

SEPTEMBER 29, 2021

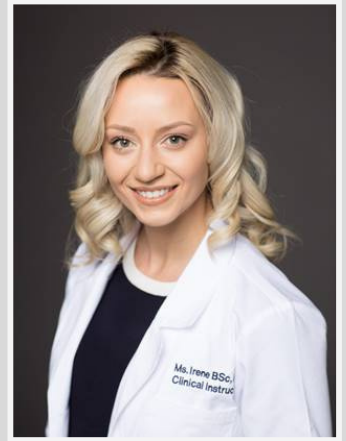
6PM-8PM | 2 CES

VIRTUAL

SOCIAL MEDIA FOR PRACTICE GROWTH AND BRAND DEVELOPMENT

**From Micro Managed to Micro Influencer-
Sharing my success with Instagram**

WITH IRENE IANCU, RDH



Irene Iancu graduated with a diploma in dental hygiene from Oxford college in 2007. Since then, Irene has expanded her scope of practice with procedures that include Orthodontics, Restorative Dental Hygiene (graduation 2021), Myofunctional Therapy, and advanced periodontal therapy utilizing the latest technology.

As a clinician, her career path has been unconventional with experience working in pediatric dentistry for 4 years, Periodontics, Orthodontics, Cosmetic focused dental practice, and holistic dentistry. Aside from clinical dentistry, Irene takes the stage at some of the largest dental events in the world sharing her experiences delivering motivational lectures and presentations on clinical procedures and treatment outcomes.

Irene always dreamed of owning her own practice and with that, dream Toothlife Studio was born. Her goals are simple, cultivating a positive environment for team members, stress-free and welcoming space for patients, and of course, creating a fun and engaging first experience for the new tiny humans who are always welcome as new patients.

Favorite things to do when not working on teeth: Irene is a Podcast host, Writer, and has a healthy social media following of fellow like-minded dental professionals eager to learn, share and save the world one tooth at a time.

