

 benevis

# WORD OF MOUTH

Issue #1

## IN THIS ISSUE

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Coming Soon from Marketing  
Klear Smiles Aligners  
& More!

Tips, Announcements, Spotlights, & More

Image Submitted by  
Daniela Terrazas

# POWER OF ONE

A hug. A gesture. A smile.

One person can make a huge impact.

While we are many offices, many unique coworkers, and many different roles, we are all one company. We can bring forth change with enormous impact from just a small gesture. With each of us working as a vessel for change for the greater good, we can each make the world a better place. We are in the unique position to make a child's life better, with each of our own individual decisions making the whole company work for the greater good.

We are a collection of individuals, each working to lift our patients up, both brightening their smiles, as well as their lives. Everyone deserves a chance and we have the power to help, each of us, in everything we do. Everyday.

We built this newsletter to help unite each of our employees together and see what each of us is doing to help make our team, our company, and our world better.

*That's the power of one.*

—Rich Beckman, CEO



*The Power of One can change the world*

# Marketing Today

Updates from the Marketing Department

Welcome to the first edition of our Newsletter! I have had the chance to meet some of you, but to those of you I haven't let me introduce myself: my name is Ryan Torresan, and I oversee Marketing.

I'd like to give you a heads-up on some of the items Marketing is working on for you in the offices and a rough timetable.

## 1Q

- New branding
- Creating and introducing phase 1 of the Kids Club: the kids club is a way to put the focus back on kids, while still being able to see adults. Initially, the Kids Club will be a basic landing page and some trinkets to handout in office, but by the years-end it will grow more robust to include a patient newsletter, social media, etc. More to come at a later date
- New Window clings arrive on the first 10 pre-approved offices
- Creation of new brochures/flyers for Kids Dentistry, Orthodontics and Klear Smiles Aligners (this is the new name for Aligners)
- Office Design concept with kids and adult sections, branding, etc. for when your office is "refreshed" or redone
- Digital marketing online to drive appointments
- New process for "Local Marketing"

## 2Q

- We're building a Digital Store where you can order marketing items 24/7 for your office
- We're building out new email and text campaigns to drive patients to your office
- Launch call center outbound campaigns that will to get both existing as well as new patients to book appointments
- New social media launch – you will still have Facebook & Instagram, but we are adding SnapChat and TikTok

## 3Q

- New websites – yes, we are redoing websites again, but we need to get you something better than what is out there today
- Finish rolling out Kids Club Phase 2

There will be other things that will be done to build up marketing, but above are the highlights. If you need to get a hold of marketing, please reach out to us at [marketing@benevis.com](mailto:marketing@benevis.com).

—Ryan Torresan, CMO



# HOW DID WE NAME THE NEWSLETTER...?

Welcome to the first edition of the Employee Newsletter! We needed a creative and thoughtful name, so we turned to YOU for your submissions. Thank you for all of the wonderful ideas. We had over 300 submissions; it was a hard decision to pick a winner!

The winning name is...  
**Word of Mouth!**

It was such a popular submission that we had multiple winners. The first place prize of a \$500 gift card goes to Christen Bozman, a Patient Coordinator for Porter Dental in Salisbury. She was the first person to submit the winning name. Congratulations Christen!

Each of the others will receive a \$50 gift card: Robert Carlson, Jeannette Mayes, Rochelle Flowers, Anita Swails, Dan Lee, Ronald Rosa, Jennifer Stokes

Our 2nd place winner, receiving a \$250 gift card, is *Smile Exchange*, from Charlene Chavez, Executive Assistant at Northchase.

Our 3rd place winner, receiving a \$100 gift card, is *Behind the Smiles*, from Princess Washington, Office Manager for Porter Dental in District Heights, MD.

Congratulations to all of the winners and we hope you enjoy this first edition of Word of Mouth!

