

How To Reach Me

For a clear representation of who we are and what we offer, as well as spelling ease and simplicity, we have re-branded our domain. Please note the change in my email address and website.

We are now simply
Shimmin Consulting

You can find us at:
www.ortho-consulting.com

Or email me personally:
Michelle@ortho-consulting.com

Upcoming Schedule

Please see my schedule for the second quarter of 2016 and reach out to me if I am in your area. I would welcome the opportunity to meet with you personally.

4/27-29 Buffalo, NY
4/30-5/2 Orlando, FL
5/10-11 Woodbridge, NJ
5/13-14 Manhattan, NY
5/18 Rosemont, IL
5/19 Downers Grove, IL
5/20 Chicago, IL
5/26-27 Oahu, HI
6/3-4 Valencia, CA
6/6-8 Wauwatosa, WI
6/24 Vancouver, Canada

Connect With Us

Remember to connect with us on Facebook, Google+ and LinkedIn by clicking the icons at the bottom of this email, and stay up-to-date on upcoming events and information for your practice.



Building Rapport

Whether you're meeting a new patient/family, giving general advice, investigating a query or addressing a complaint, building rapport is extremely important to the success of your practice. Here is a guide to begin developing habits that will help you and show you how the right choice of language can be a powerful tool in developing a high level of customer satisfaction. Being the cornerstone of any good relationship, it is vital that we exhibit a strong level of understanding from the very onset of each and every contact. Remember when building rapport keep these important steps in mind:

Mirror the customer's tone/body language

- ❖ Mirror their tone of voice, their rate of speech and their body language. Use strong listening skills, nods of understanding and expressions of empathy.

Repeat any concerns or problems

- ❖ Someone who repeats the situation with phrases of understanding and empathy, rather than proceeding immediately and emotionlessly to the resolution, will gain an invaluable affinity and subtle assurance that they are in good hands.

Use key phrases

- ❖ "I'm very glad to hear that, Mrs. Green...", "I understand your concern..." Constructs a sense of personal empathy and suggests our intention to help.
- ❖ "Thank you so much..." Creates the unspoken suggestion that your practice values them.
- ❖ "I'd like to ask for a little further information, Sir..." Always request-never tell.
- ❖ "You're absolutely correct..." Demonstrating your respect for the customer's opinions.

Assert control

- ❖ Now that your customer has confidence in your motives and feels important, not just a number, it's time to show them you're for real. Demonstrate your confidence in your doctor and your practice through firm, well-rehearsed, positive, emphatic style of speech using courteous vocabulary and the consistent use of concise, yet energetic sentences. Give them confidence in you!

Build your doctor's value

- ❖ "Dr. Orthodontist is an excellent doctor and well-respected in our community. His/her patients love being a part of this practice and I know you will, too!"

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Using Technology in Your Practice

Like it or not, technology is here to stay. And since most of us use smartphones on a daily basis, why not capitalize on it? I've found that most patients/parents prefer reminders and correspondence via text message or email. But what about app based monitoring? Apps like SmileTracker™ allows visualizing a time-lapse video, based on daily photos taken by the patient during the treatment process. In addition, this app has a rewards-based system in order to keep patients engaged throughout their treatment. It also allows them to share their progresses through their own social profiles. Maybe this new technology is worth looking into for a fun, advanced way for patients to track their progress and feel vested in their treatment.

Comprehensive Dental Care And How Shimmin Consulting Can Help

In keeping with the trend that we see rising in our industry, we have created a consulting team, led by Darlene, for our practices that specialize in comprehensive dental care with multi-specialists. It can be such a value to your practice to have additional specialists work well and efficiently to enhance your ortho practice. Darlene is highly skilled in team management and processes that will capitalize on the potential that comprehensive dental care can offer. Contact us for information.