

August 2022

The Branch



APPLE TREE DENTAL
Access • Compassion • Excellence

Internal Newsletter



Leadership Message

Emma Larson, Marketing & Communications Manager

This is the time of year during which it's hard to resist lighting a nice fall-scented candle, brewing a cup of tea, and pretending that it's not still 80 degrees outside.

That warm, cozy feeling that tends to be synonymous with fall has only become cemented to the season through what I would call some excellent marketing. Likewise, we want to cement with our patients what Apple Tree is like, through strategic marketing.

So what kind of marketing do we do? We have relationships with newspapers, radio stations, Twin Cities Public Television, and many city and county guides. In early 2022 we took on a Public Relations consultant that helps us push out press releases. We also film and produce videos for our website and for third-party projects.

Marketing tactics can be pretty subjective, but one thing that seems to be universally true is that MORE is more! So, thank you all for being a part of the marketing process and helping show patients, funders, and prospective staff that Apple Tree Dental is a good place to be.

Inside this issue

Funds for School

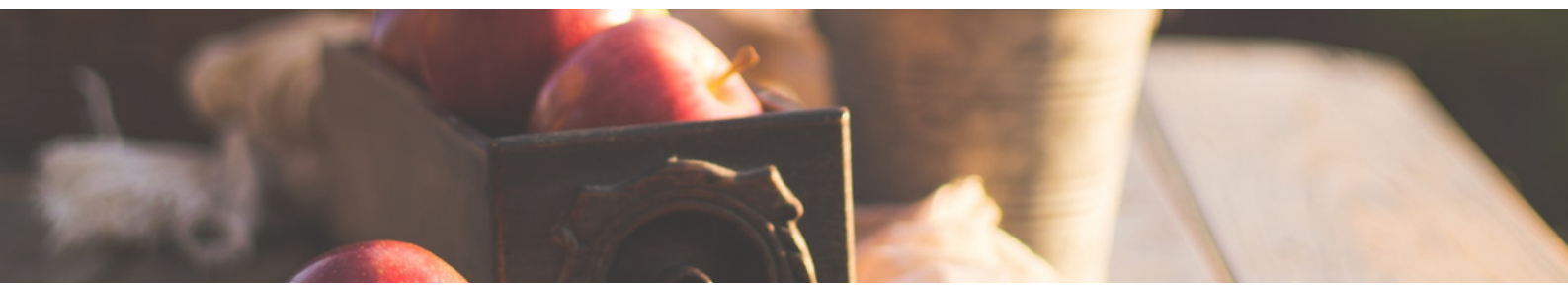
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Pipeline Opportunities



Since 2019, Apple Tree Dental has received grant funding through the Minnesota Office of Higher Education called the Pipeline Program. This grant has allowed some Apple Tree employees who are seeking additional education to qualify to have it paid for by the State (up to \$6,000 per year for four years).

Right now, we are seeking a few more employees who are interested in receiving Sedation Monitoring, Restorative Expanded Functions, or Soft Tissue Diode Laser Certifications before August 2023.

Talk with your Center Director ASAP if you are interested!

Photo Contest

In the July issue of the Branch, we introduced the photo contest for 2022. If you haven't yet submitted your photos for that, please refer back to the [previous Branch](#) to get the links to submit your photo entries. All entries are due by September 6th (the day after Labor Day).



An email will then be sent out letting you know how to vote for your favorites, which may be featured in the next Branch!

September CE Day Schedule

TOPICS REQUIRED OF ALL ATD EMPLOYEES

- CE Day Intro Video
- OSHA Safety Annual Training
- ATD Employee Survey Data Presentation & Q&A

TOPICS REQUIRED OF ALL CLINICAL STAFF plus CLINICAL SUPPORT STAFF

- Safe Patient Handling & Quiz

TOPICS REQUIRED OF ALL CLINICAL STAFF

- Radiation Safety & Quiz
- Oral Surgery Pearls for the General Dentistry Team - Part 2 & Quiz (for Dentists, Therapists, Assistants)
- Current Topics in Dental Hygiene 2022 - Part 1 & Quiz (for Hygienists)

Big Things
Happening



The Leaf HR Corner

Open Enrollment

New Benefits Term Starts October 1

Changes can be made to your plan in the case of certain life events, such as marriage, divorce, loss of coverage, etc.

Check in with Connie Knutson (cknutson@appletrreedental.org) if you have any questions regarding your benefits plan.



Recognition Events

We are in the midst of the employee recognition events for 2022! Please send Emma Larson (elarson@appletrreedental.org) any photos that you have from your Center's activity.

We love celebrating our staff and we hope that you all have tons of fun at the events!

Upcoming Events

[Minnesota Renaissance Festival \(Aug 20 - Oct 2\)](#)

[Minnesota State Fair \(Aug 25 - Sept 5\)](#)

Notable This Month

[National Back to School Month](#)

[National Immunization Awareness Month](#)

[National Wellness Month](#)



Thanks for reading! Please send us any news, kudos, suggestions, or updates that you would like to see in the Branch.

- The Branch Committee (Deb Jacobi, Chad Engstrom, Mary Larkin, Emma Larson)