

Welcome to our
“WEB FRIENDS”
*Monthly Updates &
Marketing Tips*

**WEB
FRIENDS**

Monthly

Updates

And

Marketing

Tips

**CHARLENE WHITE'S NEW PATIENT
COORDINATOR
CERTIFICATION WORKSHOP**

**March 30 & 31, 2006
In Orlando, FL**

- ❖ Increased case acceptance, which directly affects practice profits
- ❖ Build the confidence of your new patient coordinator
- ❖ Learn to portray what special value you have to offer
- ❖ Set yourself apart from the pack
- ❖ Project an image of quality
- ❖ Better record keeping and documentation

For more information or to register, call
800-445-7805 or 757-456-0555

You can also visit our website: www.charlenewhite.com

Keep on going for our Marketing Tips!

**WEB FRIENDS
PRODUCTS
SPECIAL**

BASIC TRAINING 101

WEB FRIENDS

FROM:

Charlene White
PROGRESSIVE CONCEPTS
Orthodontic Consulting & Management Solutions

*For information on
Charlene's consulting
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Charlene's many
Products for the
Orthodontic team,
Please call the
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800-397-8188.*

*Web Site:
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MARKETING TIPS

For December 2005



- The best movies premiere in December. Rent the movie theatre and invite patients to bring a friend.
- Send referring doctors Christmas gifts to their home. Give each staff member a movie and lunch coupon for themselves.
- Hand out new calendars to all the parents with your office name on them.
- The first week the office is open of the new year, provide coffee, juice, and snacks in the reception room for patients and visitors.
- Have a "Guess which team will be in the Superbowl!" contest, or guess the score of the game.

