



Tooth Fairy Talk
February 2020
With Kate

Hello Everyone,

In the spirit of Valentines' Day, if I haven't told you lately, I so love and appreciate you! February has been off to an insanely popular start. We kicked off the first weekend in Cancun with a dozen of my colleagues from across Henry Schein. Truth be told, I won a contest I didn't even know I was competing in, so that was a nice treat. From 80 degrees and sunny I headed back to work for the week and then off to -25 with wind chill to attend the Dental Business Institute in Wisconsin. I am OBSESSED with this class. More details on pages 2-3. Speaking of obsessed, this weekend we head to Michigan to see my all time favorite, Garth Brooks. We chose Michigan because our 2020 travel goal is to have visited all 50 states. Our definition of visiting is to spend at least one night in that particular state. After Michigan, I will have Iowa, Idaho and Montana left until our goal is complete. Woot!

In professional news, I wanted to remind you that there are three ways to schedule a service technician to come to your office:

Option 1: Calling the service hub at 1800-645-6594 Option 2, Option 2. If you were to call me, I would hang up and call this exact same number. It is more efficient for you to call them directly, as I do not have any visibility to the actual scheduling process.

Option 2: When logged into your Henry Schein Account, click on "In Office Service and Repairs" and then click on "Request a Service Call". This is nice because it gives our schedulers permission to contact you via email and also select your preferred service times.

Option 3: You can email me directly. If you choose this option, you must include your Schein Account Number, specifics on what needs to be fixed, manufacturer of equipment, office hours, and the point of contact at the office. This is much more efficient for me to address than via a phone call or text message. Feel free to include photos if you think it would be helpful. I will forward your email to our service hub, and they will not schedule anything without the information listed above.

As always, thank you for your continued support. I love my job because of people like you.

See you soon,

Kate

Upgrade to DEXIS

Titanium for \$5,995
with trade-in of current
DEXIS sensor

Valid February 1 - April
30, 2020

Henry Schein
Exclusive
Offer! — \$5,000 OFF! —
**Upgrade Your Old
DEXIS™ Sensors²**
Trade in and save almost 50% on DEXIS Titanium
Exclusively with Henry Schein



Fact: It is all about the
Patient Experience.
SOLEA can help.



New MC XL Promo:
10K instant rebate off
MSRP and MAP 5%

Demo MC XL Promo:
5K instant rebate off
MSRP and MAP 5%





DBI Take-A-Way:

What if there was a way to ensure that you only did the work you wanted to do as opposed to the work you felt you had to do?



DENTAL BUSINESS INSTITUTE—SESSION 3

I just got back from three impactful days at our Schein headquarters in Wisconsin for the third session of the Dental Business Institute. The structure of the DBI process is Plan, Build, Lead and Lean. DBI aims to provide the necessary business skills needed to take your practice to the next level: <https://henryscheindbi.com/>

I am soaking up every second as I go through this class as a sales professional and also as if I were an actual dentist seeking growth/ practice ownership. I have from now until May to come up with an actual business plan to present to actual financial institutions. How exciting!

The 3rd session is focused primarily on Leadership and your team. Our first speaker was Ali Oromchian, one of the premier legal authorities on topics relevant to dentists. In addition to his law practice, he is co-founder of HR for Health, the leader in providing web-based HR solutions and advice, something that every single dental practice needs. The most commonly asked questions involved HR manuals, attendance tracking and task management tools. We focused on proper organization development and Associate Contracts. Throughout this entire course, a lot of attention has been dedicated to helping the students decide what part of their practice to keep in house, and what to outsource. HR seems like a no brainer for outsourcing to ensure compliance and to allow you the time to focus on other things.

For additional information: <https://www.hrforhealth.com/>

We then made a list of the tasks we do every day for our job duties. The list was so extensive, it stressed me out. Then, they had us think of ways to delegate or eliminate certain tasks and highlight the ones we loved the most. My four main loves were Marketing, Associate Placement, Start-Ups and helping my customers focus on the Business aspect of their practices. My areas of delegation included administrative tasks that I can share with my partner, Allison Gallo. Stay tuned for additional information.

When it comes to the organizational structure of your practice, consider the following:

- How is your organizational structure affecting the flow of information to your team?
- How is it affecting your team's problem-solving capacity?
- How is it affecting your morale and your learning?
- How is it affecting your productivity and your ability to succeed in accomplishing your task?

When it comes to Associate contracts, consider the following:

- Structure & Term
- Termination
- Compensation
- Liquidated Damages vs. Actual Damages
- Incorporation
- Trade Secret
- Non-Competition

One of my favorite days at DBI was about Building a Culture to Prevent Poor Hiring Decisions. For those of you that are a member of Triangle Dental Solutions, you know how important finding exceptional team members is to me, because I know how imperative it is to YOU.

