

December 2016

TOOTH FAIRY TALK

With Kate

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Hello Everyone,

I hope your bellies are satisfied and your hearts are full as we head into the Holiday season. Congratulations on a successful 2016. I have enjoyed watching you grow and I am excited to see what 2017 has in store for us.

My news for 2017 is that I will be launching a website! I have spent several years helping my customers build their brand to market their practices to earn ideal patients. So I thought I would practice what I preach by developing my brand to earn ideal customers, just like you! Dental Branding, one of our Business Solutions partners was kind enough to develop the site for me. I look forward to tracking the results and will send you the link when it is up and running. A special thanks to those of you that provided testimonials.

My other big news for the New Year is that I am checking off a major travel destination from my Bucket List: India. Thank you to my customers from India who have provided valuable travel advice!

Thank you for your support, and I look forward to seeing you soon!

Kate

1st Annual Compliance Day: December 2nd, 2016

Congratulations to those that participated in my Compliance Day!

Over 50 people received their OSHA and HIPAA certifications last week.

This also marks over 500 certifications that I have administered.

Immediately following, 13 attendees completed their CPR certifications- myself included. I taught the OSHA and HIPAA courses per usual, and our Business Solutions partner, Cardio Partners taught the CPR portion.

My next Compliance day will be in March of 2017. Email me for details.

This is a value added service I provide to my Schein customers.



**“DENTIST, BABY”
A DENTAL CHRISTMAS CAROL
BY KATE SHANAHAN**



Sing along to “Santa Baby”

“Dentist Baby, slip an order under the tree, for me;

Been an awful good rep,

Dentist Baby, so hurry to our website tonight

Dentist Baby, a brand new Midmark patient chair too, light blue

I’ll wait up for you doc,

Dentist Baby, so hurry to our website tonight



Think of all, the fun you’d miss

Without your Dexis in-tra-or-al, images

Next year I could be just as great...

If you remember, to “Order from Kate”

Dentist Honey, I want a yacht and really that’s not, a lot

Been a good rep all year,

Dentist Baby, so hurry to our website tonight.

Dentist Cutie, there’s one thing that I really do need, the deed -

To a PlanScan machine,

Dentist Cutie, and hurry to our website tonight

Dentist Baby, fill my I-Pad with some new specks, and checks,

For your dental supplies,

Dentist Baby, and hurry to our website tonight.

Come and buy... supplies from me!

Floss, and paste and rinse and your, tech-nology,

I really do, believe in you,

Let’s see if you, believe in me...

Dentist Baby, forgot to mention one little thing, a ring-

And yes I mean on the phone,

Dentist Baby, and hurry to our website tonight.

Hurry to our website tonight.

Hurry.”



Midwest Handpiece Specials:

Buy a Midwest E system and get 1 attachment/handpiece free

Buy 5 E plus attachments get an E system free

Buy 4 handpieces get 2 free (optional: plus a free coupler or \$300 in burs for every 2+1 sold)

Buy 5 Fiber Optic handpieces get an Automate free

Buy 10 of any handpiece get 6 free (or 8+5)

Buy 1 low speed motor receive 2 attachments free

Buy 2 low speed motors and get 1 free (or the equivalent in attachments free)

Buy an Automate receive 1 handpiece free

MIDWEST



Midwest

“Bur” it’s cold outside,

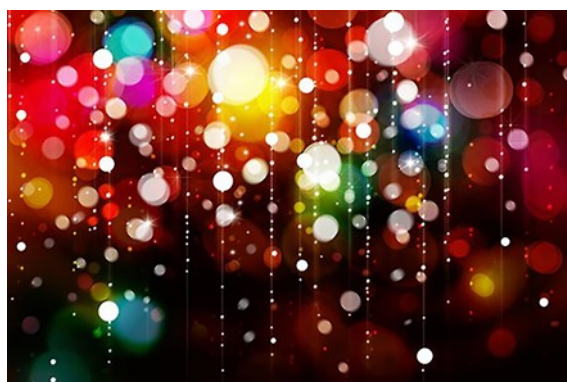
promotions:

4+2

5+3

8+6

10+7



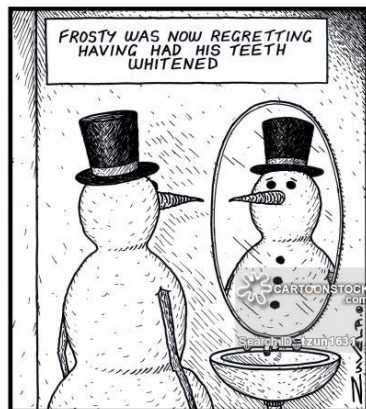
DoctorsInternet.com
Helping Local Patients Find You

We are excited to announce our new partnership with **DoctorsInternet.com**! DoctorsInternet.com is a company founded and operated by dentists which helps health professionals improve their visibility online (**critical to new patient acquisition**) by optimizing their website, blogging, generating positive reviews and monitoring their reputation. By employing these tactics, the DoctorsInternet.com team drives relevant, specialty specific, local traffic to their customers' websites, making it easier for new patients to find them.

TESTIMONIALS

“I was blown away by the DoctorInternet.com presentation and what they can do for an office. I have offices in my area fighting corporate dentistry over new patients. I think this is a very affordable and efficient approach to get more patients in the door and track the progress properly. It’s the most exciting thing I have seen since PPO management services”
Jeremy Haseloff

“I am very excited about Doctors Internet. SEO is a widely overlooked area of marketing in dentistry and this provides a huge opportunity and value to our customers. Coupled with web design, social media and reputation management; Doctors Internet is a very affordable comprehensive solution.”
AJ Weiss



Newsletter Promotion:

20% off ALL:

Cavitrons

Cavitron Inserts

Handpieces

Sterilizers



WHAT ELSE?

A few updates from Kate

Hiring? Looking for a job?

I started a Facebook networking page: **Triangle Dental Solutions**.

I wanted to add value to my customers while helping dental professionals find a long term dental home.

This applies to Associates, assistants, hygienists, and administrative positions.

Please join the group (that I manage) and feel free to post the job description you are hiring for, or the job that you are searching for. Happy Connecting!



Merry Christmas from my sweet Gracie Girl

Referrals

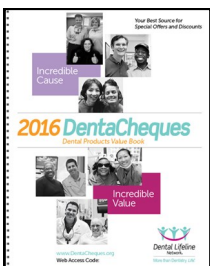
A referral is one of the greatest compliments I can receive. If you have a dental colleague who could benefit from a long term professional relationship based on the services I provide, please let me know. I would love to be a part of their dental team.

DentaCheques books only \$99!

If you value my customer service to be equal to, or greater than \$99...

If I have ever helped you with supply donations...

Please, please, please support our dental community by purchasing a DentaCheques book from me by the end of the year. This tax-deductible book contains over \$120 in coupons, and provides \$1,500 in dental care to those in need. Thank you!



100% of DentaCheques proceeds support the programs of Dental Lifeline Network. Dental Lifeline Network is a national humanitarian dental organization providing access to comprehensive dentistry for society's most vulnerable individuals, people with disabilities or who are elderly or medically fragile and have no other way to get help.