could you share maybe one or two tips on how you find your audience on social media.

**ANASTASIA:** You find your audience on social media where your audience's voice is going to be heard. Where do they live? Where do they play? How are they engaging with others?

Start with your community. For example, think about the people that come to your practice. Where do they live, where do they work, where do their kids go to school? What are their preferred social media platforms? Where do they turn for their current information? Communities, and relationships within those communities, are very powerful.

**DR. RICE:** You said so many valuable things there. The first thing that I heard was in reference to how you find your audience. Although as a dental student or a young dentist you may spend a lot of time on Instagram and Snapchat, unless you are a pediatric dentist or an orthodontist a great number of your patients are still going to be spending their time on Facebook. If you break down each platform of social media, it's important to realize which one of those to spend the most time on. Did I hear that right? Facebook being primary if you're looking for adult patients?

**ANASTASIA:** Facebook and LinkedIn are two platforms you can utilize to inform your audience. You can go on Instagram and take great pictures, but how does that connect with a patient in healthcare? How will the audience be able to connect to you?





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For example, October is Breast Cancer Awareness Month, National Dental Abuse Month, and National Dental Hygiene Month. Each one of those events should be shared on a Facebook page and LinkedIn. Post information in places where you can inform, promote, or evoke emotion in your audience. The decision to come to your practice is made before a patient walks through the door. And that decision is either going to be based on word of mouth or what the connection they felt on social media.

**DR. RICE:** It sounds like to me, as a strategy if I'm a young dentist, one of the things I need to do either on my own or with the assistance of somebody who really understands social media is to create a calendar for the year. Part of the calendar being national events like you just mentioned, events in your local community and about your practice and opportunities to celebrate. Would those three pieces be a pretty good place to start once I've found where my audience lives?

**ANASTASIA:** Those are great places to start. When you do that, it's about the interactions you create. When you amplify events or topics that resonate with your patients, you create positive connection.

For example, if you promote Breast Cancer Awareness Month, you might choose to honor patients who battled and won the fight against breast cancer. And you can inform patients by sharing some oral side-effects from chemotherapy and suggested remedies. Share information; create connection; become known as a valuable resource.

**DR. RICE:** That leads me to the next major point, where you are arguably the go-to person in all of dentistry for this and that is creating your personal brand. It is a hot topic in our community, all of our young dentists and dental students want to really understand how to create their personal brand and everything we've talked about so far is in essence part of the strategy you take as a young professional to build your brand.





I would like to lead off with two phrases that you have mentioned a few times- creating an experience and creating an emotion behind it. I have a few paths to follow, I know you do “Coffee Chats with Anastasia” as part of your professional brand and I love the story that you share about a little company out of Seattle called Starbucks not only developed their brand but transformed the way we talk about coffee. So, as a brand, what does a company like Starbucks bring to a young dentist?

**ANASTASIA:** It brings a culture that connects generations and nurtures conversation, and that is often what is missing in dentistry because we are crunched for time. I would encourage people to look at their schedule and take one person on the restorative side and one person on the hygiene side, and personally connect with them each day. Sometimes in dentistry, our verbal skills are so clinical and scientific, the experience can feel scary – or expensive. Starbucks created a new culture with language. You go in and order a Tall, Grande or Venti coffee -- not a small, medium or large. So, it has to start with us and the way we communicate.

We have to extinguish the antiquated term “cleaning” – and focus on the “experience”. When people value the experience, they’ll invest in it. If we could extract the language and experience from Starbucks and place them in a dental practice, we could transform a cleaning into a health and wellness visit. We could educate patients on prevention. And we could create an experience they will appreciate.



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## RELATIONSHIP BUILDING

**DR. RICE:** If we bring an earlier point back to the surface here, as young dentists, as you explore social media as a platform and Facebook being a main one being to communicate best with baby-boomers and their community, health is their major trigger. In dentistry, we sometimes get scared because we are so used to doing it one way, we fear changing our language because we don't think it's possible. I love that young dentists are coming to the table with a clean slate and their verbal skill set can transform an established practice. They have value and leverage as a young professional beyond what they may immediately think and that is a large part of the "R" in CRUSH.

