

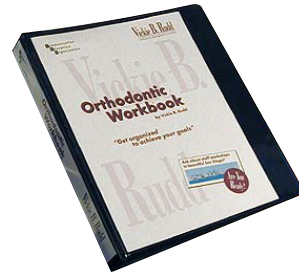
# The Orthodontic Workbook

by Vickie B. Rudd

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## 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

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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:

Vickie B. Rudd  
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