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### Our Upcoming Schedule

Make sure to contact us if you're going to be in your area, we'll be sure to meet with you!

11/15/18 - Dayton, OH  
 11/19/18 - San Diego, CA  
 11/20/18 - Redwood City, CA  
 11/21/18 - Phoenix, AZ  
 11/22/18 - Eugene, OR  
 11/23/18 - San Francisco, CA  
 11/24/18 - Beverly Hills, CA  
 11/28/18 - Boca Raton, FL  
 1/15/19 - West Palm Beach, FL  
 1/16/19 - St. Louis, MO  
 1/16-17/19 - Austin, TX

## 2018 Invisalign Ortho Summit

www.invisalign.com/orthosummit



Align has structured their annual Summit meeting differently this year and we are excited to be a part of the event. Please let us know if you plan to participate in this valuable event on Friday, Nov. 16th.



### AAC Winter Conference 2019

Event website: [www.aac-conference.com](http://www.aac-conference.com)  
 (Miami-based, Florida-based)  
[www.aac-conference.com](http://www.aac-conference.com), January 2019, 2019.  
 You'll find us in booth #204.

### Cell Phones and Our Practices

Most recently, we often hear the same conversation regarding cellphones in our practices. Every practice is different and their needs vary significantly with many factors. But it's also tied with the foundation of everything we believe. The success of our practices is based on relationships. It is the sole foundation for the "patient-centered experience" we preach. We've rethought the cellphone conversation needed.

We understand that as technology changes and advances, we utilize required those mobile devices at some point in our practices. But, I am a firm believer in privacy and feel the more we define specifically the lines between our devices and our patients, the better.

I can walk into any practice and know within five minutes if they are patient-centered. And cell phones have been one of the biggest topics. I feel that mobile should have access, but not personal use. In saying that, most of the doctors and managers, office managers, have a specific access device for the efficiency of the practice. There shouldn't be any confusion over whether a mobile device is an office phone or the personal use. I believe the best way to combat this is to spell-out your office phone very specifically and have things such as staff folders to have cell protocols and train staff.

Some things we've seen a lot of success with are smart watches and Bluetooth methods. If you, as the doctor or the office manager, are needing access to a mobile device, the use of a smart watch and/or methods can give you access to view the important things and show the patients and their families your commitment to them and their experience. You want your patients to feel that they are the most important thing at that moment and, if you must utilize a mobile device, it's for a very important issue. This only means I most of the staff DOES NOT have cell phone access every minute. They need to be completely focused with the patients, families, and additional staff. There's what technology-looking cool and having a mobile device at your fingertips constantly means that

To have part about recent conversation regarding Midwest connect with us on our Facebook group: [OrthodontistsMidwest.com](https://www.facebook.com/OrthodontistsMidwest) (not here) website.

There are some very exciting changes coming to our industry collaborative project, [OrthodontistsMidwest.com](https://www.orthodontistsmidwest.com). If you aren't already a part of the conversation, join the group now to contribute with industry professionals and be ready for the exciting changes we're forecasting very soon. [ORTH.DENT.MIDWEST.COM](https://www.orthodontistsmidwest.com)



For more information about how [Shimmer Consulting](https://www.shimmerpools.com) can help your practice grow, please contact us [here](https://www.shimmerpools.com).

Myrae Johnson is a leading lifestyle brand and is the founder/owner, and our Director of Operations. [Contact us here](https://www.shimmerpools.com).

If you would like to have part ownership from the back of the house, contact [Shimmer](https://www.shimmerpools.com).