**Inside this week**

**D. Walter Cohen**

**1st Annual DVI Lecture**

Dr. D. Walter Cohen, high above the clouds in New York City, inaugurated the first Annual Dr. D. Walter Cohen DVI Lecture. Held at the American Express Tower at the World Financial Center, one could imagine the unending hopes and vision of the indefatigably giving founder of DVI, Trudi Birger. 

**What’s in a (practice) name?**

Small business branding is about getting your target customers to see you as their preferred choice. Building a brand isn’t just about what you do; it’s about what you do to differentiate yourself from everyone else. 

**WDA Foundation awards $45K to dental health programs**

The Wisconsin Dental Association Foundation’s 2007 grants total $45,076 and recognize 13 programs that bring oral health care to low-income Wisconsin residents and provide other dentistry-related services. 

**AACD: Share what you know**

Michael R. Sesemann, DDS, FAACD, vice president of the American Academy of Cosmetic Dentistry, talks to Dental Tribune about cosmetic dentistry and what the academy offers. 

**Tainted toothpaste shows up in the U.S.**

**Spotlight on Rwanda**

Although Rwandan children have not experienced the uptick in dental caries that those in developed nations now face, Rwanda’s scarcity of oral health professionals leaves much of the population at risk. 

**Weekly snapshot**

Saying “Yes” to Cosmetic Treatment is Easier with Financial Options

- Patients say “yes” more often during case presentation when practices offer a variety of financial options. Practices should also present cosmetic treatment to all patients, regardless of their economic background, age, status or longevity in the practice.
- Increase your cosmetic procedure acceptance by offering these four financial alternatives:
  - Reduce fees by 5% when patients pay with cash up front.
  - Accept a range of credit cards.
  - Patients pay half the fees up front and half before the end of treatment.
  - Offer third-party financing that provides patients an instant line of credit or loan.
- Has your practice made treatment affordable by offering several choices for financing?
  — Roger P. Lewis, DDS