

HAPPY NEW YEAR!

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 beginning quarter of 2016 and reach out to me if I am in your area. I would welcome the opportunity to meet with you personally.

1/11-12 Valencia, CA
1/13-14 Los Angeles, CA
1/20-22 Manhattan, NY
1/25-29 Milwaukee, WI
2/3 Cincinnati, OH
2/4-5 Indianapolis, IN
2/9-10 San Jose, CA
2/11-12 San Francisco, CA
2/24-26 Buffalo, NY
3/3-5 San Diego, CA
3/10-11 Minneapolis, MN
3/18-19 Los Angeles, CA
3/30-31 New York, NY
4/8 Newark, NJ

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.



As we begin the New Year, we are thrilled to be adding to our team. Please help us welcome, Darlene, our new consultant. She is a dental professional with more than 20 years of operational and financial management experience. She brings a very precise and sound approach to our company and we are excited to have her.

Promoting Health Savings Accounts

Do you capitalize on promoting a patient's Health Savings Account when discussing the financial investment of treatment? Did you know that companies often contribute to an employee's HSA annually and they can use those funds to pay for their treatment? Often times, patients don't realize they have this benefit available to them. When you're presenting treatment, make sure to educate the patient on this scenario. In addition to verifying orthodontic insurance benefits provided to them, have them check if their company offers and/or contributes to an HSA. Then encourage them to contribute, as well, and use PRE-TAX dollars to pay for treatment. You can also set up autopay directly from an HSA.

Getting from Good to Great

When choosing a practice consulting company—make sure you choose someone who will partner with you in taking your practice from good to great. Every practice is unique in their successes, in their challenges and in their needs. Do not get stuck paying for a canned system and process that will not fit 100% into your practice needs. Every practice I visit with and work with requires something different; I pride myself in providing that very knowledgeable and effective training to each of them. I will also commit to going above and beyond in making myself available to my clients long after our initial work is complete—a reason I have so many long-standing clients. I want their practices to thrive and succeed like it was my own.

Shimmin Consulting
Michelle Shimmin, Consultant, Trainer and Business Analyst

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Why LinkedIn Groups are Valuable to You Professionally

LinkedIn is THE social networking resource for professionals and an instrumental tool in developing your professional brand and creating an online identity for yourself and your practice. Using LinkedIn Groups can be a valuable tool to enhance your knowledge base and have access to pertinent information geared for your specialties.

You can easily feel comfortable in LinkedIn Groups because they have quite a few similarities to other social networking groups. Although, LinkedIn Groups have further benefits, such as connections, visibility and recognition. When you are part of a group, you're considered directly connected to those members, and they can appear in your search results, along with your first and second degree connections, even without being one of your contacts. This increases the information available to you and offers you unlimited access to information in your area of expertise. You automatically increase your visibility by joining several groups, especially the large ones, without adding thousands of contacts.

In addition to the information available to you, another asset of joining groups on LinkedIn is the recognition. Your targeted professional contacts like to see that you are connected with professional groups because it shows the desire to expand your knowledge base, stay current in your field of expertise, and be open and eager to network with like-minded people. The logos of the groups you're in are displayed in your profile, which is visual branding, reinforcing your association with those groups without a lot of words.

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