Keys to successful performance:

- Positive Branding for your practice
- Superior Recruiting Practices
- Onboarding Effectively
- Maintain high performance and engagement

Every dental practice has its own unique collective personality. How would you describe the culture in your practice? How would your team describe the culture? Do you think they are the same?

To determine this, I learned about a Stay Interview, which is basically a systematic “check-in” with your team to see what they like about working with you, and what they may not. I tell customers all the time that I can do a lot of things, but the two things I can not do are: Read your mind, and fix what I don’t know about. The same theory applies to the Stay Interview. Let me know if you would like suggestions for questions to ask or the appropriate setting for this type of conversation. [https://](https://dentalteamfinder.com/)

dentalteamfinder.com/

On the last day of each session, we have a live Simulation. We work in our teams and participate in an exercise that feels like a video game. We have to make a series of decisions that are then calculated and ranked. Good decisions result in increased profitability, greater customer and employee satisfaction, and TIME for you. I am the only FSC (Field Sales Consultant) going through DBI with this particular group among mostly doctors. So, I am proud to mention that for the third session in a row, our team has won the challenge! I attribute this to the fact that our local Schein team helps coach our customers on a plethora of these types of decisions every single day. For some of the doctors attending, there were a lot of ‘what if’ scenarios. For me, I had literally been there, done that, and I could personalize and visualize my individual customers to each scenario. If you are reading this, I can promise you that you were thought off over the past few days. In reality though, I think of you all every day.

If you would like to learn more about DBI, and if it may be a good fit for you, let’s talk!

Spring 2020 Dates:

April 23-25

July 16-18

October 22-24

January 28-30

Fall 2020 Dates:

November 12-14

February 11-13

April 29- May 1st

DBI Take-A-Way:

Employees Leave due to:

1. Toxic culture

2. Management style

3. Job didn’t meet Expectations

4. Lack of clear performance expectations

5. No onboarding process



INTERESTING ARTICLE

<https://lsc-pagepro.mydigitalpublication.com/publication/?i=646878&ver=html5&p=22>

I loved this article about:

“Talking With Women Who Are Forging New Paths With Dentistry”

Shout-out to my / our local Henry Schein team!



Ana * Kate * Emily



Dentsply Sirona Q1 2020 Special Offer

Buy \$1,500 in Dentsply Sirona Preventive consumable products (listed below) and get **3 Cavitron® inserts FREE!**



Qualifying Dentsply Sirona Preventive consumable goods include:

Product Name	Dentsply Sirona SKU
VoloWipes	90100
Com-Fit® Plush Natural Fit Masks (box of 40)	20355 (ASTM 1) 20356 (ASTM 2) 20357 (ASTM 3)
Resurge® Instrument Cleaning Solution	21520 (24-0.5 oz packs) 21521 (1L)
Purevac® SC Evacuation Line Cleaner	21132 (2L) 21135 (5L)
FlashTips® Disposable Air/Water Syringe Tips	23071 (250-ct) 23075 (1200-ct)
Nupro® Prophylaxis Paste	VARIOUS
Nupro® White Varnish	VARIOUS
Nupro Freedom® Disposable Prophylaxis Angles	VARIOUS
Nupro® Revolv® Disposable Prophylaxis Angles	VARIOUS



PROGRAM RULES: TO REDEEM PREVENTIVE FREE GOODS: Purchase must be made from an authorized Dentsply Sirona dealer between 2/1/20-3/31/20. Invoices must be received no later than 4/30/20 to claim free goods. Purchase must be made on ONE invoice. To receive your free goods, fax or email your invoice noting promotional code PF2012 to 1-800-278-4344 or Preventive-Redemptions@dentsplysirona.com. Limit 2 redemptions per Office. These offers may not be combined with any other Dentsply Sirona offers or contract agreements. Incomplete submissions will not be processed. Free goods fulfilled through Dentsply Sirona. Allow 4-6 weeks for delivery. Offers valid in the 50 United States only.

PROCESSING SOLUTIONS

- **Virtual Terminal** – This is ideal for larger practices, multi-location. With this a practice can set up recurring payments. Will allow practice to send invoices to patients electronically the patient can click and pay within the email. This cuts down on cost and time of mailing statements. Access from anywhere to run reports, which is ideal for accountants, etc.
- **Standalone Terminal** – Just as it sounds. Basic terminal. Practice will have access online to reporting
- **E-commerce** – For larger practices, a link on the website for patients to pay their bill. This saves a bit of money, as when a practice is taking payments over the phone, they are paying the highest rate to the card brand for 'card not present' transaction. A link on website is charged e-commerce rate, which is less expensive.
- **Integrated services** – Worldpay is the exclusive partner to Dentrix for credit/debit card processing

More info: Christopher.Masterson@worldpay.com (copy me on the email)