—Kristy Barker, Director of Marketing

**ACTION REQUIRED- CURRENT ELECTIONS WILL NOT ROLLOVER. THIS IS THE PERFECT OPPORTUNITY TO REVIEW YOUR COVERAGE!**

## TEAM MEMBER BENEFITS ANNOUNCEMENT

Annual enrollment dates in MyADP:  
**February 17- February 28, 2020**



### What are some of my benefit choices?

- Major Medical Insurance
- Dental Insurance
- Vision Insurance
- Dependent Care Flexible Spending Account (FSA)
- Voluntary Group Term Life and Accidental Death Insurance
- Disability Insurance
- Hospital Indemnity, Accidental Injury, and Critical Illness Insurance
- 401k Plan with an Employer Match
- Pet Insurance

# COMMUNITY MARKETING



*The Creston-Greenville participate in a Radio Event*

From setting up booths at health fairs to promotions in local media avenues, there's a lot that can be done to support your local offices and we're here to help. We've made several changes to help support your office and streamline your marketing needs.

There's exciting changes that will give you more control over what you choose to participate in, and a straightforward process for approval.

You're the experts in what will drive business in your specific area, so starting in 2020 each area will have a budget for their area. A simple step-by-step process is

outlined on the following page to help get what you need—you think like an owner, and we want to help you consider each opportunity and how it will translate to increasing appointments.

Your VP/Director of Operations will be approved with the help of Marketing and your District Manager will be notified, and if there's ever any questions you have you can always reach out to marketing at [marketing@benevis.com](mailto:marketing@benevis.com) and we'll get you the answers you're looking for.

You're helping your community put smiles on their faces, and we're here to help you.



*Cortland Dental participates in an outdoor health fair*

For any marketing not covered by the marketing department. This can include things like: setting up booth at a local healthfair to signup patients, promoting your office in local area, etc. It does NOT cover things like team lunches, office decorations, purchasing of snacks for patients, etc – those requests will be rejected.

### Business Rules:

- All requests must be received by marketing via [marketing@benevis.com](mailto:marketing@benevis.com)
- All requests must be received with at least 3 weeks notice
- Marketing will control look and feel of all marketing items/ads/etc to ensure within brand standards

### Step 1. Identify your Local Marketing Activity

Find out all the relevant information for your request like cost, dates, ad sizes, items needed, phone numbers, contact people, etc.

### Step 2. Email Request to Your Operations Leader

Send all the information from Step 1 to your Operations Leader via email with a description on why you want to do the activity and how it will help your office. If approved by your Operations Leader, forward your request to [marketing@benevis.com](mailto:marketing@benevis.com) (if request is not approved, no need to send to marketing).

### Step 3. Marketing Will Review Request

Marketing will review all "approved" request and to ensure:

- All information is provided in order to execute
- Request sent within the 3 week timeline
- Request was approved by Operations Leader
- No conflicts to current marketing plan

### Step 4. Marketing Will Reach Out To You with Any Questions

If any questions, marketing will call and email you 2x in order to get your request fulfilled. Marketing will followup with you when your activity is live/items shipped.

- Note, if you do not reply after 2 contacts by marketing, request will be cancelled

### Step 5. Your Items Arrive and You Get To Market Your Office

Once all items arrive/your activity is live, go ahead and execute your local marketing. Have fun, take photos you can share on social media, and let us know how many patients you generated.

**Questions?** Email [marketing@benevis.com](mailto:marketing@benevis.com) and Marketing will get you an answer.

**Photos?** Get great photos from your local marketing. Send to [marketing@benevis.com](mailto:marketing@benevis.com) with a brief description of photo and photo could be on your office social media





**WE BELIEVE**

**Everyone, no matter their circumstances or needs, deserves the opportunity to thrive.**

**Equipping kids and parents with the resources to be successful.**

**Small wins lead to big victories.**

**That a healthy smile is the beginning to a healthy future.**

# MAKING REQUESTS FROM LEGAL

Our Legal Department gives us an overview of the record request process

When reviewing a record request, the Legal Department begins with two questions: Is it from the patient? If not, does the person asking have valid authorization or other legal authority to make this request? There are many nuances to determine appropriate disclosures but these two questions are the foundation of any permissible records request.

If the request is not being made by the patient and there is no clear authorization, nor a legal basis for the request, then the records will not be released. If the patient has requested the requests, there is clear authorization and/or legal authority, the records will be released. Thank you for timely submitting records request to the Legal Department!

