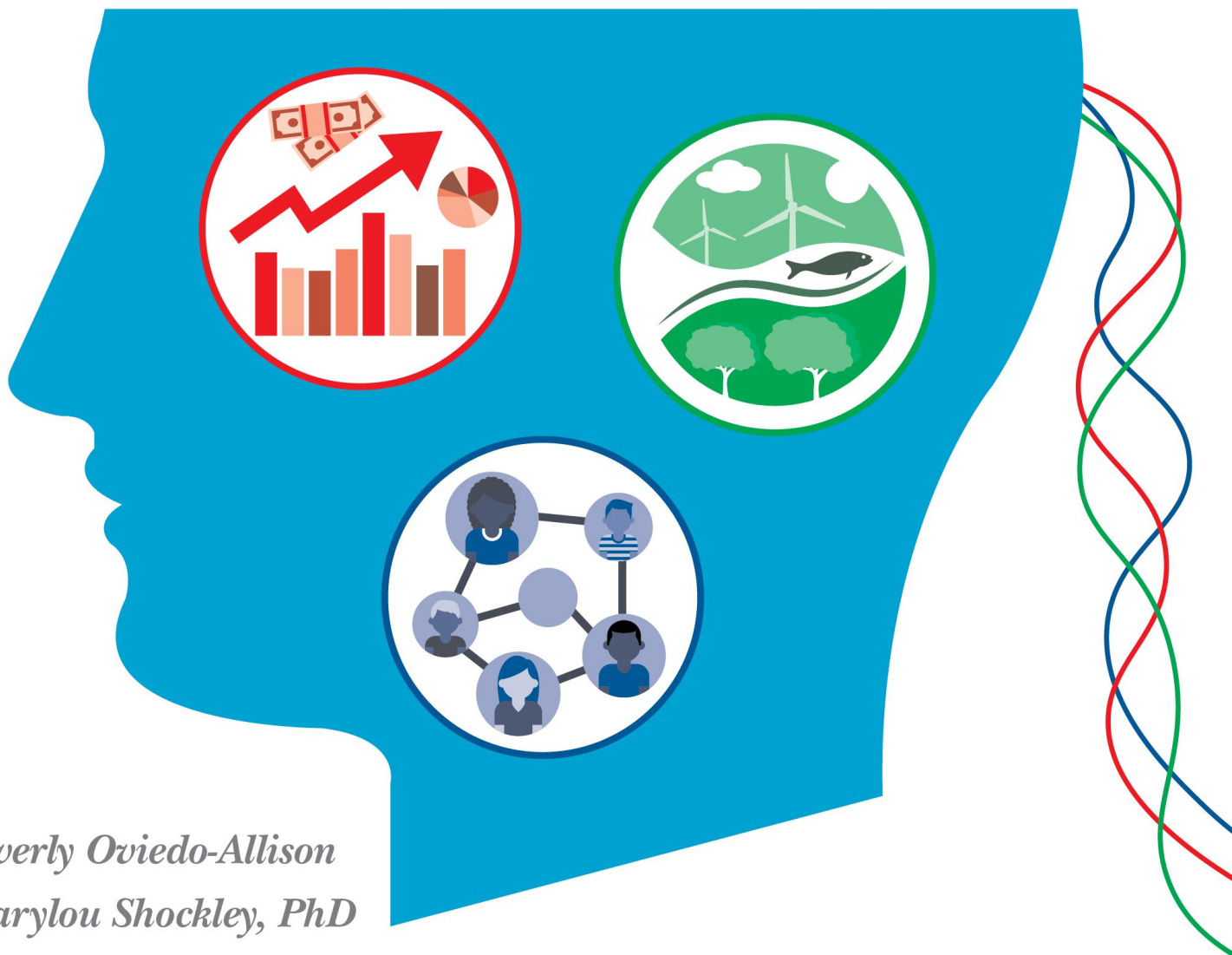


THE Sustainable DENTIST


The New Normal



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Table of Contents

Foreword	9
About This Book	12
CHAPTER 1 – Dentistry at a Crossroads	14
CHAPTER 2 – Becoming a Sustainable Dentist	22
CASE STUDY: Stone Oak Orthodontics	26
CHAPTER 3 – The Triple Bottom Line	28
CASE STUDY: Mint Dental Works	44
CHAPTER 4 – The Business Case for Sustainability	48
CASE STUDY: Artisan Dental	58
CHAPTER 5 – Changing Mindsets	60
CASE STUDY: Adam Diesburg, DDS	68
CHAPTER 6 – New Realities	70
CHAPTER 7 – Marketing Your Brand	76
CASE STUDY: Orchard Garden Hotel	90
CHAPTER 8 – Trends	92
CASE STUDY: H. K. Allison Projects for Sustainability	108
CHAPTER 9 – Getting Started: Taking Action	112
CASE STUDY: Christopher J. Oviedo, DDS MS INC	118
CHAPTER 10 – Implementation of Sustainability into the Dental Organization	122
CHAPTER 11 – Purpose-Driven Sustainable Dentist	136
Epilogue	138
Acknowledgements	140
Co-Creators	142
Appendices	144
Glossary	162



ABOUT THIS BOOK

“Our biggest challenge this century is to take an idea that seems abstract – sustainable development – and turn it into a reality for all the world’s people.”

— KOFI ANNAN,
Former UN
Secretary General

We’re excited about your interest in learning more about the benefits of becoming a Sustainable Dentist! Wherever you are in the process, this book provides leadership tips, practices, techniques, and case studies you can use to support the transformation to sustainability in your organization.

We’re living in an era when people are more socially conscious and seek dentists who can not only treat their oral health but also do it in a way that benefits society. Becoming a sustainable dentist isn’t a gimmick or a fad. It’s part of an evolution of all-inclusive thinking that not only benefits patients but also the environment. Also, it enhances your financial bottom line (see Chapter 4). It’s a part of an emerging lifestyle whose broader focus includes furthering the greater good of society. You will not be able to ignore it as we move forward into the New Normal; it will require finding new safety procedures and practices to deal with crises like global pandemics and the challenges of climate change.

Marc Cooper, DDS, MSD¹, writes “What is not present in dentistry is a genuine social responsibility to act in the best interests of the environment and ‘society as a whole.’” His complete article, *Social responsibility: Dentistry’s costly omissions*, appears in Chapter 3, The Triple Bottom Line.

