

LOCUM

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

March/April 2005

**FOREST IRONS
& ASSOCIATES, INC.**

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

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**DENTISTS HELPING
DENTISTS SINCE 1983**

From the President's Desk

As we look forward to the onset of the spring season and increased opportunities to enjoy outdoor activities, a little "spring housecleaning" of our business affairs might be a good idea. Contingency Planning is an area many of us ignore at our own peril. A review of insurance policies and their current limits is a good place to start, followed by a walk-through of practice vitality protection(s): "If I suddenly 'left the building', do my staff and family know exactly what to do and who to call to keep the practice functioning at an optimum level until I return or the practice is transitioned? Can bills be paid? Is there ready access to banking? Do I have firm transition plans in place?" And a lesson we can learn from recent events: do you have a durable power of attorney? A will? A binding living will to guide others and prevent unwanted measures in the event of your incapacitation? Excellent formats are available to help you. Speak with your consultant, transition agent, the ADA or give us a call, but this is one spring-cleaning event that should be a priority. Peace, Forest

NEWS

Our own Dr. Laura Braswell, VP of Strategic Alliances & Liaisons will be gracing the cover of April's issue of the Woman Dentist Journal, along with a feature article inside by Dr. Braswell. Also, the Pride Institute's most recent "*Connection*" has a feature interview with Dr. Irons. The article can be found on page 8 of Issue 1, 2005.

A Tip From Pride Institute

Internal marketing is arguably the most powerful and least expensive way to acquire new patients. Do you and your staff ask patients for referrals? Here's how. At the morning huddle, decide which of the patients coming in that day you are going to ask for referrals, then determine which staff member will ask which patient. Asking is easy when you first get a compliment from the patient. There are simple ways to "fish" for compliments, such as by asking at the end of the appointment: "Mrs. Smith, how did we do today? Did you have a pleasant experience with us?" When the patient compliments your office, it's time to say, "We're committed to giving the best care and service to our patients. If you know of any other people who would like to receive the level of care and service we provide . . ." For more information on our time-tested techniques for asking for referrals, call Pride Institute at (800) 925-2600.

Meetings & Events

April 7-10

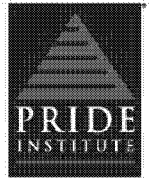
April 28-May 1

May 19-22

Kentucky Dental Association, Louisville, KY

SC Dental Association, Myrtle Beach, SC

NC Dental Association, Myrtle Beach, SC



Pride
Alliance Partner

“Words to live by”:

While Abraham lived through “summer’s parching heat,” Jesus died young; but didn’t both show us that it is by its content rather than by its duration that a lifetime is measured? W.S. Coffin

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