— *Brittany N. Jones,*  
*Associate General Counsel*

Requests for medical records can come from numerous sources, including the patient, specialists, law enforcement, an insurance company, Medicaid, the state and attorneys. Often these requests go directly to the office. Upon receipt, please scan and email the requests to [Records\\_Request@benevis.com](mailto:Records_Request@benevis.com). If someone in law enforcement is requesting immediate access to the records, please consult with our Associate General Counsel, Brittany N. Jones, [bnjones@benevis.com](mailto:bnjones@benevis.com) for direction. What happens to the records request once it is received at Northchase?

HIPAA outlines how to treat all of these requests and various states have also enacted local laws to accompany the federal regulation. In general, HIPAA allows the Company to disclose patient records without the patient's permission under the TPO exclusion — requests pertaining to treatment, payment, and operations.



# TIPS TO MAKE YOUR JOB EASIER

## Greeting Patients and Building Rapport

Two tasks that every employee of a dental office must master is how to greet patients and build rapport. It is commonly known that people are often nervous when it is time to visit the dentist. Most of the patients seen by our offices are pediatric patients. Children can be even more anxious when seeking dental treatment because the environment can be daunting. Therefore, it is necessary to make the entire family feel comfortable when they enter our dental office. There are many ways that we can build rapport and help ease the fears of our patients and their parents.

First, the front desk is the initial area that many of the patients see when walking into the building. It is important for the patient coordinator to cease what they are doing and look up to acknowledge that they see the patient entering the building and approaching the desk. Making necessary eye contact and smiling, can ease some of the patient's anxiety about the dental appointment. Then, it is important to use a greeting such as Welcome to (Your Office's Name) How May I Help You? This sets a friendly and professional tone for not only the conversation they have with the patient coordinator, but it also can determine the attitude the patients have toward the visit as a whole. Remember that the first impression is a major determining factor of one's perception of the dental office.

Secondly, when the dental assistant makes their way to the lobby, they should follow similar rules to the ones discussed earlier. They should call the patient's name, wait for a response, make eye contact, and smile. This will help ease the patient's fear about making their way to the back to get their dental work completed. Making conversation as the dental assistant guides the family to the back, can help build rapport and take their mind off any dental procedures they are about to undergo. It also shows that the staff is friendly and is determined to get to know their patients and their families.

Third, using simple common courtesy goes a long way when it comes to building rapport with patients. This applies to all office personnel. When getting someone to fill out paperwork, the patient coordinator will say, Can You Please Fill This Out? When a parent of a patient starts to leave, the dental assistant will say Thank You Have a Good Day or See You at Your Next Appointment. This simply shows people that they matter to us. Mentioning seeing them at their next appointment will increase the likelihood that they will attend their next appointment and become long-term patients.

Sometimes proper greetings and rapport are not taught to new employees, because people assume that this is innate knowledge. Perhaps most people do know the proper way to greet people and build rapport, but the main question does everyone do it? We as a company must be friendly, welcoming, and professional. When we bring these three qualities to work every day, we can build rapport and have a successful dental office. Building rapport is a team effort that should be pursued by both the front desk and clinical staff. Remember, how we treat our patients is a direct reflection of our business; let that reflection be a great one.

*Jennifer Hill bio: I am an expanded services schedule coordinator for general anesthesia at the Hattiesburg, MS office. I have been with the company almost five months. I love to write and have just completed my Master's degree in psychology.*



