



PERIO POINTERS

Charles Schultz Philosophy ("Peanuts" creator)

December 2007

Take this quiz– you really do not have to answer the questions.

1. Name the five wealthiest people in the world.
2. Name the last five Heisman trophy winners.
3. Name the last five winners of the Miss America Contest.
4. Name ten people who have won the Nobel or Pulitzer Prize
5. Name the last half dozen Academy Award winners for best actor or actress
6. Name the last decade's worth of World Series winners.

How did you do? The point is, none of us remember the headlines of yesterday. They are the best in their fields, but the applause dies, awards tarnish, achievements are forgotten and accolades and certificates are buried with their owners.

Try this quiz:

1. List a few teachers who aided your journey through school.
2. Name three friends who have helped you through a difficult time.
3. Name five people who have taught you something worthwhile.
4. Think of a few people who have made you feel appreciated and special.
Think of five people you enjoy spending time with.

Easier? The lesson: The people who make a difference in your life are **NOT** ones with the most credentials, the most money, or the most awards. They are the ones who **care**.

By the way do not worry about the world coming to an end today; it is already tomorrow in Hong Kong.

You may have seen this on the internet, but I thought it was pretty good stuff.

This holiday season I want to give you my thanks not just say thank you. I want you to truly know I appreciate the referrals and more importantly the trust that you show by referring. There is no greater reward for me professionally than to be able to help those patients who are dental cripples and create a healthy oral environment that they can maintain, if they choose to do so. In order to do that, I rely on the expertise, the artistry, and the compassion you have for your patients. They are your patients, and I am one small part in the whole treatment process and I fully understand that.

Just as I try to reevaluate treatment outcomes, it is equally important to reevaluate my relationship with you and your office. If at any time you think something could have been done better for your patient or you, please email, fax, or call me and we will work on it together. My staff and I do CARE about your patient and you. We want you happy and satisfied with what we do.

To remove your name from our mailing list, please [call me at 288-1550](mailto:call_me_at_288-1550).
Questions or comments? E-mail us at david@kelsheimerperiodontics.com or call 288-1550



**The greatest healing therapy is
friendship and love.
Hubert Humphrey**

Newsletter Spotlight

1. Use fax or email to cut costs
2. More information you give me the more efficient I can be for your patients.
3. I want to be your source for problem solving.
4. I want to be a trusted source of periodontal education for you and your staff.
5. Would you like a "lunch and learn" for you and your staff?
6. Would you like a speaker on practice management?
7. Would you like an evening seminar for you and your staff?

Call, fax or email me!