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*As 2017 quickly approaches, I wanted to take the time to wish you a happy and healthy holiday season and filled with many blessings!*

*Speaking of blessings, I reflect upon this amazing and fulfilling career choice I have made for over 20 years in Dentistry that grows more and more because of offices and colleagues like you!*

*No matter what area I seek to develop professionally, one consistent factor continues to circle me back to the joy I receive from presenting practical courses and assisting offices by training their teams to implement and develop business solutions to strengthen their mission.*

*Contact me today and let me and my team make you stronger in 2017! ~Corinne*

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## Leadership: Why it is Needed for the Growing Practice

By Ashley McCauley, RDH, BSDH



We all know what the term leadership means, but have you really thought about why it is so important to have it in your practice? Are you doing anything to promote and grow leadership within your team? A manager and leader are two very different things.

A leader is someone that is going to increase your team morale, motivate other team members to work to the best of their ability, and implement positive change into the practice. The ability to inspire speaks to the culture of your practice, which is why you need to provide the permission to lead. Training and learning improves employee motivation and is a great way to incorporate evidence-based decision making. Leading in an environment that promotes positive change and translation of change is essential. Leaders create change systematically and strategically to improve the health of the practice. Leaders must have the essential knowledge and skills to promote evidence-based interventions for improved health care outcomes.

I challenge you to find the leaders in your practice. Provide them the opportunity to grow and learn as they facilitate transformation and make a positive impact on your practice.

## Unused Benefits are Costing You Production

By Jill Shue

As the end of the year approaches, discuss your goals with your team and create a plan of action.

Generate a list of patients with remaining dental benefits. Most patients are not aware that their insurance benefits will most likely renew come 2017; their 2016 benefits that they have purchased will be wasted.

Reach out to your patients and get them appointed for unscheduled treatment or for their second prophylaxis of the year.

Don't make the mistake of letting this take second-fiddle to other tasks in your office. You should have scripts prepared for your team to be successful. Schedule these calls every day. Don't make it a tedious task and allow your scripts to become rehearsed and dry. Make a daily goal for your team: four to six patients reached each day is a great way to start!



## UPCOMING EVENTS

Chicago Midwinter Meeting-February 23-25

Waukesha Dental Society-March 7

Women in Dentistry Conference-April 27-29

ADHA June 14-20



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