



SUSAN MCMAHON DMD AAACD FAGD

SPEAKER, AUTHOR, CLINICIAN

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Dynamic Speaker
Advocate for Conservative
Responsible Cosmetic Dentistry

- Accredited AACD
- Fellow ASDS
- Fellow AGD
- Mentor

SUSAN MCMAHON DMD
ACCREDITED COSMETIC DENTIST

A graduate of the University of Pittsburgh, School of Dental Medicine, Dr. McMahon enjoys one of the largest cosmetic dental practices in Western Pennsylvania. She is accredited by the American Academy of Cosmetic Dentistry, and an invited Fellow of the prestigious American Society for Dental Aesthetics and a Fellow of the Academy of General Dentistry. An author and lecturer, Dr. McMahon has devoted her professional career to the pursuit of advanced technologies in cosmetic and minimally invasive dentistry. She is a past clinical instructor in Prosthodontics and Operative Dentistry at the University of Pittsburgh. She has been the Director of New Product Evaluation and a Speaker for Catapult Education. She frequently lectures across the United States and internationally on minimally invasive dentistry and conservative cosmetic dentistry for teenagers and young adults. She had been honored as a Top Dentist over 20 times. She has also been voted by her peers as a Top Pittsburgh Dentist every year for over two decades.

A sought after speaker, Dr. McMahon is an exceptional clinician, a passionate educator and advocate for advancing women in dentistry. She is an engaging and entertaining presenter.

Along with dentistry, Dr. McMahon developed and is an active partner in Bakn restaurants in Pittsburgh. Bakn, chef driven, funky brunch-all-day restaurants have been featured on The Food Network and Travel Channel. Very Active in charity work and fundraising, she is a founding board member of Music for MS. Music for MS, Roots Music Festival, is a daylong, family friendly, live music festival held annually at Hartwood Acres Bakn restaurants partner and fundraiser for Children's Hospital of Pittsburgh.

Dr. McMahon lives and raised her three children in Pittsburgh.

PROGRAMS

A New Generation for Cosmetic Dentistry: Delivering the Selfie Ready Smile.

Appearance and self-esteem have long been intertwined. So, as our social media and selfie culture continues to grow, it's no surprise that more and more people are seeking out cosmetic dentistry as a way to enhance their appearances. The dental world has taken notice and we need to respond with conservative ways to satisfy our patient's desires for ideal smiles. This course will cover treatments from ultraconservative enamel enhancements and direct composite solutions to minimal prep/no prep veneers. Discover the secrets to identifying patient's cosmetic desires, learn new easy but beautiful techniques and learn effective dialogue for case acceptance. Boost their Confidence and Boost your Bottomline.

Enamel enhancements : Visible White Lesion (VWL) removal, Brown staining removal, Whitening and Whitening Combination treatments.

Direct composite bonding. Finishing techniques for beautiful surface texture and anatomy.

Diastema Closure. Additive finessing of the smile. Easy Direct Composite Veneers.

Gingival sculpting for framing the smile.

Applied Smile Design. Combining individual tooth, gingival and global smile treatments.

Minimal/No preparation porcelain veneers.

Course Objectives:

- Give confidence to recognize and assess your patients' cosmetic desires.
 - Develop clinical skills for comprehensively diagnosing, preparing, placing and finishing conservative restorations.
 - Attain step by step protocol for applied smile design for combination treatments that boost their confidence and boost your bottom line.
-

The Next Dimension: Cosmetics, Digital Dentistry, CBCT, Lasers, 3D Printers and more. How Dentists Thrive Today!

As clinicians we all have challenges in our daily practice lives and we need practical solutions for better outcomes. Technology can help level the playing field with smile design, alignment, restorative and implants.

Are there procedures that stress out you and your team?

Do you get good esthetic outcomes with your directs and indirects on anteriors and implants?

How's your communication with patients and case acceptance?

What technology fits best in your practice and your budget?

Is chair time being used as efficiently and effectively as you would like?

Utilize technology (intra oral scanners, shade scanners, cbct scanners, digital design, CAD/CAM, 3D printers, etc) to evaluate, design and restore smiles.