From this book, you will learn how to operate your business more sustainably. As you will see in Chapter 4: The Business Case for Sustainability, creating a sustainable organization offers numerous benefits to your practice, your stakeholders, and your community. In Chapter 9, you’ll receive step-by-step management system guidance

for integrating *ASTM Standard Practice for Managing Sustainability in Dentistry (E3014-15)*² into your organization.

The recommendation for writing this book came from the ASTM International Dental Standards Committee, who recognized that the language and format of formal standards might be unfamiliar to dental professionals. The committee felt it would be useful to translate the dental standard that would include illustrations, examples, case studies, and suggested best practices that answer the following questions.

What is sustainability?

There are many definitions of sustainability. According to the British Standards Institute, “Sustainability is an enduring, balanced approach to economic activity, environmental responsibility, and social progress.”

The definition of sustainability in *E3014-15, Standard Practice for Managing Sustainability in Dentistry* is:

...the degree of sustainable development in the context of a dental professional or dental service organization. Sustainable development is about integrating the goals of a high quality of life, health, and prosperity with social justice and maintaining the earth’s capacity to support life in all its diversity. These social, economic, and environmental goals are interdependent and mutually reinforcing. Sustainable development can be treated as a way of expressing the broader expectations of society as a whole.

1 Used by permission. Dr. Cooper is contributing writer to DrBicusplc.com. <https://bit.ly/3ILOtCR>

2 ASTM International *E3014-15, Standard Practice for Managing Sustainability in Dentistry*, April 2015. <https://www.astm.org/Standards/E3014.htm>

What is sustainable development?

Sustainable development is how you develop sustainability in your organizations.

What does sustainability mean in the context of the dental organization?

- Deliver excellent patient care
- Provide an accessible and inclusive setting for all
- Provide a safe and healthy office environment
- Make every effort to minimize impacts on the environment
- Communicate healthy living habits
- Actively pursue responsible sourcing
- Educate and model sustainable practice
- Ensure financial health and stability

