

# LOCUM

A Newsletter for ASSOCIATES with Forest Irons & Associates, Inc.

January/February 2005

**FOREST IRONS  
& ASSOCIATES, INC.**

**LOCUM TENENS  
—  
INTERIM  
PROFESSIONAL  
COVERAGE  
FOR DENTISTS**

**FOREST IRONS, D.D.S.  
PRESIDENT**

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***DENTISTS HELPING  
DENTISTS SINCE 1983***

## From the President's Desk

It is a pleasure to announce the addition of Dr. Michael Fisher as Mountain Region Director. Mike resides in Aurora (Denver) Colorado with two sons and wife Patty. He holds B.S. and D.D.S. degrees from the University of Minnesota and conducted a private dental practice for 14 years. He has a number of professional publications to his credit, is the President of Dental Ingenuity, Inc and is one of the foremost authorities in the country in regard to Direct Reimbursement. He can be reached at: [mfisher@dentalingenuity.com](mailto:mfisher@dentalingenuity.com) or through the main office. We welcome Mike to the TEAM and hope you will get to meet him at some point in your travels. Speaking of which, please have safe ones! Peace, Forest

## NEWS

Dr. Laura Braswell, VP of Strategic Alliances & Liaisons will be speaking at the Hinman Dental Meeting along with Kate Haile, an accountant with Willeford, Haile, & Associates, P.C., a C.P.A. firm specializing in dental practice. They will discuss how to plan ahead for the road bumps of life and how to deal with the unexpected when it occurs. This includes the use of Locum Tenens for practice continuation.

We anticipate expanding our network of coverage to include the **State of Kentucky** within the next few weeks. Details should appear in the March-April issue.

## From The Office

We welcome Christina Adams back from her maternity leave. Christian Blake was born 11/5/04 and weighed in at 7lbs. 14ozs. What a Cutie!!!

February 23<sup>rd</sup> marks 13 years of service to FIA for Sharon McRae. We would like to thank Sharon for a job well done.

Now back to business: The current mileage rate for calendar year 2005 is .405 cents. Put the word out we are currently booking Spring and Summer Vacations now.

## A Tip From Pride Institute

Are hygiene cancellations driving you crazy? Get your hygiene cancellation/no-show rate down from the industry average of 25 percent to less than five percent. How? By building value into the continuing care visit. Here are some ways for your hygienist to build value: 1) engage in "purposeful conversation" to uncover the patient's dental motivators and concerns so that you can answer any objections the patient may have to treatment; 2) explain everything that is done to the patient, so he or she understands and appreciates the treatment; 3) correct the patient's assessment when he or she fails to see value (e.g., "I don't need x-rays. Nothing hurts me."); 4) debrief the patient at the end on what was done, the home care needed, and the reasons why the next appointment is necessary. For more information, see Pride's column, "Sudden Impact Solutions," in the March 2005 issue of Dental Economics, or call Pride Institute at (800) 925-2600.

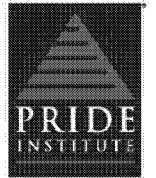
## Meetings & Events

*Feb 25-27*

*Mar 17-19*

**Chicago Society Midwinter**, McCormick Place, Chicago, IL

**Hinman Dental Meeting:** Atlanta, GA



Pride  
Alliance Partner

“Words to live by”:

*“Life being what it is, if we don’t make a difference by trying, we’ll make a difference by not trying.”* William Sloane Coffin

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