Where historically many dentists have relied on artistic ability, intuitive esthetic skills, and years of training and experience, technology can now assist clinicians achieve confidence and clinical results. Design, prototypes, prep guides, surgical guides, and intraoral scanning to help advance skill level. Step by step cases will be presented to help you with workflow. Pitfalls, limitation and fails from relying exclusively on technology will also be discussed.

Course Objectives:

- Review new restorative materials and indications
 - Give step by step procedure for best outcome esthetic restorations
 - Review current technology options and rational for purchasing and applying to increase your production
 - Relieve stress with day to day procedures by implementing simple solutions
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Dental Assisting 2.0: Take it to the next level “Seriously Doctor?... How do we use all these new materials?”

This half or full day course for dental assistants and EFDA's provides the assisting clinician with a step by step overview of bonding techniques, filling techniques and new materials. The ever-changing science and constant influx of new adhesives and materials can be overwhelming for both dentist and dental assistant. Each step of the process builds on the previous step and each is critical for clinical success. The role of the dental assistant can play in the elimination of sensitivity and bond failure issues will be presented. A look at the newest materials like low stress bulk flowables and universal option adhesives and vertical filling techniques, new composites, bioactive materials and more will be covered.

We will look at these materials and techniques through the framework of restorative cases along with some cosmetic cases. This approach allows the assistant to utilize the step by step techniques exactly as she/he would in a daily schedule.

A hands-on component can be added to take this course to full day.

Course Objectives:

- The Dental Assistant will gain an understanding of how adhesives work on teeth and when each type may be appropriate. This understanding will help the assistant to know when to dry, when to cure, when to allow the adhesive to process on the prep.
 - The Dental Assistant will understand her/his role in eliminating sensitivity in restorations.
 - A simplified technique can relieve stress and increase speed for the Dental Assistant
 - The Dental Assistant will be able to evaluate new materials and effectively utilize new products in their daily practice.
 - This course will help the Dental Assistant better understand adhesive materials and their indications. She/he will then be better able to serve the patient's restorative needs and desires.
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Undetectable and Long Lasting Restorations: Planning and Technique for Stellar Dentistry

Learn simple, repeatable step by step techniques to deliver undetectable direct and indirect restorations. Do your Class 4 restorations show the fracture line? Class 3's and 5's not blend into the tooth? Adaptation issues in proximal boxes of Class 2s? Struggle with Black Triangle Closure? Not confident with direct composite veneers? Want to do more indirect veneers? Bonus: planning for smile design. This course will teach you new tips and tricks to allow all these restorations to disappear.

Course Objectives:

- Learn new prepping, restoring and finishing technique for undetectable direct composite restorations
 - Gain confidence for increased longevity with direct and indirect restorations
 - Learn the five minute finish for composite: Line angles, Fossa, Surface Texture
 - Apply smile design principles for better outcomes and increased patient acceptance
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DENTISTRY

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ISSUE PREVIEW



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*Research from Strategica 2020
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VOLUME 40 NO. 4

THE NATION'S LEADING CLINICAL NEWS MAGAZINE FOR DENTISTS

MAY 2021

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Dr. Carla Cole



ENDODONTISTS

Dr. Purus Math



RESTORATIVE

Dr. Brock Van Nieu



PERIODONTS

Dr. Joseph C. Derry



BUYERS' GUIDE

Whitening Systems

PRODUCT FOCUS

In-Office CAD/CAM
Systems

Conservative Smile Makeovers in a Selfie-Driven World

DR. SUSAN McMAHON
Pittsburgh

2022 INTERDISCIPLINARY COHORT WORLD'S TOP 100

WHO ARE THE 300 DOCTORS OF THE
2022 INTERDISCIPLINARY CLASS?



