

Word of Mouth

A quarterly magazine highlighting how Smile Brands is delivering *Smiles for Everyone!*



Frank Baynham Begins His Smile Brands Journey ...page 4

Smile Brands' new Chief Operating Officer Frank Baynham, right, has already visited dozens of affiliated dental offices since he joined the company in September. Welcoming him to the Castle Dental-Clear Lake office in Webster, Texas, are, l - r: Darla Guarisco, Hygienist; Dr. Hiba El-Halabi, MDD for Houston-District 1; and Bernadette Flores, Office Manager.

Reena Harris, MHC

Striving to Make a Difference

When Reena Harris, Registered Dental Hygienist at the Castle Dental in Richmond, Texas, and a Market Hygiene Coordinator (MHC) for Houston, was competing for a coveted externship, she was challenged to identify subtle differences between two photos. To most people, the images would appear identical. But an ability to distinguish “right” from “wrong” – along with a drive to make a difference in people’s lives – has always been a defining characteristic for Reena, both in her career and in her personal life.

After obtaining her certificate in dental hygiene from the University of Texas in 1997 and nailing the job by pinpointing the unhealthy gums, Reena started her 10-year assignment with a periodontist. “I remember the doctor always said, ‘the tissue will always tell the story.’ He stressed the connection between healthy tissue and overall wellness, and showed me that dentistry was about much more than teeth,” she recalled. “For me, it was always about patient care and improving health. And that’s one of the things I value most about Smile Brands: the emphasis on evaluation and education of the whole patient.”

Driven by a desire to deepen her studies, Reena pursued a bachelor of science in Christian Leadership from the College of Biblical Studies in Houston. Her passion to make a difference led her to serve as a



Reena Harris

Hygienist, Castle Dental, Richmond, TX
MHC Houston Market since 2010

Education: University of Texas Dental Branch
Houston, TX

Certificate in dental hygiene – 1997

College of Biblical Studies
Houston, TX

Bachelor of Science in Christian Leadership

Born: Houston, TX

Residence: Houston, TX

mentor to teenage girls. “I tried to help them develop who they truly are and keep them from pitfalls, which isn’t easy with all of the other diversions competing for their attention,” explains Reena. She now leads a women’s ministry, focusing on helping women understand who they are in Christ and how they can best relate to others.

“Understanding how people relate to each other is definitely something we need in the office setting as well,” she adds. “Noticing whether a co-worker or patient is highly detail-oriented or more social can make a big difference in how

to approach someone. I’ve learned how important it is for people to adjust their style based on each unique personality.”

Reena reflects on the contrast between actual dental practice and training situations, noting, “In school, the standards are extremely high, but you may have four hours to work on one patient. In a dental office you need the same high standards, but a much faster pace.” If the curriculum were up to her, she would add more about, “communication, the daily routine, and how to build a relationship with your dentist.”

Teaching and communication are important components when mentoring other hygienists. “We can get bogged down in the demands of day-to-day practice; I like to make adjustments to enable hygienists to spend more time educating patients.

My goal is to support their communication efforts to be sure each team is speaking the same language.”

When she’s not helping patients and co-workers, Reena is a primary caregiver for her mother, who was diagnosed with Alzheimer’s in 2005. To unwind, Reena says, “After a stressful day, my therapy is cooking. I love to duplicate restaurant favorites and experiment with recipes. My family even bought me an apron with the slogan, ‘I should have gone pro.’” Smile Brands, the Houston Market and certainly Reena’s patients know that she’s already a pro – an outstanding dental professional!