

# ENDO INC

## ROOT CANAL SPECIALISTS

### NORTH SHORE

A publication of Drs. Makkar, Maloff, Tsai, Keerthy and DeLuke

[www.endoincrootcanal.com](http://www.endoincrootcanal.com)



## WHEN SCENTS MAKE CENTS

*Remember the days when you'd come home for the holidays ...*

*School was intense during that season and you were tired, worn out and ready for solace. It was during that time that there was truly no place like home.*

*Between naps and studying for board exams, you were tantalized with the aromas of culinary delight from your mother's attempt to spoil you as much as possible.*

by Dr. Andrew M. Goldsmith!

Perhaps it was the apple pie baking in the oven or the Christmas shaped sugar cookies. Either way, the smells went straight to the pit of your stomach while touching an emotional part of your brain as well. The aromatic ensemble made studying for boards an arduous task, but the fragrance conjured up warm fuzzies inside of you.

Now, imagine your anxious patients walking into your office smelling, not bonding agents, but sugar cookies. The warm scents of hot apple pie or sugar cookies baking in the oven are recognizable and heart warming. Sensory associates at the subconscious level take effect and for some reason, your patients feel safe, happy and content.

Due to recent scientific advancements and abundant research, we are now able to integrate scent technology into our offices. This is not a trend. Studies indicate that one of patients' biggest fears is the smell of a dental office. Furthermore, this is becoming big business. Companies like Sony, Bloomingdale's, Hard Rock Cafe, and Westin Hotels are successfully using scent to drive sales up and give their customers a more enjoyable experience.

Dental fears and phobias include fear of the smell in a dental office. Therefore, combating unpleasant smells in the dental

environment should be a primary concern within the profession. Dr. Eric Spangenberg published research that concluded that ambient scents increase "approach behavior" as well as enhancing evaluations of merchandise and environment. Logic concludes that scents may augment our efforts to improve perceptions of dentistry. Often, dental phobia support groups inform their members that an antiseptic smell is unavoidable. Yet, at this time there is absolutely no reason that your office should have an antiseptic smell.

Having said that, if your office does offer dental potpourri as the featured fragrance then you especially need to continue reading.

Results published in the journal of Comparative Psychology indicated scent, "could be a boon to companies" that use them in marketing. Extensive research indicates that people are less likely to remember sights and sounds versus smells. Moreover, after one year, most people remember a smell along with details of the event. Think of all the times that you have smelled a perfume or cologne of somebody you once dated. The perfume scent brings forth a surprising flood of memories that pour into your head. In an instant, you remember the minute details of your encounters.

The physiological reason for this is because smell is processed in the limbic system of the brain. As you will recall, the limbic

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# WHEN SCENTS MAKE CENTS

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system integrates emotion with physical sensations to create memory. Imagine the power that you have in shaping the neurological associations of your patients. Upon entering your office, your guests could be greeted with the typical dental office scent, or with another sent that has a fond memory attached to it. Furthermore, the better it smells, the more likely they are to return.

A survey of convenience store customers indicated that 76% felt that aroma played a significant part in determining which store they chose. Recognizing the correlation here is paramount insomuch that if your place smells good, they will want to come back and if it does not, then your colleague down the street just got a new patient.

In the business world, scents are hot and many companies are using this influential tool with great success. Florida Hospital in Celebration, Florida was experiencing a high degree of last minute cancellations for MRI appointments. These last minute cancellations became difficult to fill in a timely manner resulting in decreased revenues for the hospital. The solution for Florida Hospital involved many changes including the introduction of scent into the clinic. The transformations in the MRI clinic decreased cancellations by 50%.

Bloomingdale's wanted to create a separate, unique experience in each department. Distinctive differences in the departments would create a memorable shopping experience instead of a generic department store encounter. The baby department now utilizes a baby powder scent, intimate apparel features a soft lilac scent and the swimsuit department allures its visitors with the scent of coconut. The result is, customers at Bloomingdale's now have more interest in shopping. Additionally, Bloomingdale's has differentiated itself as a market leader.

Hard Rock Hotel at Universal Studios, Orlando is a massive, luxury resort. They had an out of the way ice cream shop featuring musically inspired ice cream that was struggling to generate profits. Hard Rock creatively used scent of sugar cookie and waffle cone to lure guests to the basement location. The result, The Emack and Bolio ice cream shop observed a sales increase of 45% in six months. The trend of businesses utilizing scents successfully extends to many other companies as well. Westin Hotel's scent has become so popular that they have spawned a retail version of their scent as a candle, diffuser oil, and potpourri.

Research conducted by Dr. Eric Spangenberg et al indicate the presence of ambient "good" scent congruent with gender based products leads to improved consumer evaluation of merchandise, environment, as well as an increase in approach behavior. That is good news for dentistry. Increased approach behavior toward dentists ... WOW! It is incontestably logical that dentists would desire patients to have improved information about scent technology, scent seems to be a perfect fit for dentistry.

We recently introduced dry air scents into our office; patients noticed instantly. Every person that walks in our front door is greeted with the warm, cordial scent of sugar cookies. As people walk down the hall, the scent transforms the experience from warm to relaxing with a vanilla-lavender scent. We are using a system purchased from Scent Air, Inc. - [www.ScentAir.com](http://www.ScentAir.com).

I first read about this technology while running on a treadmill in the September 15, 2006 issue of Forbes magazine. I was completely engaged with what I was reading. It was one of those semi-embarrassing moments when you lose your rhythm and almost fall off the machine with lots of people around to witness. I quickly regained my cadence and tore the article out of the magazine; and that is where my quest began.