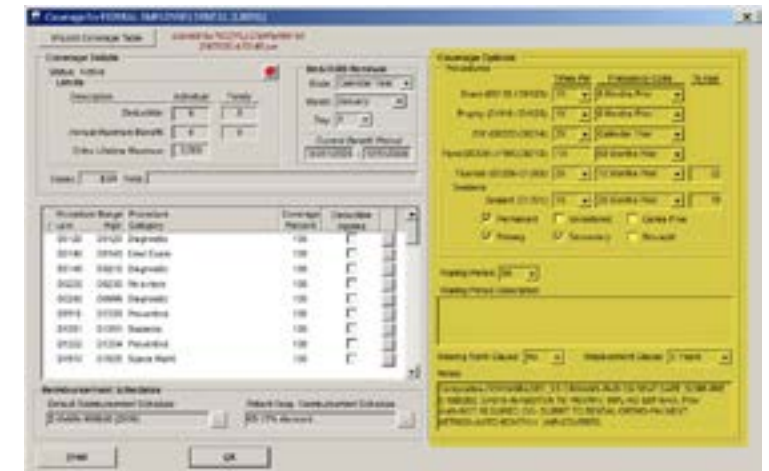
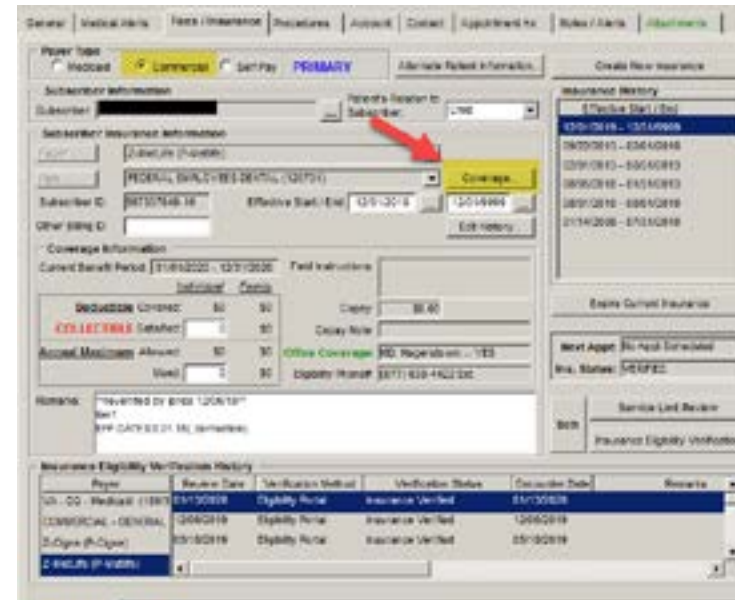
Jennifer Hill

# TIPS TO MAKE YOUR JOB EASIER

## Did you know for Rev Cycle...

Did you know that if you click on the "Coverage" button in the Fees / Insurance tab for commercial insurance payers you can see a breakdown of service limit restrictions for commonly used procedure codes? Please utilize this feature to ensure your patients are being treatment planned correctly.

— Scott Sailor Vice President, Revenue Cycle



Selecting Coverage under Fees/Insurance allows you to see the breakdown

## ONE TEAM | ONE DREAM





# WE VALUE

**Self-Respect** – Helping others recognize their intrinsic value

**Kindness** – Everyone struggles with something. The quality of being friendly, generous, and considerate goes a long way in making their day better

**Courage** – Willfully taking on difficult challenges

**Optimism** – Seeing the future with hope and possibility

**Humility** – Putting others' needs first

## FUTURE FOCUS & DIVERSITY IN LEADERSHIP

### What to expect in the future from IT

In 2020, one of the major focus areas for IT is to improve the interaction that our office teams have with our technology.

We understand that technology can have a significant impact on customer service. When done well, technology can help streamline processes and create a positive experience. Unfortunately, when not done well technology can really hinder business goals. In order to improve reliability and performance, the IT department is planning on upgrading the thin clients and EDR Imaging PC's in all the Apple offices.

These upgrades will reduce failures and overall poor experiences when interacting with our applications. We also plan to upgrade the wide area network to provide faster, more reliable connectivity to all the applications used by our offices. As part of this upgrade, we will also be testing providing WiFi internet access in some of our offices. In our affiliate offices, we are putting plans in place to provide IT support for all their hardware and software needs. We have just kicked off an initiative to inventory their offices from a technology standpoint. From there, we will work with the offices individually to come up with a plan to ensure they are getting the IT support that they need. We look forward to sharing our progress, as well as our other initiatives, with everyone throughout the year.

—William Alexander, CIO



*IT is starting 2020 with beneficial upgrades*

## DIVERSITY IN LEADERSHIP



*Our own Dr. Collins shown here, in the middle row, second from the left*

*"The Institute for Diversity in Leadership is designed to foster the talents of those who have been underrepresented in leadership," said Dr. Chad P. Gehani, ADA president. Dr. LaTetra Collins from our Taylor Dental office in Lake Charles, LA participated in the 2019-20 Institute for Diversity in Leadership class — the largest since the program's inception in 2003.*

During their program year, the Institute class members will develop their leadership abilities through faculty seminars and experience designing and leading projects for their dental associations or other community organizations. The 2019-20 students will work with leading educators from Northwestern University's Kellogg School of Management and Duke University's Fuqua School of Business.