100+
COUNTRIES



INAUGURATION BY HEX COMMISSION ON 12/12/21

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CLASS OF 2022



CLASS OF 2021



CLASS OF 2020



DOCTOR-TO-DOCTOR WORLD'S TOP 100



CLASS OF 2022





Women in dentistry: Evolving industry culture

Susan McMahon, DMD, AAACD, FAGD

BACK ROW: Dr. Susan McMahon, Dr. Julie Woods, Dr. Stephanie Mapp. **MIDDLE ROW:** Dr. Linty John-Varghese, Dr. Grace Yum, Dr. Nada Albatish. **BOTTOM ROW:** Dr. Sonia Chopra, Dr. Josie Dovidio, Dr. Katie To, Dr. Bao-Tran Nguyen.

I HAVE SO MANY GREAT MEMORIES FROM DENTAL SCHOOL: the camaraderie with my classmates, developing clinical skills, some wonderful mentors ... and some memories that aren't all warm and fuzzy. In many ways, I was like all other second-year students—cramming for tests, racing deadlines for clinical work, and anxiously awaiting board exams, but I was also pregnant with my first child, and this created some differences between my fellow students and me. Injecting and receiving injections from one another was part of training for local anesthetic administration. But being pregnant, I couldn't receive any local. This meant not only would I feel the first attempt, also all subsequent (and inherently clumsy) injections, unlike my counterparts who would be numb after the first injection.

More painfully, a well-respected clinical instructor pregnancy-shamed me. I was at the top of my class and performing well in the preclincs, but this instructor pulled me aside and told me, "You are taking the spot of someone who will work their whole career—not just until they have a baby. You probably won't even finish school."

This was my indoctrination to the bias I felt many times during my career.

BIAS AGAINST WOMEN IN DENTISTRY

Professional women regularly experience inherent bias. This is not a foreign concept to women in any field—we are often thrust into the background rather than seen in the forefront of our fields of expertise. This has been especially true for women in dentistry—continually at the receiving end of gender bias, often hearing comments aligning that of the educator who told me I was "taking a spot" from someone who couldn't get pregnant.

"Are you the hygienist or assistant?"—traideshow exhibitor
"Nurse, where's the doctor?"—more than a few patients

Encounters like this are all too familiar for women dentists. Women in dentistry have long been underrepresented in positions of power, excluded from the good of boys' networks, and like in so many other industries undercompensated compared to male counterparts.

Author's note for May publication: In this month of Mother's Day, I want to honor those women, dentists, leaders, entrepreneurs, mothers, and dear friends.

Dentistry is seeing a shift in perspective due to the increasing number of women entering the field. Among the 201,117 dentists working in dentistry as of 2020, 34.5% are female, a 10% increase from 2010.

However, adding more women is not enough to change their collective experience. All too often, women are expected to fit the mold shaped by generations of primarily male dentists. While the responsibilities unique to women (such as motherhood) can be demanding, they in no way prevent us from being successful within the dental industry. In order to "have it all," we need to break the traditional mold.

WOMEN SUPPORTING WOMEN

Everyone has a different idealized vision for success, but there are often broad themes we all share. Success in dentistry is not limited to clinical hours and casework. Personally, I wanted to achieve excellent comprehensive clinical skills, own a prestigious practice that afforded my children and me a comfortable lifestyle, and then share my clinical experience with other like-minded dentists. Once I finally started conversations about goals with other women in the field, I realized we were nearly all after the same things.

If we'd shared these conversations when we were at the beginning of our careers, we might have been able to help one another achieve even more than we've been able to. Understanding there was a need to create spaces for these conversations, I shifted my focus to helping the next generation of women find their success in dentistry by helping tear down the obstacles my peers and I faced.

Dr. Grace Yum saw a similar need for female support in this industry and founded Mommy Dentists in Business (MDIB), a community of women dentists

dedicated to enriching one another as mothers, dentists, and business owners.

"There is no better role model for my children than showing them the power of being an entrepreneurial dentist and the magnitude of being my own boss," Yum says. She cultivated a unique environment where each member can enhance their lives through live events, podcasts, webinars, and social media with other women all over the country.

Another of my talented peers and MDIB member is Dr. Josie Dovidio, who argues, "The challenge working moms have is that you're expected to work as if you don't have kids and then to parent as if you don't have a career." Dovidio is the founder of Yoga for Dentists, a wellness consultant, and longtime successful dentist. She says it's crucial for "working mothers to know that they are doing enough, more than enough, and their children will be proud of all that they do for them and the patients they serve."

