

# BROADCAST VIEWS

A Nationally Born, Locally Grown Periodical

## Your Name Is On The Bottle

*By Judge Jodi Debbrecht Switalski\*, Senior Associate with  
The Stutman Group and Robert Stutman, Founder and CEO*

For the first time in history, automobile accidents are the second leading cause of death by accident in the United States. In our nation's biggest (and sometimes most affluent) cities, overdose deaths often exceed homicides. Today, middle aged, white Americans have a lower life expectancy than their parents and grandparents.

### ***And your name is on the bottle.***

Meet Paige. Paige is not particularly unique. From an intact, God loving family, she was an achiever and beautiful. There was a light about her and everyone loved her. Like many in their late teens to early 20s, she had her wisdom teeth removed and, because she trusted her doctor, accepted the need for the hydrocodone prescription he gave her. Last year 47,055 people died of a drug overdose. About 27,000 of those were from opioids. This was a silent epidemic until recently when enough kids and star athletes began to die and capture our attention.

You see, that is what we hear from the 20,000 or so students we will talk to this year—sports injuries and wisdom teeth. It takes less than a minute to buy the pills in schools across America.

Your kid's school is no different. Paige made 27,001. She was 22 when she died.

### ***Your name is on her bottle.***

Meet Harold. Harold is in his golden years. Upper middle class, his 57-year-old daughter reported that Harold takes 8-10 prescriptions each day, including several opioids. He was normally active and involved and his daughter became concerned over his constipation, flu like symptoms without his medications and difficulty breathing. Harold began "nodding out" at family functions. The family hired me to represent Harold, a man with no criminal history, not even a speeding ticket, after he was arrested for selling his drugs. You see, his retirement and Medicare were not enough to pay his bills. Selling to his nephew at \$40-50 per pill, he can make up the difference and after all, he can always get more. Twenty percent of all medical appointments in this country result in a prescription for opioids.

### ***Your name is on those bottles.***

And what about Joey? Joey was born premature at 34 weeks. He was in the NICU screaming, seizing, unable to eat, sleep or be soothed for up to eight hours until he was given his next dose of methadone. 68 percent of mothers who deliver a baby addicted to opioids have a legal prescription. And it's not from their OB/GYN. They get them from their internal medicine or primary care doctor. *Or their dentist.* Joey may never walk. He may never talk. In fact, we are unsure of just how cognitively, emotionally and

*continued...*

## Network Knowledge

*By Michael Cohen, DDS, MSD, FACD,  
Seattle Study Club® Founder*

It's no secret that we have a lot of great ideas among the more than 7000 clinicians around the world who are affiliated with the Seattle Study Club network. For the last few years we've been trying to share some of this knowledge through the Expert Tip video series. These short videos, typically two minutes long, arrive in your inbox weekly and feature people within our network sharing small pieces of wisdom that have helped them in some way.

A recent popular tip featured Dr. Lauralee Nygaard talking about how teeth aren't for everyone. Like many of us, she used to feel like it was her responsibility to convince all of her patients to prioritize their oral health. She now focuses on educating her patients—explaining the disease she sees in their mouths and ideal treatment. She has found that this takes the pressure off of her patients and her treatment acceptance rate has increased.

To see Lauralee's tip for yourself (and many others) [check out the Expert Tip](#) page on the Seattle Study Club website.

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physically impaired Joey may be. The civil litigation is still pending but with some cases settling for millions, his family believes there is a deep pocket liable for his long-term care. I am unsure what happened with the DEA.

### **What I do know is that your name is on the bottle.**

I could go on... tell you about Brendan. Or Holly. Or John or Susie or Jack or Bryan. But no one is really counting correctly so the number—and the names—are endless. Their mothers know their names. Their fathers know the grief. The one thing they have in common? Their drug addiction began with a prescription from their trusted medical professional. Over 75 percent do. Through 2014, dentists or dental professionals, ranked *third* for writing opioid scripts in this country. Yet they were found to be “much less likely than other professionals to be concerned about prescription drug abuse.” Last year 259 million prescriptions were written. The paradigm has shifted, people are dying—families, organizations, prosecutors and juries are going to hold someone accountable.

### **Your name is on the bottle.**

*For more information or for a more comprehensive discussion of current drug trends, including the opioid epidemic, and solutions for you, your practice and others to implement please contact Bob and Jodi at [thestutmangroup.com](http://thestutmangroup.com). We truly believe that together, we can make a difference.*

*\*Judge Jodi recently resigned from her position as Judge in the 51<sup>st</sup> District Court in Waterford, Michigan to pursue further advocacy efforts with The Stutman Group and combat the greatest drug epidemic this country has ever seen. She also works as a partner in the law firm of Giarmarco, Mullins & Horton, P.C. in Troy, Michigan.*

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## What You Need to Know About Online Reviews for Your Practice

*By Ian McNickle, MBA*

Imagine you've just arrived to a city you're not very familiar with and it's time for dinner. What do you do? Well, if you're like most people these days you'll pull out your smart phone and search online review sites like Yelp for nearby restaurant reviews. Over 90 percent of consumers now read online reviews to help them decide where to go and what to buy.<sup>1</sup> While the most commonly searched category for online reviews are restaurants, most people don't realize the second most commonly searched categories are dentists and doctors.<sup>1</sup> The days of ignoring your online reviews are over.

### **Why Reviews Matter**

There is a major trend towards patients researching their dentists before visiting an office—even if they were referred by a friend or another dentist. Recent surveys have found that 80 percent of consumers trust online reviews just as much as personal recommendations from someone they know.<sup>1</sup> For many people this is a surprising statement, but our society is changing at a rapid pace and dental practices must now focus on their reviews and reputation online.

### **The “Big Four” Review Sites for Dentistry**

In the dental industry the most important review sites are Google+, Yelp, Healthgrades and Facebook.

Google represents about 65 percent of online search traffic and features its own from Google+, so those reviews will generally attract more readers than other review sites. Reviews on Google+ have the added benefit of helping your website SEO perform better in online searches related to dentistry.

Yelp has become one of the leading review sites in the country and dentistry is the second most search category on Yelp. In addition, the Bing search engine displays Yelp reviews in search results.

Healthgrades is the largest healthcare directory and review site in North America, and has over 1,000,000 visitors per day. As with Google+ and Yelp, a solid Healthgrades profile helps both online reputation and website SEO.

Over the last few years Facebook reviews have become increasingly important. Facebook has over 1.6 billion regular users and most of them look at reviews on Facebook business pages when researching a business.

### **What You Can do for Your Practice**

To get the maximum benefit from these review sites we recommend the following strategies:

1. Completely fill out your review site profile pages with photos, videos, office hours, specials and any other relevant practice information.
2. Link to these review sites from your website to encourage existing patients to write reviews and potential new patients to read what's been written.
3. Implement a proactive strategy to generate patient reviews on these review sites. You may want to consider using software that automates review invitations and online reputation monitoring.

### *Footnote:*

1. Bright Local 2015 consumer survey.

*Ian McNickle, MBA is a national speaker, writer and marketer. He is a co-founder and partner at WEO Media, a national dental marketing firm. If you have any questions about online reputation management or marketing in general, please contact Ian McNickle directly at [ian@weomedia.com](mailto:ian@weomedia.com) or by calling 888.246.6906. For more information you can also visit WEO online at [weodental.com](http://weodental.com).*