

# TOOTH FAIRY TALK

*With Kate*

- Unitas
- Cirrus
- Million Dollar PPO
- Upcoming Events
- Doctors Internet
- DentaCheques
- Looking for a job?

Upcoming Events:

**November 9th:** Leases and Beyond with Cirrus

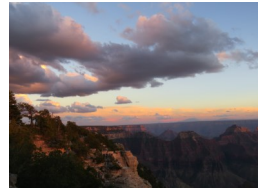
**November 10th & 11th:** “Hygiene Explosion” with Wendy Briggs

**Friday, December 2nd**

Kate’s OSHA, HIPAA and CPR Course - Raleigh, NC

**Hello Everyone,**

As we wave goodbye to summer and hello to Fall, we realize that we are about to close the chapter on 2016. Speaking of the end of the year, many of you have reached out to me regarding moving forward on equipment purchases to optimize on Section 179 tax benefits. Traditionally Q4 is a great time to purchase equipment. Keep in mind, that everyone tends to wait until the last minute which causes a bottleneck for our service team. If you have some items on your wish list, please let me know. Personally, Marc and I celebrated our 1 year wedding anniversary. We ordered take-out and I devoured every ounce of our cake topper. Also over the past few weeks I attended a CE course out West. I managed to sneak in a little play time, and here are a few photos:



I also recently spent a substantial amount of time with three of our Business Solutions partners. The first was Mike Adler, the father of a dentist and owner of Unitas. They specialize in PPO management, negotiation and optimization. They can show you a “what if” scenario if you were to sign up with PPOs. They also have a comprehensive negotiation option where they go to battle on your behalf. I was surprised to see that both FFS practices and those that take every insurance under the sun were good candidates for their services. For additional information, visit: <http://unitaspposolutions.com/>

I also learned more that I ever thought I would learn about lease negotiations. Wow. Dentists are unfortunately prime targets when it comes to their lease. It takes a lot to impress me, but the team from Cirrus does an exceptional job of reviewing your lease, helping you plan if you are looking to move your practice, delivering a rent analysis for your market, and negotiating your lease. They aren’t cheap, but they are worth every penny to protect you and your practice. To learn more or for a complimentary lease review, please visit: <http://cirrusconsultinggroup.com>, and ask to speak with Jas.

Lastly, I spent time with Jason, the COO of Million Dollar PPO. For whatever reason, the word “consultant” scares people away. Think of them as coaches, and understand that you could really benefit from their help. Whether it be implementing systems, marketing, scheduling, productivity, owning multiple practices, etc., they are here to help! Schein actually works with 5 consulting companies, and they are all top notch. I would suggest that you schedule a 1 hour complimentary assessment call, and pick the company that suits your personality and personal and professional goals.

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

*Kate*

# WHAT'S NEW?



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.

## The importance of EPA Labels

As a responsible member of the dental industry ask yourself this question, when was the last time you read the EPA label for your DUWL (Dental Unit Water Line) disinfection products? I'm willing to bet not often enough. The correct use of any product is important, especially when it comes to DUWL products. The safety of your patients depends on it.

### Read that label

Often people are confused and misdirected in the proper use of products used for dental waterline treatments. The EPA label serves as the directions and instructions of how to use the product correctly. If you read any EPA label you will always see the same "DIRECTIONS FOR USE" on the label, followed by "IT IS A VIOLATION OF FEDERAL LAW TO USE THIS PRODUCT IN A MANNER INCONSISTENT WITH ITS LABELING." The EPA does not mince words. Now that begs the question, are you following the directions per the EPA label with your DUWL protocols?



### Common mistakes

There are also many instances in which practices that are "common" in dental offices, such as purging or flushing the lines at the end of the night are followed for one reason or another. At one point in time this was a standard practice recommended by the CDC. However, when this recommendation was issued there were limited EPA registered DUWL treatments on the market. It is important to remember that the instructions on the EPA label have been recognized as the most effective use of that product. EPA quantified claims are based on these protocols and measures outlined on the label. Going off label may work counter to the research and development that goes into a product. Another common overlook, all dental waterline maintenance products require a Shock treatment for optimum control of bacteria. Without the shock you are missing an important step in the protocol.