Please join us in congratulating Dr. Collins for her hard work and dedication to diversity in leadership! Great work!



# WE EXIST

To be the champion for brighter smiles and brighter futures.



## WHAT PEOPLE ARE SAYING

We got positive feedback from the Leadership Summit in San Diego

*Dear Rich,*

*I just wanted to tell you thank you for a wonderful meeting! I truly enjoyed Michael and his message and had a lot of take aways! I also just started reading *The Power of One*. I've always felt the best companies to work for were the ones that invest in their people.*

*So, THANK YOU! I feel blessed to work for this company and feel truly excited to help make a difference!*

-Heather Earl  
Ortho Program Manager



# WE DELIVER



The power of a winning smile.

The power to face the world.

**POWER:** Success, confidence and health.

**WINNING SMILE:** healthy, happy and ready to face the world.

# YOUR OFFICE ON SOCIAL MEDIA



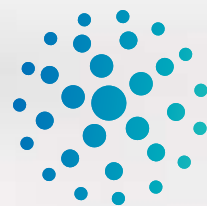
*How Can I send in pictures and video for social media?*  
 Send in any picture or video plus release form if applicable with brief description to [marketing@benevis.com](mailto:marketing@benevis.com)

*FOLLOW US ONLINE*





# 17 ALIGNERS IN ONE MONTH?!?



South Loop Dentistry, PC



How many aligners do you think one office could sell in a month? Would five be good? What about ten? What if we told you that one office sold *seventeen* aligners in one month? Impossible, right? Not if you have the right attitude!

Have you ever noticed that a mountain is only impossible to climb until someone does climb it? Or that a speed barrier is only impossible to break until someone breaks it? Then, once people see it can be done, it's only a matter of time—sooner, rather than later—that someone comes along and replicates the exact feat that seemed impossible only a short while ago.

At once point Mount Everest was thought to be impossible to climb. Now? There's tours going up and down it everyday, comprised of all types of people.

The idea is known as Precursive Faith, which is the idea that something must be believed that it can be accomplished before there is evidence that it can be.

If you would have told us months ago that one office would sell 17 aligners in one month, many of us wouldn't have believed you. However, South Loop Dentistry in Austin, TX has done just that. But how? How did one office sell so many, when the average office sells one aligner every other month?

**We asked the excellent staff at Austin just how they did it, and here's what they told us:**

We had a \$500 Gift Card offer when a patient signs up for our Clear Aligners Treatment before 12/31/19 for the affiliate offices. Our most successful office was TX: Houston (South Loop Dentistry), signing 14 patients for the treatment. We spoke with Melody Smith, the Office Manager, to understand their key to their success. Here what she described as her "work plan"

- They Left the flyers in the front desk, lobby and in each operatory room.
- From the front to the back to the office the staff talk about clear aligners.
- They meet and discuss every day with the team and remember to mention to new patients about Clear Aligners.
- During their routine calls to generate leads, they asked: "what do you want to accomplish during your first visit at the office?" If they mentioned, "I want clear braces or Invisalign etc". Without mentioning the brand, they tell them that we offer clear aligners, address their concerns and invite them to the office for a visit, high pointing that they will love the dentist and the hygienist.
- For New Patients when they finally get at the office, there is a DVD about Clear Aligners in the operatory room with the Hygienist.
- They also have a lobby DVD with all the services that the office offers and mentions Clear Aligners. The patients constantly get exposure to the Clear Aligners.
- The time of the year was a great opportunity to make the offer because most patients have money in the HSA, FSA accounts and they need to spend it before the year ends. Especially for their Ortho benefits, they also take advantage of it being opened most days during the holidays compared with other offices that close during these days.
- They listen closely to the patients, their concerns and what they come in for.
- Only mentioned the offer if the patient shows any concern or financial challenge.
- All the CRM i that they offer Clear Aligners.
- They highlighted that Klear Smiles Aligners are better in price than other brands.
- Their Price for Klear Smiles Aligners is \$4000
- Their down payment is \$500 at the consult and signed their treatment consent and \$500 at when received the trays.
- They offered 3 different lending companies for 3rd party financing, CareCredit, Lending Club and Agiva.
- The clinical team let the patient know that when they ask for Invisalign compare to Klear Smiles Aligners they are paying more for the brand but as a product is the same.
- So far, patients that have started the treatment with Klear Smiles Aligners haven't called with complaints because the product doesn't fit well (the trays), compared with patients that have started treatment with Invisalign.
- The material they using as backup is the one Henry Schein gave them. They haven't been long enough in the market to have success stories with any of their patients yet. Then price, clearness, and comfortability are their selling points.



