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## Ask The Experts

Don't miss my live virtual webcast event sponsored by Align Technology -

GETTING PARENTS TO "YES": Boost your teen conversion rates with Invisalign Clear Aligners.

Copy and paste the link below to register for the webcast and live Q&A on May 8<sup>th</sup>.

<http://event.worktankseattle.com/r/4187>

## Schedule

I may be in your area soon. Check my schedule below and don't hesitate to reach out to me if you'd like to connect when I am near you.

4/22 - Albuquerque, NM

4/30 - Olympia, WA

5/5-6 - Tucson, AZ

5/7 - Phoenix, AZ

5/8 - Las Vegas, NV

5/11-13 - Raleigh, NC

5/17-19 - Las Vegas, NV

5/28 - Burbank, CA

5/29 - Los Angeles, CA

6/4 - Tyson's Corner, VA

6/5 - Baltimore, MD

6/8-9 - Bremerton, WA

6/11-12 - Foster City, CA

## 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.

## Does Your Practice Fit In A BOX ?!!!

We don't think so, and that is why at *Signature Consulting* we spend a lot of time with our clients evaluating and understanding their practice needs so that we can accomplish your goals .... not ours. We have the expertise and the tools your practice needs to achieve these goals the way you need. Every team is different and you should have a consultant working for you that understands and specializes in how to get everything and everybody working in the same direction, towards the same goals. Give us a call for a complementary phone consultation and really find out how much more growth and potential there is in your practice!

## The Importance Of Referral Letters - Part I

I'm asked on a daily basis what it takes to create a dynamic referral program from our general dentists. My goal is to help each of you understand the importance of what our referral letters are actually accomplishing in this relationship building process. This is definitely an area we should nurture and take calculated care in. We want to inform our GP's whenever we mention to our patient about seeing their dentist or each time we re-emphasize oral hygiene with our patients. In addition, if our patients are currently looking for a new dentist or not established with a dentist, we need to be sending actual referral letters to the expert provider we have referred our patients to. You can visit my website for a sample of what this letter looks like. Remember, each time we go beyond just verbalizing and mentioning to our patients, sending a letter, we are creating another point of contact confirming to the professional partners in our area that we not only support our treatment teams, but we will also be referring treatment back to them. This is a process which supports a dynamic referral system and creates solid treatment teams for our patients.

## Why A Blog Is Important To Your Practice?

A blog can be a very important and informative piece of your marketing and social media presence. A blog can be a place where you can stay connected to your patients in a much more detailed way than any of the other social media outlets including Facebook, Twitter or Google+. Ever have those questions from patients that get asked over and over that a simple post on social media will not answer. Use your blog to elaborate and educate your patients while also attracting new patients to your practice. A blog will also be able to increase your online presence and SEO rating.