Moral of the story, most offices would like to be compliant with their DUWLs. If you're not sure about a protocol, contact your Dental Water Compliance Specialist for answers. It's well worth it. He/she can specifically address the needs of your office and make sure you are compliant.

# Hygiene Explosion Trainings with Wendy Briggs

is coming to North Carolina!

Wilmington, NC - November 10<sup>th</sup>

<https://registration.henryscheineventconnect.com/hsdrsvp.php?Ev=5611>

Greensboro, NC – November 11<sup>th</sup>

<https://registration.henryscheineventconnect.com/hsdrsvp.php?Ev=5612>

**Fee:** \$3,495 per office (up to 10 people)

Below are the 3 benchmark goals that Wendy and her team shoot for with the 1– day Hygiene Explosion Training.

- 80% adult fluoride acceptance (D1206 & D1208)
- 4 sealants per day/per hygienist (D1351)
- 4 sensitivity treatments per day/per hygienists (D9910)



I have spoken with so many of you that are struggling with new patients and your hygiene re-care. This is an excellent solution for you. What I love about Wendy, is that the results are instant. She tells you where you can improve and she tells you exactly what you need to do to achieve the results you are looking for. There is a ton of potential within your existing patient base. While new patients are always an important goal, it is important that you continue to maximize on existing opportunities while offering better clinical care to your patients. This class sells out quickly.



**Wednesday, November 9th - Charlotte**

**The course is designed specifically for Dentists who rent/lease office space for their practice.**

The course will discuss:

- **Lease Renewals**
  - How and When to start negotiations with your landlord
  - How to negotiate better rental rates and lease terms during your renewal
- **Practice Sales and Acquisitions**
  - How the lease agreement can make or break the sale of your practice
  - How to increase practice value by having a well-structured and negotiated lease
- **Cost Saving Strategies**
  - How to determine if you're overpaying in rent
  - How to determine if your CAM (Common Area Maintenance) Fees are accurate
- **Buying vs. Leasing Real Estate for the practice**
  - How to determine ROI on a real estate investment
- **Practice Start-ups**
  - What to do, and how to do it when building a new practice

This course is very educational and registration is **completely free of charge** in partnership with Henry Schein. 2 CE Credits will be provided and a nice dinner will be served.

The course is being hosted on Wednesday, November, 9<sup>th</sup> from 6:30pm to 9:00pm

**Charlotte Marriot SouthPark**

**2200 Rexford Rd.**

**Charlotte, NC 28211**



# WHAT ELSE?

## A few updates from Kate

### Outlet Center

We have a few hi-tech items in our outlet center that we need to sell by the end of the year:

i-CAT FLX (V17) : \$80,999

Polaris I/O Camera: \$2,231

Tons of doctor's and assistants stools (refer to my Facebook page for photos and pricing)

I have also attached larger digital equipment items to this email in our corporate outlet center for sale.

These all come with a full warranty. First come, first serve.

### Hiring? Looking for a job?

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

### Partner Highlight: Harrison Kaylor

#### Yadkin Bank

Harrison Kaylor is a Business Development Officer and SBA loan specialist with Yadkin Bank. The SBA 7(a) loan program is a great fit for dental practices. Benefits include up to 100% financing and longer amortization terms. Loan proceeds can be used to finance start-ups, new equipment, partner buy-outs & practice acquisitions, commercial real estate purchases, and refinancing of existing debt. Yadkin Bank offers exclusive terms and loan structures specifically designed to meet the needs of dental practices.

HARRISON KAYLOR | Vice President, Business Development Officer | Yadkin Small Business Lending  
Mobile: 919-618-0234

### Babies and Engagements

Congratulations to all of my fantastic customers who recently welcomed a child into their lives. I also get great joy out of hearing about recent engagements and magical weddings. You all deserve so much happiness. Thank you for sharing your lives with me. But don't call me to babysit- that is where I draw the line ;)

### Referrals

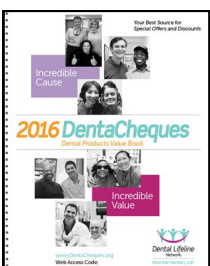
A referral is one of the greatest compliments I can receive. If you have a dental colleague who could benefit from a long term professional relationship based on the services I provide, please let me know. I would love to be a part of their dental team.

### 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.*