# Power of One Story

## Email from former employees son, impact she had on his life and her love of her patients

Dear Richard,

My name is Cesar Villarreal Jr. I am the son of Nora Villarreal – OM of your Brownsville, Texas office.

Twelve years ago as I searched the web, I came across a job opening for an office manager at Kool Smiles. I encouraged my mother to apply after spending the last 13 years of her life at another dental clinic. To our excitement, the opportunity came to fruition and my mother would be on a new journey with your company.

Dental care is a passion of hers and it was evident as my science fair projects revolved around the side effects of inadequate dental care. With my mother's expertise, she led me to be the first representative of the Rio Grande Valley to attend the state science fair 7 years in a row and achieve various accolades due to my work in this field. The truth was that this bridged the reality of our world. Brownsville, San Benito and Harlingen are three cities that are recognized as the poorest communities in the nation due to the lack of education and opportunity for its residents. The inaccessibility to quality healthcare is common and is something my mother tried desperately to change. She would constantly volunteer at health fairs, fitness competitions and city events to share the importance of dental care and the accessibility of quality healthcare offered at (Kool Smiles and Elstar Dental).

Her commitment to the company is evident and her willingness to serve was demonstrated during her tenure. With a mindfulness of operational cost, she offered support and proved her willingness to adjust, serve and provide the best experiences for her staff and patients with or without the recognition, she deserved. Furthermore, she supported the organization during the false claims period, where she spent countless hours, and made endless trips to Dallas, Texas to meet with attorneys to defend the organization, which further proves her loyalty to the organization. She demonstrates resilience and aptitude during these changes but most importantly, she demonstrates commitment to the organization and her patients. Despite the organizational changes, she always remained devoted to her job and never allowed circumstances to diminish the light she holds. She spoke passionately about her role, she knew the business but most importantly, she knew the patients. I left to college in 2009 just a year after she started at Kool Smiles. Every summer my mother would schedule my annual dental checkups at her office and the environment she cultivated under her leadership was a family of strangers aimed at providing the best dental care available with an emphasis on quality. When you visited her office she knew every patient by his/hers first and last name. This was not just an office but a place where you felt

welcomed. I cannot tell you the countless of times when my mother would be gifted baked goods, or patients would gift her photos of their children achieving milestones in life simply because of the way she treated them over the years.

When she told me that her office was closing her initial response was "What will happen to the patients?" Despite the devastating news, she was more concerned about the wellbeing of her patients than her own future. In her 12 years of working for the company, my mother lost her father and that by far was the hardest thing she has ever dealt with but the closing of the office comes second. She always puts the needs of others before those of her own and is distraught knowing that the company she saw herself retiring with is no longer a possibility.

As a first generation graduate, I am proud of my mother and the hard work she has demonstrated over the last 12 years. She is the reason for my success and my inspiration in life. It is because of your company that my

mother afforded me the opportunity to pursue higher education and to you all I am forever grateful. She motivated me to pursue college due to the outstanding leadership you all have placed before her. I want to take this time to not only thank you on my behalf but on the behalf of my mother for changing our lives and the opportunities that presented themselves during this chapter. As each story ends, I cannot tell you how difficult it will be to not see the "El Star Dental" logo on the corner of the Boca Chica Plaza when I head home but it is an adjustment we all must make. It is my deepest hope that she finds herself in another company where she shares the same passion and love as she does for you all.

Wishing you and your company the utmost success.

*Best wishes,*

*Cesar Villarreal Jr.*



*Cesar Villarreal Jr. and his family*



# KLEAR SMILES

We are now offering clear aligner treatment to our patients and employees across most of our offices! This clear aligner treatment is provided by our licensed Orthodontists and General Dentists who have been specially trained on administering and overseeing clear aligner therapy. We've partnered with Henry Schein and are proud to offer their SLX aligners, which we've branded as "Klear Smiles Aligners" to set us apart in the marketplace. Henry Schein has done a terrific job manufacturing these aligners and supporting our teams over the past year in understanding this new treatment and providing it to our patients. I'm excited to report that we now have over 200 active cases of patients in clear aligner therapy who are improving their confidence through a better smile!