Since the Forbes article, Scent Air, Inc. has been featured in Time magazine, NBC's Today Show, the London Free Press, CNBC, ABC, and NPR. Scent Air utilizes patented technology to enhance an environment, communicate brands, and create a memorable experience. Furthermore, they are doing it well as evidenced by the fact that sales are up by more than four times over last year.

Scent Air is clearly the market leader and in undoubtedly making an impact in the retail business sector. The impact of scent on our bottom line is yet to be determined. At this juncture, it can only be measured by the bountiful comments we have received so far. Our office greeter has tracked the number of positive on a tally sheet. We have averaged 12 positive comments a day over a 3-week period. Obviously, results like that should have a significant long-term return. I look forward to tracking the numbers relative to cancellations, production and case acceptance.

It appears that scent technology will play a compelling role in the business of dentistry. The use of relaxing, soothing, warm scents in the dental environment can serve to solve two major business issues for dentists. Scents have been proven to increase sales in other business arenas and can do the same for dentistry. Also, the use of ambient good scents could decrease the pervasiveness of one of the biggest fears associated with dentists.

Major companies are prosperously using scent technology to establish a mood or feeling associated with their products and services. The scent technology is inexpensive, easy to install, and virtually ubiquitous. Dentistry stands to profit from this amazing technology from both a patient-centered approach as well as a profit-centered approach. Utilization of comforting scents in dental offices will raise the public perception of dentistry. Employing scent technology into your dental office just seems to make scents.



# SHARING SPACE CAN BE TRICKY

by Geroge Vaill<sup>2</sup>

Sharing space can be very tricky and it should never be done without two different written agreements:

- *a sublease that describes the occupancy rights and obligations of both parties such as rent, utilities, maintenance & repair, liability, security, etc.*
- *an operating agreement that describes the operational rights and obligations of both parties such as sharing of staff, equipment, computers (don't share computers!), telephones, supplies, etc.*

Just make sure that you don't assume anything about the occupancy arrangement. Sharing space will be a real nightmare unless you and the others with whom you contemplate sharing thoroughly consider all aspects of the arrangement - and then get it all down in a written agreement that details everything with specificity. Every situation is unique. Therefore, at a minimum, you must start with the following:

Just make sure that you don't assume anything about the occupancy arrangement. Sharing space will be a real nightmare unless you and the others with whom you contemplate sharing thoroughly consider all aspects of the arrangement - and then get it all down in a written agreement that details everything with specificity. Every situation is unique. Therefore, at a minimum, you must start with the following:

1. *Establish exactly what your goals are.*
2. *Develop a complete list - with specificity - of exactly what space / equipment / materials / supplies / services you would be willing to make available to the renter.*
3. *Put a price tag on as many of those elements as possible.*
4. *Determine what specific schedule you are willing to agree to for use of your facility.*

As for the amount to charge, that is largely a function of #2 and #4 above. Will he/she have access to and use of your break room? reception area? administrative areas? steri area? storage areas? telephone systems? computer systems? other fixtures and equipment? Will your help be performing any duties for this other player and his/her staff?

There is no magic formula, as each of these arrangements is unique. If your goal is to partially cover your monthly rental, go for a reasonable number that he/she won't choke on so that you can both benefit. This is not the time to try to squeeze every possible dollar out of your guest. Many will say, however, that you can obtain more income by charging a percentage of his/her production (if you can confidently verify it) than by trying to charge "rent."

Don't take this part time occupancy lightly. There are numerous issues associated with having another party using your facility. Among many others you'll want to address - writing - such things as: (i) length of term for the agreement and default/termination remedies for non-performance by the occupant; (ii) liability and indemnification; (iii) maintenance & repair of your equipment. Just because it may only be part time or just one operat01y doesn't mean that you should assume that this can just be a simple agreement. You also may have to secure your landlord's consent before allowing anyone else to use your facility.

The sublease is about memorializing the rights and obligations of both parties in order to preclude misunderstandings or legal fights. Seek assistance from a qualified lease attorney and have a proper sublease constructed to reflect the arrangement. Don't be penny wise and pound foolish by putting the practice you have built at risk just to save a few bucks.

2 Winter Street  
Salem, MA 01970  
p: 978.745.6900

85 Constitution Lane  
Suite 200 D  
Danvers, MA 01923  
p: 978.750.4500

1 Merrimac Street  
Unit 18  
Newburyport, MA 01950  
p: 978.572.4100

*Sandra R. Makkar, DDS, ABE, FRCD(C)*

*Arnold I. Maloff, DMD, ABE*

*Carlene Tsai, DMD, ABE, MPH*

*Akshay Keerthy, DMD, MS*

*Louis DeLuke, DMD*

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### **Boston Magazine Top Dentists Award for the 9<sup>th</sup> Year in a Row**

We are honored to be awarded Top Dentists for the 9th consecutive year. When it comes to saving natural teeth, our team at Endo Inc. Root Canal Specialists combines advanced training, cutting-edge technology, and a truly patient-first approach.

Saving natural teeth? That's the big win—and we're here to make it happen with a calming, compassionate approach to turn root canals into smooth, stress-free experiences. It's that dedication that has earned us ongoing recognition and why patients and dentists continue to count on us. With locations in Salem, Danvers, and Newburyport, we are proud to serve the North Shore community with expert endodontic care you can trust.

**Root Canals, redefined.**

