

Fast Forward

A college update from **A. Isabel Garcia, D.D.S., M.P.H**
Dean, UF College of Dentistry



To: UF College of Dentistry,

More than a sign. Signs are an important component of an organization's marketing strategy. They convey information, help with wayfinding, and clearly distinguish a product or a company from others. When I first came to Gainesville I was surprised to find that there was no clear way to discern which building belonged to the College of Dentistry until I was already inside the HSC complex. Fortunately for us, that is about to change.

In a collaboration between our college and the Senior Vice President for Health Affairs office, a large sign atop the west-facing wall of the dental tower is now being installed. The "University of Florida College of Dentistry" sign will be illuminated at night and visible to pedestrians and drivers alike as they travel east toward the Health Science Center. The sign proudly shows our orange and blue colors as part of UF. It also clearly identifies the college to our patients and visitors as well as the entire UF and Gainesville communities. Beyond its role in conveying where we are, and who we are as an institution, this sign is also a harbinger of things to come, as we work together towards an even brighter future for UFCD.

Launching Marketing Workgroup. The building's sign also serves to anchor the launch of an overall effort to increase visibility, build our college's brand, and marketing the exceptional services we provide at UFCD. I have tasked a new Marketing and Communications Workgroup, comprised of members from across the college, to identify strategies to enhance communications across the communities we serve and for marketing our clinical services to a variety of potential patient groups.

As the group evaluates needs and begins to develop strategies, I expect that many others in our college will be engaged to lend information, viewpoints, expertise and opinions.

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The parts of the new UF College of Dentistry sign were lifted by crane onto the roof over the third floor of the tower. Crews erected scaffolding and are assembling the pieces to create a new sign on the west wall of the dental tower's 11th floor. The work is expected to be completed by July 1.



Strategies and materials that relate to marketing to patients will be tied to the UF Health brand and style. UF Health dedicates upwards of \$2 million annually to promote brand awareness and market services. UF Health marketing and advertising drives audiences to the UFHealth.org website where the college's oral health services, providers and clinics are highlighted.

While we work to develop additional new ways to connect with new patients, it is so important that we maximize use of the tools already in place that to help grow our patient population. Thousands of people visit UFHealth.org annually to search for care providers and can request appointments for all services, including ours. Please ensure that all care providers have updated profiles and that all clinic information on the site is updated regularly. All departments and dental centers should take time to read through the information that is currently on the website pertaining to their areas. If changes are needed, please send them to [Karen Rhodenizer](mailto:karen.rhodenizer@ufhealth.org).

Marketing and communications is among the many exciting projects and opportunities ahead of us including the launch of a new UF Capital Campaign and the development of a UFCD Strategic Plan. For now, stay tuned and have a wonderful start to our summer semester.

Regards,
Dean A. Isabel Garcia

Marketing & Communications Workgroup

Jennifer Blackburn

Faculty Practice

Dr. Alex Delgado

Faculty Practice and DMD Care Groups

Dr. Cal Dolce

Faculty Practice and Residency Clinics

Abel Gilbert

Office of Admissions

Richelle Janiec

Clinic Administration and Quality

Lisa Jefferson

Community Based Programs

Dr. Daniela Peinado

Residency Clinics

Karen Rhodenizer (chair)

Communications

Marc Turchin

Office of Education

Callie Wilkes

Alumni & Development



Looking for an event? Or looking for a good date to schedule your event? Consult the college online calendar.

The college has an [online calendar](#) where events, seminars, the academic calendar, UF holidays and other important dates are marked.

If you need to find a seminar that you saw an email about or you're looking for a good time and date to schedule an event, check the [online calendar](#). If you'd like something added to the calendar, email [Sanae Speed](mailto:sanae.speed@ufhealth.org) in the dean's office.

SHARING HEALTHY SMILES



Members of the DMD Class of 2019 recently visited the Sidney Lanier Center and, with the help of the always-smiling Mighty Molar, taught children in second, third and fourth grade about the importance of oral hygiene.

Administrative Appointments

Wynkoop appointed team leader



Bonita Wynkoop, D.D.S., a clinical assistant professor in the department of restorative dental sciences, was appointed a new team leader for the predoctoral clinics in the division of general dentistry in the department of restorative dental sciences effective June 3.

Wynkoop joined her team leader colleagues in supervising all aspects of DMD students' clinical activities relating to disease control, periodontal therapy, restorative dentistry, patient management, quality assurance and treatment planning.

The team leaders play an integral role in transitioning dental students from the classroom and simulation laboratory to providing care to patients under faculty supervision.

Guelmann appointed interim associate dean for clinical affairs and quality

Marcio Guelmann, D.D.S., a professor and chair of the department of pediatric dentistry, has been appointed interim associate dean for clinical affairs and quality beginning July 1. Guelmann is replacing Carol Stewart, D.D.S., M.S., who steps down on June 30 after three years serving in the position.



His associate dean responsibilities will include overseeing all aspects of patient care and clinical operations within the college, and working closely with all academic departments and to ensure that patient care is delivered in an effective, safe environment that promotes the highest quality care for our patients and the highest quality education for our predoctoral and graduate students.

In addition, Guelmann will be responsible for assuring that our college remains compliant with all federal and state regulations relating to health, safety, patient billing, and patient privacy.

Wallet appointed associate dean for faculty affairs



Shannon Wallet, Ph.D., an associate professor in oral biology, has been appointed associate dean for faculty affairs for the University of Florida College of Dentistry effective July 1, 2016.

As associate dean for faculty affairs, Wallet will have the responsibility of supporting college faculty through a variety of functions including college-wide programs for career development, orientation, mentoring and recognition programs. She also will oversee the college promotion and tenure process, assist in recruiting new faculty, provide guidance for faculty regarding university guidelines and processes, and represent UFCD at the university level in faculty development matters. Wallet also will provide counsel to the college leadership and individual faculty regarding governance matters.

2016 Commencement



On May 20, the college commemorated the accomplishments of 78 predoctoral and 52 advanced education graduates during the 41st Annual Commencement Ceremony in front of a full house of family, friends, faculty, staff, current students and residents.

The program and a link to the ceremony on mediasite are on the [college website](#). Photographs are available on the "All UFCD" shared drive in Public / Photos / 16 Commencement. A sampling of the photographs can also be found on the college's [Facebook page](#).