So, Anastasia tell me about a second company that I know you do a lot of work with and that is Harley Davidson. That is another great example of a company that has branded themselves and really stands apart, not only on a local level, but on a regional and national level. What does a

company like Harley Davidson bring to dentistry as a young professional? What can we learn?

**ANASTASIA:** We can learn so much from Harley Davidson. It is an amazing company that focuses on the customer experience and thus, creates customer loyalty. And Harley Davidson knows their audience. They are always looking to learn, grow, and share new information with their customers. If you were to relate their style of marketing to dentistry, you would understand that an emotional connection or experience doesn't have to happen in your office. Create experiences on social media by understanding what drives your customers. We all have passions and interests.

**DR. RICE:** I want to ask you one final question. If you had five minutes with a young dentist to impart just one main message of wisdom based on the "R" in CRUSH, based on building relationships, what would you share?







**ANASTASIA:** My message would be to know the platform in which you will create the best relationships and to know the purpose of the buy. Your purpose is creating an experience of health, and creating a relationship that is in alignment with your brand. It is ok to post something fun that you're doing, but is not all about you. Make sure your brand is always stated. Once you start the relationship on social media, stay with it. It may be frustrating for a little while because you may not see anything at first, but people will find you. Then the relationship will become not only intimate, but profitable.



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What **value** do you bring to your customers?

How do you **engage** with them?

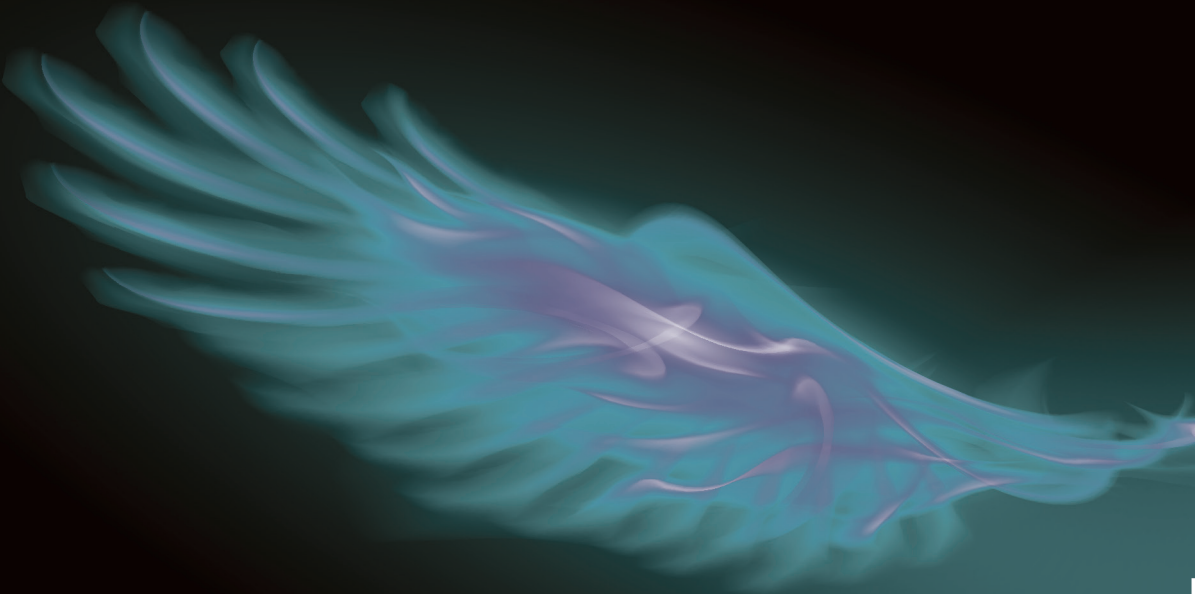
Where will your audience have a **voice**  
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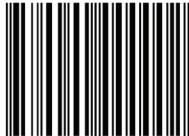
will determine the long-term **success**  
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