

PANEL PRESENTATION

NAVIGATING YOUR WAY TO BETTER COMMUNICATION



AMY PACKER, CDT
MODERATOR



NATALIE WHITAKER, DDS
PANELIST



SUSANNA GOGGIN, DDS
PANELIST



ASHLEY WESTMORELAND, DMD
PANELIST

Saturday, November 9, 2019

3:00 PM - 4:30 PM

Sponsor: NCDLA

CE: 1.5 Professional Development

Communicating with your dentist clients has become one of the most important aspects of being a lab owner/manager. In today's dental climate with so many options for restorative solutions, we have to know how to build better relationships and communication with our clients. Our panel will consist of three dentists who will be happy to share with you their take on good communication and the importance of the lab presence in their practice.

Amy Packer, CDT has served the dental community and profession since 1995. Currently she holds the position of Director of Marketing and Client Relations at Image Dental Arts in Asheville, NC. Amy has been with Image for over 15 years and helped to establish the company with a formidable reputation for implant prosthetics. Being of the opinion that education is the key to success, Amy is a member of the local Spear and Seattle study clubs. She also has spent countless hours at the chairside of both surgeon and general dentist. Lecturing in the Southeast over the past several years has given her the opportunity to grasp and pass along the concept of the team approach in implantology.

Giving back to the dental profession is of top priority for Amy. She has held many positions on the North Carolina Dental Lab Association since 2012 and is currently serving as the President. The NC Dental Society MOM clinics have given her an opportunity to give back to the community as a volunteer. A wide variety of interests keep her busy in her spare time. They include travel, cooking, kayaking and enjoying the beautiful mountains of western North Carolina.

Natalie Whitaker, DDS graduated from the University of North Carolina's School of Dentistry in 2004 with honors. She then joined a practice in her hometown of Morganton, NC where she, her husband, and their two kids live, work, and play. She has graduated from the Kois Center in Seattle, WA and is currently completing implant training with the Engel Institute. Dr. Whitaker believes that little by little, a little becomes a lot and by focusing on great margins leads to great impressions which lead to great communication which then provides great results for the whole team. She encourages everyone to take pride in even the smallest things.

Susanna Goggin, DMD is a native of Danville, Kentucky. She attended the University of Kentucky from 2003-2007, receiving a Bachelor's of Science in Agricultural Biotechnology and graduating with honors. She continued her educational journey in Kentucky and in 2011, she graduated from the University of Kentucky College of Dentistry with her Doctor of Dental Medicine. She successfully completed dual certification during her residency at the University of Alabama at Birmingham School of Dentistry Department of Periodontology from 2011-2014 and the Veteran Affairs Hospital in Birmingham from 2011-2014. In 2014, Dr. Goggin joined Asheville Periodontics and bought the practice in 2015.

Dr. Westmoreland was raised in the mountains of northern Georgia. She attended the University of Georgia where she received a B.A. in Piano Performance with a minor in Psychology and Pre-med. After traveling abroad and working as a ballet piano accompanist for several years, she decided to switch gears. She attended the College of Dental Medicine at Nova Southeastern University in Ft. Lauderdale and was pleasantly surprised that dentistry allowed a marriage of science and the arts. She now owns WNC Dental in Asheville, NC. She enjoys spending time with her three children, hiking, running, and going to movies. She still plays the piano for her kids' school events.