If you have ever thought of using Invisalign, Clear Correct, or even Smile Direct Club or Candid, these aligners are for you! We have seen outstanding results at a lower price with unmatched quality oversight the whole way with these aligners. Here are some of the advantage of our Klear Smiles Aligners:

- Faster results vs traditional braces – the smile you want is available faster and easier
- Customized Fit – Customized to your unique smile. More comfortable than other aligners and braces.
- Crystal Clear – the "ClearWear" material is guaranteed not to stain or discolor
- Attach-less – these aligners have far fewer attachments compared to competitors because of the unique manufacturing process

These aligners are better than Invisalign: We are offering these for thousands (\$\$\$) less than typical Invisalign treatment (they are generally priced at \$5,000 to \$6,000+); There are fewer attachments with our Klear Smiles Aligners; These aligners don't stain or discolor the way Invisalign can; and finally, these aligners are crystal clear and totally see-through.

Compared to Smile Direct Club: Our treatment is overseen the whole time by a licensed Orthodontist or General Dentist who has been specially trained in clear aligner therapy and will be with you – in person – for each of your visits. No remote or far-off dentist who you never see! Our "Klear Smiles Aligners" offer much higher quality care through minimal attachments and don't require the use of many "refinements" at the end of treatment. Don't be fooled by the advertising at Smile Direct or Candid – your smile and health depends on it!

As an employee, you are eligible for a 20% discount off our sale price! We are offering a low-price sale through the end of March 2020 to achieve your desired smile for only \$199 down and as low as \$150 per month (employee rate) for comprehensive treatment. Limited treatment cases will be even more affordable and achieve your desired smile in less time. To make it easy, payments will be made through bi-weekly payroll deductions so you don't have to worry about it!

For more information, schedule a completely FREE consultation at your local Franklin Dental or other Apple office. Tell them you are interested in clear aligner treatment and get that appointment made soon before prices increase!

—Mark McManus, Senior Director of Operations

## THE POWER OF ONE

One person can make a difference, and everyone should try. For every one kid's appointment, one returning child, and one smile at a time, we can rest assured that our actions make patient's lives better.

Starting with the work of one.

Every company – even dental—must ask itself at some point, "are we one, or a collection of ones?" It's for you to decide, every time a child walks through that door, "Will I be a champion for brighter smiles and brighter futures?" The Power of a Winning Smile.

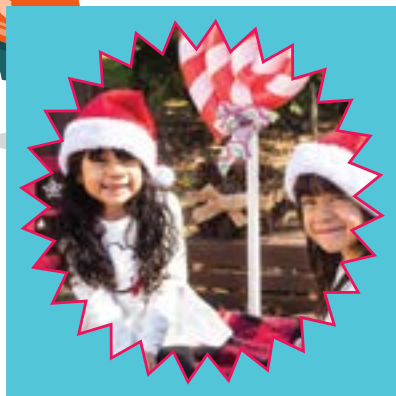
The Power to Face the World. The Power of One!

THE POWER OF





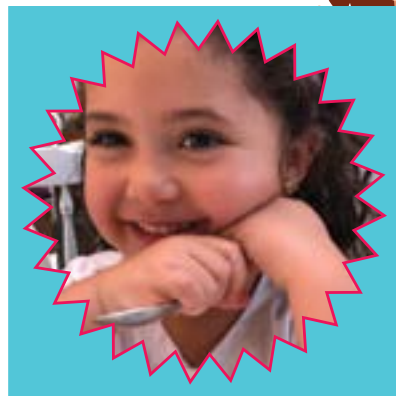
# KOOL SMILES KIDS CLUB LITTLE STARS



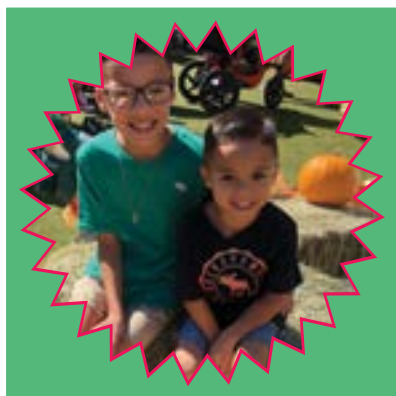
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Lucia Zapata



