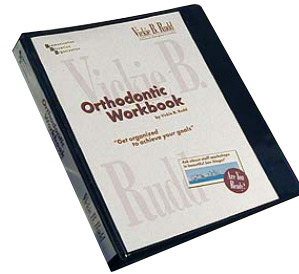


# The Orthodontic Workbook

by Vickie B. Rudd

## Inside the Orthodontic Workbook

This is your indispensable guide to implementing every system, procedure and protocol in a profitable practice. Streamlined, easy to use content covers the following topics:



### Review of Coordinator positions

- job descriptions, responsibilities to practice, performance standards, how the key positions overlap

### Assessing your practice performance

- business and treatment statistics, vital reports, assigning responsibility for tracking the numbers, using reports to achieve practice goals, effective office meetings

### The new patient process

- how everyone sells the practice, the new patient phone call, effective communication materials, responding to new patient questions, efficient observation recall system, building referrals

### The initial visit

- effective steps in the new patient exam, case presentation methods to achieve high conversion rate, presenting finances

### Scheduling procedures to run on time

- basics of doctor time scheduling, procedure codes and timing, build a model day, how to present an effective schedule, prioritizing calls and callbacks, retention recall system

### Credit and insurance management

- use of credit reports and ratings, patient contracts, efficient insurance processing, preventing delinquencies, managing collections

Order your workbook today. Please complete the following information and return this form with your check in the amount of \$300, made payable to Vickie B. Rudd, to:

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