

# Signature Pearls



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## Website Launch

At *Shimmin Signature Consulting* we are proud to announce the launch of our newly formatted website along with an updated and expanded list of services available for practices to take advantage of.

Please visit us at: [www.ssignatureconsulting.com](http://www.ssignatureconsulting.com) and contact us for a free consultation about how we can help you in taking your practice to the next level.

## Connect With Us

Also, please remember to connect with us on Facebook, Google+ and LinkedIn and stay up to date on upcoming events and information. We will be posting regular updates on what I am doing and keeping you up to date on important information and

## Upcoming Events

- 10/3 – Anchorage, AK
- 10/23-24 – San Francisco, CA
- 11/4 – Denver, CO
- 11/13-16 – Las Vegas, NV  
Align Summit
- 12/11-12 – Vancouver, BC

## What I've Been Up To in 2014

Hello Everyone!

It's been a busy 2014 so far and I'm amazed that we're full on into fall and football season! Time flies when we're having fun ☺

I've had the privilege of traveling all across the country and Canada nearly each week this year, for seminars and private practices and enjoyed working with so many of you. As I head into the final months of this year, I'm proud to be a part of the Align 2014 Summit in Las Vegas in November and excited about many other workshops I'm putting on in Anchorage, San Francisco, Vancouver BC, and Denver, teaming with companies like Invisalign and OrthoAccel to provide optimum training opportunities for you and your practice. 2015 is coming fast and if you are ready to see your practice reach new heights, please contact me for a complimentary phone consult. Consulting is my passion and I would love the opportunity to partner with you!

Cheers to your success! Michelle

## Teenagers and Treatment

How can we motivate our teenage patients, acting as a true support system to parents? It takes thinking outside of the box and getting creative at times. What sets our practice apart? I have set up text message reminders directly to the patients for elastic wear or aligner wear (at times from my personal cell phone), called patients directly, after-hours, to check in with them and scheduled additional quick consults to brief parents and ask how to further serve their family. All of these steps show our patients that we will go that extra mile to contribute to their success, while raising the bar for our practice.

## A Referral Program like No Other

Creating our patient's treatment team- What are we really doing when we're sending treatment letters and correspondence to our general dentists or specialists on behalf of our patients? Are the actions we take calculated and thorough, having the highest significant impact on our referral program? Our goal should be to drive this process, proactively, for optimum patient care. Remember each thorough and calculated action towards our professional partners is a point of contact in building on the relationship and strengthening that referral base.

## Logo Branding

We recommend adding a "Logo Branding" section to your annual and monthly marketing meetings, to discuss how your practice logo was used in the past and ideas for new ways to brand your logo moving forward. Lastly, be sure to use our marketing evaluation system to properly categorize your logo branding efforts for better ROI.