

2010 Annual Resident Survey Results

By: Laura Overcash

Each year, we conduct an annual resident survey to collect, compile and analyze information regarding the current resident base. We believe the data amassed will allow orthodontic practice owners to understand the current trends residents are facing and their future plans and the affect they will have on the orthodontic market. Current decisions of residents will ultimately effect the industry for the years to come. Knowing and understanding the anticipated plans for today's residents is key to predicting future trends within the orthodontic industry.

The analysis is based on 410 valid survey resident responses (approximately 48% of the resident population) that were distributed to the entire orthodontic resident population of 853 individuals in the United States, Canada, and Puerto Rico. The survey invitations were distributed through mass email, directly sent from the American Association of Orthodontists, Graduate Resident Orthodontic Program registration messages, and Bentson Clark & Copple.

Is It Time for Scheduled Maintenance on Your Accounts Receivable - Part 2

By: Jackie Shoemaker

In the past issue of *Bentson Clark reSource* (Volume V, Issue III), we discussed the protocol for scheduled maintenance on your Patient Accounts Receivable Balance, which is necessary to keep this asset in a healthy state. If you will recall, we were right in the midst of a hypothetical Indy 500 race - making the comparison to the constant effort required to keep your accounts receivable in tip-top condition. Like any race, each lap builds on itself; therefore, I recommend you refresh yourself on the first half of this topic by reviewing the previous article, as there are many similarities between the patient receivables and insurance receivables. Once you have a play-by-play, you can proceed with the insurance receivables maintenance. We are now gearing up for the final 100 laps of the race - the toughest part! Here is where endurance is tested and the finely tuned cars and pit teams break away from the pack.

Why Travel?

By: Dr. David Carter, DMD

Why should I travel is a great question. It's hard to understand why a person or group would wake early, trudge off to a busy airport, endure security lines, part with hundreds or thousands of dollars, visit a different place encountering numerous people, then turn around, retracing steps already taken, and head home? There must be something to it or millions of people would not do it!

The answer is complex, yet simple. Many individuals travel to expand their minds; doing it for education, both profession and cultural. Some people travel to refresh their bodies, visit family, relax, refresh, or see the world. Countless people travel to build relationships with others, building with travel partners, business associates and family. These interactions are greater than phone calls, webcasts, blogs, tweets, video conferences, and even email.

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Scripting Professional Referral Points for Maximum Impact

By: Nancy Hyman

As more dental specialists rely on their practice representatives to cement strong professional referral relations, it has become increasingly more difficult to strain for creative practice representative visits that “seal the deal” with referring general dentists. The practice representative finds competition from promotion savvy oral surgeons, periodontists, not to mention the multiplying endodontists and orthodontists in your neighborhood. What is the best way to set yourself apart and display the practice’s unique qualities in their best light? Let’s examine three key areas of the professional relations visit that emphasize your BEST attributes and answer the question: “Why you?”

To increase your professional relations, start by developing a message for each visit. Create a list of “talking points” about the practice and divide the list into two messages per visit. Include ongoing features and special event notification such as: No charge for initial exam, No charge for panoramic x-rays (before and during treatment), and in-house x-rays and records included in treatment fees (when insurance allows).

The Sterilization Process for Today's Orthodontic Office

By: Andrea Cook

Whether you own a practice, are considering purchasing a practice, or are becoming a partner/associate in an existing practice, it is important to have a thorough understanding of the sterilization process and compliance with the Centers for Disease Control and Prevention (CDC) guidelines.

Proper sterilization or disinfection of all patient care items requires knowledgeable clinical team members, proper equipment and space, and adequate instrument inventory for the recycle time. A written health program should be developed that includes policies, procedures, and guidelines for education and training. This plan should include immunizations, exposure prevention and post-exposure management, as well as all infection control procedures and protocols for processing the patient care items. Ensuring consistency of sterilization practices requires a comprehensive program that addresses operator competence and proper methods of cleaning and wrapping instruments, loading the sterilizer, operating the sterilizer, and monitoring of the entire process.

Time for a Retirement Plan Checkup

By: Tom Cartee

It may be time for a checkup, a Retirement Plan Checkup. It may be time for you and your staff to meet with a financial advisor and review some basic retirement planning concepts and some specific ideas about how best to utilize your 401(k). More and more businesses are arranging educational sessions for their employees as a means of encouraging their staff to save more and invest smarter. It is not a secret that a majority of Americans are not saving enough to meet their long-term financial goals. It is also clear that many retirement plan participants are confused and bewildered when it comes to investment decision-making. Workplace education, whether a small group seminar format or one on one consultations, is a logical way to address these issues and help people make better decisions about their retirement accounts. The proliferation of the 401(k) means that the burden of investment decision-making is placed upon employees today like never before. Providing prudent, appropriate advice and clear, understandable information to your current and prospective 401(k) plan participants is critically important. How else can they navigate the choppy waters of self-directed investing and give themselves a reasonable chance of reaching their retirement destination? These people need help, and a retirement plan checkup may be an efficient means of offering your staff the assistance they need.

The *Bentson Clark reSource* is jam-packed with valuable, up-to-date information about the issues that are important to orthodontists, their practices and their future endeavors.

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