

THE FOLLOWING
STAFF MEMEBERS
WILL BE OUT OF
THE OFFICE IN DE-
CEMBER:

JULIE PAPPAS-

DECEMBER

18TH.

BJ KAUCHER-

DECEMBER

28-31ST.

Quote of the Month:

**“Today I will
do what others
won’t, so
tomorrow I
can
accomplish
what
others can’t.”**

Jerry Rice

ZBC. Holiday Hours:

To celebrate the holiday season with our families the ZBC office will be closing early on December 24th and will re-open Monday December 28th at 8:30 am. We will also be closing December 31st at noon and re-opening Monday January 5th at 8:30 am.



Zimmerman, Boltz & Company

VOLUME 2, ISSUE 10

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Protecting Your Greatest Asset

One in three dentists nationally will become disabled next year. What would happen to your future if you became disabled? Most people purchase insurance to protect their home, auto, and business; however, they neglect to protect their *greatest* asset in their quest to become financially independent: **their future income.**

Disability and life insurance can provide protection against tragedy by allowing one to transfer the risk of a major loss from the individual to the insurance company for a predetermined premium. The need to transfer this risk is crucial for a dentist, especially in the beginning of their career. Many dentists start out of school with a great deal of debt (\$265,000 on average in student loans alone). Add to that a home mortgage and debt incurred when purchasing a practice, and a young dentist can quickly reach a debt load of \$700,000 - \$1,000,000.

Even though this level of debt can seem intimidating, it is absolutely manageable. A disciplined dentist can discharge their debts and begin building a retirement nest-egg simultaneously. However, doing this all depends on the dentist's ability to produce dentistry. It is for this reason that it is so important for a dentist to protect themselves from a disability. If something were to happen to the dentist where they could no longer work, they would leave a great deal of debt to be serviced, and financial goals out of reach.

The insurance industry understands a dentist's need to replace income in the event of death or disability; therefore, they will typically target a dentist while in dental school or residency. Even though the likelihood of a disability is far greater than that of death during a dentist's career, it is not uncommon for a young dentist to have a small permanent life insurance policy but no disability insurance. One reason for this is because of the cost. I encourage young dentists and dental students to ask themselves the following questions:

- ◆ What are my current financial obligations?
- ◆ How much money do I need on a monthly basis to pay all bills and satisfy other financial obligations?
- ◆ What would happen to me and my practice if I became disabled longer than 12 months?
- ◆ Once I return to work full-time in dentistry, how long could I suffer a loss of income?

When setting up your insurance policies to cover this potential loss of income, it is best to first lock into an individual disability policy as early as possible in your career. A non-cancelable/guaranteed renewable policy that guarantees your future premiums, as well as protecting your occupational duties as a dentist, can be purchased. Another important definition to look for in your individual disability policy is a return to work provision. This feature of the policy will cover a loss of income if you return to work full-time; most policies stop paying you a claim at this point even if you still have income loss. Keep in mind that these are just a few of the definitions to look for. It is best to discuss all the definitions & available policy features with an independent insurance agent that specializes in disability insurance.

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Employee Development

There's an old saying, "If you go on doing the things you've done, you'll go on getting what you've always gotten." To create positive things in your life, you sometimes need to make some changes in the way you do things.

Many people are virtually unwilling to change, even though their current efforts aren't working. They argue for their limitations by saying things like: "I've always been that way." If something isn't working for you, statements like these aren't relevant or helpful. Drop your fear; have the courage to change. You won't have to go on getting what you've always had.

As you start the new year set individual and practice goals with your team. Go over position and team expectations. After setting the expectations hold your team accountable - coach them on a daily basis on achieving and exceeding expectations. Celebrate the successes!!

Don't Worry, Make Money

Holiday Traditions:

For the last four Holiday Seasons, our office staff have collected donations for the local Toys For Tots program. To help achieve our goal we would like to encourage each client to bring a new, unwrapped toy, in the original packaging to their year-end meeting or to make a small monetary donation that our staff members can use to purchase toys. Plush or stuffed animals cannot be accepted due to health concerns. We would appreciate your support in bringing a smile and a ray of hope to an underprivileged child this holiday season. If you have any questions about donations please contact Connie Bitz.

Practice Impact

Start your new year off right - contact Mollie or Paul and set the wheels in motion for a successful retirement!

Practice Impact
(614) 855-2500
visit their website at
www.practiceimpact.com

Protecting Yourself from an Untimely Death

If you are married and/or have a family it is highly recommended to purchase a term life policy. This type of life insurance allows you to purchase a higher amount of death benefit for a much lower premium than permanent life insurance, such as variable life & universal life. Life insurance is purchased to cover items such as the loss of income you bring into the household, any debt outstanding, and other financial obligations such as funding children’s education.

If the proper steps are taken in financial planning you will reach the point of financial independence and the need for life and/or disability insurance will eventually lower or become non-existent. As an independent insurance agent, I know my clients are always better off to keep insurance separate from their investments. This unique insurance planning philosophy will allow you to maximize your overall insurance coverage while minimizing the costs.

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Columbus, OH 43221-2104
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www.brianwetzel.com

Office Hours & Upcoming Events

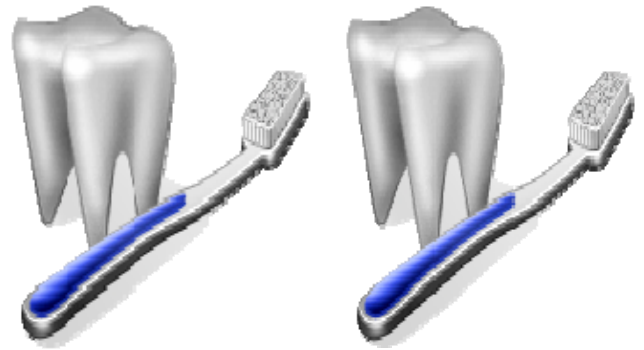
ZBC. hours:

Monday - Friday

8:30am to 5:30pm

Upcoming Events

January 14 & 15th - Paragon Management will be offering the Front Office Academy I in sunny Orlando, FL. If you are interested in attending contact Paragon Management at 614-433-0790 and mention you are a ZBC client for special pricing.



Practice Building Tips

The Value of a Personalized Birthday Message

Smile Reminder® sends personalized birthday wishes to a practice’s clients automatically via email or text message. Like all Smile Reminder features, messages are customized for the practice and can include graphics and photos of the doctor or staff, and have a personalized message and signature fonts. Although the process is automated, it appears to their patients that the doctor’s office has taken the time to send a personal birthday wish.

For Instance, one patient who had just had a full-mouth reconstruction was at lunch with her 3 friends when she got a birthday text message from her dentist. It made her laugh and her friends asked her about it. She told them it was a text message from her doctor and then showed off her smile. All 3 friends went to the practice for cosmetic work.

Often, the printed birthday card budget alone—cards, postage and staff time--can be swapped directly for Smile Reminder fees without the office coming up with any “new budget” to cover it and birthday greetings are just one of many ways in which Smile Reminder helps doctors and patients remain connected. Smile Reminder core messaging solutions also include appointment reminders/confirmations, recare notices, new patient referrals, holiday wishes, surveys, newsletters, customized promotions, a patient portal, and a new patient testimonial tool.

Shelly,
We wanted to wish you a Happy Birthday! Hope you have a wonderful day and we look forward to seeing you again soon.
Sincerely,
Dr. Rensin

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To sign up or learn more about Smile Reminder’s 60-Day Trial:
Call 866.605.6867 or visit smilereminder.com

\$150 off Activation for anyone who mentions this Zimmerman, Bolz Newsletter at sign up