



## 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

Visit our website to connect with us on Facebook and LinkedIn for additional Pearls and schedule information.

## Upcoming Schedule

2/201/14 – Sacramento, CA

2/21/14 – San Francisco, CA

4/8/14 – Boise, ID

4/10/14 – East San Francisco, CA

4/11/14 – Oakland, CA

4/25-4/29/14 – New Orleans, LA  
(AAO)

5/6/14 – Portland, OR (Align Expo)

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## Better Exams

I'm surprised how many practices I visit or people I talk to that still do not take photos and x-rays in every New Patient Exam. Taking photos and x-rays during your New Patient Exam is an invaluable tool in assisting the process of influencing your patients to not only choose treatment with you, but choose the treatment you've recommended. Just as important, the Treatment Coordinator should be the one taking those photos and x-rays. The 7-10 minutes the TC spends taking photos and x-rays is an extremely important time spent in the relationship building method. Many times, it also gives the TC additional information about the patient that can be used in guiding the acceptance process. If you do not have x-ray equipment, every TC can, at least, take facial and intra-oral photos.

## Marketing Information

Use a current patient in your marketing efforts. For example, promote a patient being treated in time for a wedding or special event. The practice can take part in celebrating the results and the special event with the patient.

## The Practice

On a regular basis, the doctor and Treatment Coordinator should evaluate and understand the treatment efficiency reports. This ensures the practice estimated treatment time and fees accurately reflect the complexity of the treatment. With this information, the Treatment Coordinator has the ability to set ideal parameters around the financial arrangements. The treatment efficiency report will also give the practice knowledge on unnecessary added costs.