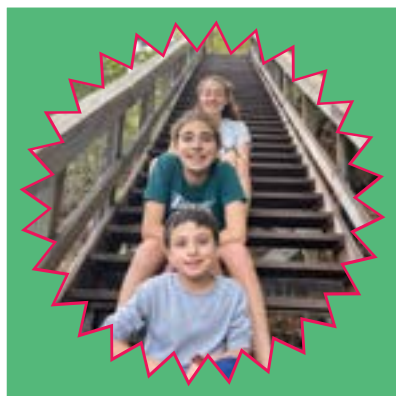
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Courtney Powell



Submitted by  
Daniela Terrazas



Submitted by  
Angela Gutierrez



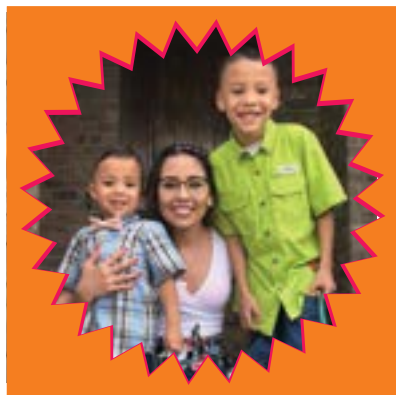
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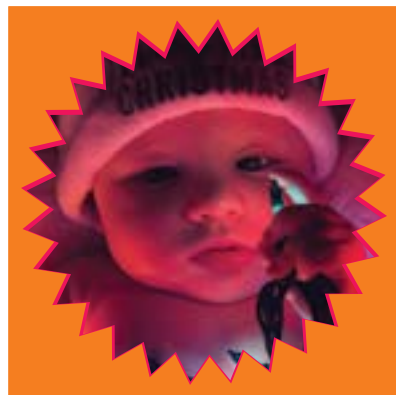
Submitted by  
Charlene Chavez



Submitted by  
Lizzete Granados



Submitted by  
Angela Gutierrez



Submitted by  
Pamela Scott



## COMING SOON FROM THE KIDS CLUB:

WE'RE IN THE PROCESS OF SOME EXCITING NEW DEVELOPMENTS WITH OUR OWN KID'S CLUB. THERE ARE 2 OPTIONS FOR NAMES – KOOL SMILES KIDS CLUB OR SMILE STAR KIDS CLUB. MORE TO COME – HOW IT WORKS, HOW TO ENROLL, WHAT IT MEANS – BUT IN MEANTIME WE'D LIKE TO SHARE A PREVIEW OF THE LOGOS



## CALL-CENTER CORNER

The Call Center is here to help! As many of you may have heard, the Call Center has shifted to being primarily focused on outbound, while still answering some inbound calls. Inbound is handling everything from scheduling appointments, to patient services issues, and more.

Here are some examples of what Inbound handles:

- Calls driven by marketing campaigns such as texts and emails
- Spanish overflow from offices
- Questions or issues related to appointments

Outbound is our new focus, and the plan is to shift more of the call center to proactively support the offices in helping drive more patients into your offices.

Examples of the outbound campaigns we are currently doing:

- Schedule patients for their 6-month checkup
- Outstanding treatment
- Helping to follow up if an appointment is canceled or missed

Examples of the focus for future outbound campaigns:

- Reaching out to patients to start Ortho treatment
- Promoting Aligners to young adults and parents
- Contacting lapsed patients

As you have questions, feel free to contact me at [CallCenterMgr@benevis.com](mailto:CallCenterMgr@benevis.com) and as we develop more of the call center outbound and integrate it with text and email marketing. We will be in touch to gather feedback and give you heads-up as we move forward in the future.

—Mitzie Southwell, Call Center Director

## COMPANY ANNOUNCEMENTS

### Rene's 13th Year!

This February Rene Sauerteig, President of Apple Group, celebrated his 13th year at Benevis, there was a recognition with cake in the conference room. During his time at Benevis Rene has rolled out Orthodontics, and he is currently working with his teams on rolling out Aligners. We're honored to have you leading the way, here's to 13 more!

