

# Welcome to the East Region Newsletter!

*Our goal is to highlight individual and team activities contributing to our success. In an effort to ensure we have content every newsletter, we have established an editorial board. Thank you **Rhonda Gefell, Phil Harris, Jill Krum and Karine Matacchiera** for jumping in to help us capture as many great wins and practices as possible to share with the team. You can also share a success story, bright idea for helping to sell, or a shout out please directly by hitting the "Letter to Editor" link at the very bottom and submit. Enjoy!*

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## New Ways to Leverage CPD

**Mike Norcia** reached out to The Maine Dental Association board and they have approved and agreed to place a short section along with the CPD link in their next newsletter email campaign. The section will highlight what a great option CPD is amidst COVID as an additional hands-off tool (E-commerce) that has the ability to provide an additional source of income for offices during the pandemic while office productivity is key.

### NEW FREE COLGATE PLATFORM OFFERS OPTION DURING PANDEMIC

A new free platform from Colgate allows practices to browse through products they can offer at an exclusive discount, and then send patients a notification with a link to place an order. When purchased, the patient receives the recommended products at home, and the practice can earn 10 percent of sales. Click [HERE](#) to learn more.



VISIT THE MDA WEBSITE

**Tyler Smith** and Mike also met in person with the New Hampshire Dental Association with high hopes of a similar result. The NHDA does far more on social media so they have discussed the idea of placing CPD info and a link on their FB page. Great initiative and we will keep you posted on the results!