



Shimmin Consulting is thrilled to announce that Michelle will be a featured speaker at the Invisalign Summit in November and the Dolphin Meeting and AAO events in 2017. We would love to connect with you! Look for more information as these events get closer.

Upcoming Schedule

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

- 10/2-9 New York, NY
- 10/10-11 Valencia, CA
- 10/13-16 PCSO Seattle, WA
- 10/17-20 Newark, NJ
- 10/27-28 Vancouver, BC
- 11/2-3 Eau Claire, WI
- 11/9-14 Las Vegas, NV
- 11/18 San Francisco, CA
- 11/29-30 La Porte, IN
- 12/6-7 Issaquah, WA
- 12/9-11 New York, NY
- 12/12-13 Brooklyn, NY
- 1/12 Seattle, WA

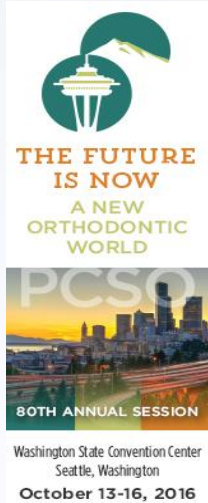
Connect With Us

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.



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Shimmin Consulting is excited to have a booth at this year's Annual PCSO meeting in Seattle, Washington from October 13th through the 16th! We would love for you to come see us at booth #216 and grab a packet of beneficial information. Make sure to take advantage of one of our complimentary, private ½ hour sessions with either Michelle or Darlene, two of our senior consultants. We will discuss your questions and concerns, providing you feedback and recommendations. This is a valuable service we are offering and time slots will fill up fast, so email jen@ortho-consulting.com early to schedule. Hope to see you all there!

The Power of your Words and its Impact on Your Results

Recently on a flight to Los Angeles, I spent a long time pondering what was different about the message the flight crew sent during their initial overhead announcement as they declared, "We have now started our food and beverage service." The end of this announcement went something like this ... "We do not accept cash." This is the same announcement I've heard multiple times each week as I travel from city to city. But what was different about today's announcement? Then it hit me. The announcement is usually a happy voice stating that "we are a cashless cabin" as they then proceed to talk about their food and beverage service. The simple variation in the same message, that airplanes do not accept cash, left me feeling very, very different. When I heard that this airplane did not accept cash, I initially thought, "Well that's not very customer-service oriented". Whereas, the message I've heard many times before has never left me feeling this way. I've often thought how progressive the airline is in today's day and age of increased technology ... "We are a cashless cabin". Think about it. It is the same message – you have to use a credit card if you are going to purchase food or drink. However, the impact the difference in verbiage had was significant in how I felt.

Similarly, I completed a training call with a Treatment Coordinator earlier today where we discussed the differences your words have in influencing your patients and how they feel. The example we role-played was the process of presenting a financial investment (fee quote) to her patients and how, when you are offering an option of a 'pay in full courtesy' – the impact of your words, in how this is stated, can have a dramatically different result. In this example, I had witnessed the words, "a slight savings if you paid in full". Think about the greater impact this Treatment Coordinator would have in the patient's thought process if the statement went something like this, "And we have an additional, significant savings available to you, if you choose to pay your portion in full." Is it an additional savings? Yes. What defines significant? A \$200 savings is significant to many people. Do you see the difference in how each sentence is stated?