Over the years, our experiences have taught us several key lessons.

1. Successful women help other women succeed. The sooner you realize you are not in competition with other women in the field, the better. There is no maximum number of women allowed to be successful within a given field.
2. Find your community of people within dentistry. Resources such as support groups help give individuals confidence and support to reach their goals.
3. Encouraging companies that support women in this field can be just as important as promoting individual success.
4. Hiring support both professionally and personally gives you the time and energy to focus on your personal goals. Delegating certain tasks helps everyone in the long run.
5. Allowing anyone else to make you feel guilty for pursuing your dreams is as corrosive as it is irrelevant. There is no one path that everyone must follow to be great—professionally or personally.
6. You can and should be a mentor and mentee. Both sides of that relationship can help you grow and learn. There is no age limit for personal growth.

WOMEN IN DENTISTRY



WOMEN MAKING A DIFFERENCE

At the first in-person MDIB summit, Dr. Nada Albatish met her mentee, Dr. Suhad Kim, for the first time. Prior to this, the two had been communicating virtually through the MDIB mentorship program for months. Kim had recently opened a practice from scratch, and Albatish had years of experience founding and operating two practices from the ground up. This initiative and the entire platform have created a safe space where women who "do it all" no longer have to do it all alone.

These opportunities to connect and learn from one another alleviate many of the stresses of figuring it out on your own. "Ten years ago, when I left my practice late at night after finishing patients, notes, job interviews, and administrative work, I was the last car in the parking lot, and I was truly alone. Today, for this community of women, at any hour of the day, connection, support, and camaraderie exist in abundance," Albatish says. It is these individual uplifting experiences that collectively

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elevate the community of women in dentistry who wear so many hats as mothers, business owners, associates, and clinicians.

There are countless women working to create a better environment for advancement:
Dr. Bao-Tran Nguyen (Fast Growth Practice), Dr. Julie Woods (Profit First Dentist), Dr. Stephanie Mapp (Mapp Yum Practice), and Dr. Linty John-Varghese (Insurance Free Dentistry 101) are all leading dentists to more profitable practices. On the business side of dentistry, Stephanie Goddard (CEO of Gildewell Dental and founder of Guiding Leaders to promote women in dentistry), Karen Phillips (VP of sales and marketing at Ultradent), and Dr. Joleena Jessop (VP of clinical affairs at Ultradent) all support women dentists on the podium, clinically, and in the industry.

Dr. Joyce Bassett and Dr. Maxine Feinberg have broken glass ceilings for all of us.

Dr. Katie To (The Wellness Dentist), Dr. Sonia Chopra (E-School Endodontic Education), and Dr. Nada Albatish (Brilliant Practice Master Class) teach dentists to create their own success.

We appreciate these women and so many others who are changing the experience by leveling the playing field through a shift in culture and perspective, which has brought opportunity to all upcoming women in dentistry.

It is essential to nurture the learning process at every stage of your career. The best way to make sure we are evolving as

a community and an industry is to continue having tough conversations, sharing resources, and encouraging growth. This should be a fluid process that ultimately creates a culture where women dentists are simply recognized for their contributions and expertise without any bias imposed. **■**



Susan McMahon, DMD, AAACD, FAGD, a graduate of the University of Pittsburgh School of Dental Medicine, enjoys a thriving practice in western Pennsylvania focusing on esthetics and oral health.

An author and lecturer, she is a nationally recognized speaker focusing on responsible cosmetics and technology. Dr. McMahon has been honored as a top cosmetic dentist in Pittsburgh for over two decades.

Over 450 presentations, webinars and podcasts given

" I found your presentation inspiring and revitalizing. Thank you for that!"

"Very good practical info I can use tomorrow!"

"I loved the clinical cases, the practical information, and appreciated her treatment plan philosophy of minimal treatment"

"Very Informative, Excellent program!"

"I learned all day long!"



Susan McMahon DMD, AAACD, FAGD

 **smilesandthecity**

