



# Talking Points

## General Member

Use these talking points to explain to your colleagues how the AGD is the only organization that exclusively represents their interests and serves their needs as general dentists.

### Why should I join the AGD?

- I joined the AGD for a few reasons – the number one being that I firmly believe our profession needs to be united so that we can have a strong voice to build our future and protect our patients.
- The other reason are the benefits that cater to general dentists. I've been a member for **[insert number]** years, and my membership has helped me with everything from finding new patients to discounts on liability insurances.

### Why should I spend hundreds of dollars on an AGD membership?

- Because you'll save money in the long run! Your membership will provide you with discounts on services and products that will help you both professionally and personally.
- Your membership will also save you valuable time. I know how hard it is to juggle the demands of a practice, tracking continuing education, and most important, a family. The benefits the AGD offers can help alleviate some of that pressure.

### What do I get for joining the AGD?

- You'll get a lot of free and discounted products and services as a member of the AGD.
- For example, you can stay up-to-date on the latest research and trends in general dentistry with free subscriptions to the AGD's peer-reviewed journal, *General Dentistry*, and to our newsmagazine, *AGD Impact*. You can also access archives of both publications on the AGD Web site, as well as other electronic resources like podcasts and online case studies.

- Access practice management resources like AGD Patient Alerts, a fully-automated patient communication system that syncs with your existing software to provide quality patient communications like appointment reminders, birthday greetings, and more using e-mail and text messaging.
- Meet CE requirements, network with other general dentists, and take advantage of the discounted registration we give to members for the AGD's Annual Meeting & Exhibits. The next meeting will take place July 6 through 11, 2010, in New Orleans. You can earn up to 36 hours of CE in just five days.
- Save time with convenient online CE tracking through the AGD Licensing Board Transcript, customized to show the specific requirements you need to renew your license.
- The AGD offers the only achievement-based awards in general dentistry—the Fellowship and Mastership awards. If you're looking to distinguish yourself in the profession, this is a great way to do it.
- The AGD advocates exclusively for general dentists on the state and federal level through action alerts, public awareness initiatives, and an annual trip to Capitol Hill. AGD facilitated more than 400 state legislator meetings at the National Conference of State Legislators, alone. **[Insert a personal story here if you've been to an advocacy conference.]**

### How can the AGD help me with my practice?

- The AGD can provide a great deal of assistance for your practice and your career.
- If you're looking to sell your practice or relocate, check out the AGD's online career center. Not only can you sell your practice or find a new one, but you can also buy equipment and find dental team members to hire as well.
- It's important for us to be able to educate our patients on oral health issues. The AGD offers customized oral health fact sheets, the [www.KnowYourTeeth.com](http://www.KnowYourTeeth.com) consumer Web portal, and *Dentalnotes*, a quarterly consumer newsletter based on recent research and reports to educate your patients through dental health tips.
- As a member, you'll have access to free contract analysis. The AGD will help you assess the terms of insurance contracts and answer third-party payer questions.
- The AGD also can help you continue to build your patient network. As a member, you'd be automatically entered into the AGD's patient referral program. Patients search an online database or call the AGD, to be referred to dentists in their area.

