

November 2009 E-Newsletter

Red Flag Rule Delayed Until June 1, 2010

The Federal Trade Commission announced on October 30, 2009 that it would extend the moratorium on enforcement of the Red Flag Rule until June 1, 2010. The current moratorium was set to end on November 1. At this point, based upon the past action of the [FTC], it is difficult to determine whether the Red Flag Rule will ever take place on June 1, 2010. However, every dental office should be prepared to implement the Red Flag Rule by June 1, 2010.

Chair Side Manner

In the October, 2009 edition of Dentaltown Magazine, Dr. Howard Farran, D.D.S. outlined some tips for having a great chair side manner, which I would like to pass along to our clients:

1. Empathize.
2. Be a straight shooter.
3. Speak in plain English.
4. Listen to your patients.
5. Make the patient in your chair your number one priority.
6. Make your patients laugh.
7. Adapt to your patients personality.
8. Have good grooming.

Have a Happy Thanksgiving.