

New Dentist Lecture – 2 CE

Dental Practice Ownership – Maybe you didn't get this in Dental School - Dr. Franklyn Aguebor

DATE	TIME	LOCATION	COST	REGISTRATION	CE INFO
Wednesday, October 28, 2026	7pm-8:30pm	ZOOM	NO CHARGE for New Dentist ADA Members	Advanced Registration Required CLICK HERE	2 CE Course #2026-ND4

Dental Practice Ownership – Maybe you didn't get this in Dental School

This course explores the journey of dental practice ownership and the key components that follow, from day-to-day management and staffing to patient communication and retention. Special emphasis will be placed on the impact of advertising and social media on growing and sustaining the modern dental practice. A dynamic presentation, including embedded video links, will enhance the learning experience.

Learning Objectives

Understand the role of entrepreneurship in dentistry and the foundational steps to establish and manage a dental practice

Analyze internal and external factors that influence the success of a dentist and their practice

Identify common reasons patients may feel uncomfortable and learn effective techniques to create a more welcoming environment

Explore how social media can enhance patient engagement and directly contribute to the growth and visibility of a dental practice

Dr. Franklyn Aguebor

Dr. Aguebor, affectionately known as Dr. A, was born in Benin City, Nigeria, and raised in Atlanta, Georgia, before ultimately establishing his career in New York City. Over the past several years, he has devoted himself to the art and science of dentistry, a journey that began with his undergraduate studies in Biological Sciences at the University of Georgia, followed by earning his dental degree from the Dental College of Georgia in Augusta. He then completed advanced training through a General Practice Residency at Bronx Lebanon Hospital Center, followed with cutting-edge cosmetic dentistry training through the Aesthetic Advantage program at NYU.



Dr. Aguebor is a board-certified dentist and founder of Smile Design Dental Studio, a private practice located in Midtown Manhattan, where he specializes in cosmetic and general dentistry. Reflecting on his career, he describes becoming a dentist as one of his greatest accomplishments. "Dentistry has truly been one of the most fulfilling journeys of my life because I'm able to change lives by giving people the beautiful smiles they've always wanted," he shares.

While he performs a wide range of procedures, he has a particular appreciation for comprehensive exams. "A comprehensive exam is the greatest opportunity to educate my patients. At Smile Design Dental Studio, our focus is not only on the mouth, but on its connection to the entire body." Committed to a whole-body approach to oral health, Dr. Aguebor prioritizes patient education and empowerment, ensuring every patient understands how to improve both their dental and overall systemic health. Outside of dentistry, Dr. Aguebor has a passion for travel and has explored destinations throughout the United States and abroad. His commitment to service extends beyond his private practice, as he has participated in multiple international dental mission trips to countries

Scott Gusz
Daniel Kane



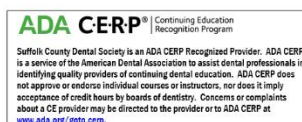
Rob Malandrucolo



Matt McKee



Kathy Lagano



including the Dominican Republic, Jamaica, and Trinidad. These experiences allowed him to provide essential dental care to underserved communities while deepening his perspective on the global impact of oral health. He describes these mission trips as profoundly humbling and life-changing, reinforcing his belief that dentistry is not just about creating beautiful smiles, but about restoring confidence, dignity, and overall well-being.

Dr. Aguebor is also deeply committed to health and wellness and prioritizes maintaining an active lifestyle, frequently spending time in the gym. Above all, he values quality time with his family, which remains his greatest source of inspiration and fulfillment.