



I Do What I Can to Stand Out

by Theresa Narantic

“How are you?”

“Busy.”

I would be rich and retired if I had a dime for every time I've heard this conversation. It is an understatement to say that so many of us have filled every waking moment with commitment, obligations, and tasks.

Life. Is. Busy.

Several months ago, I decided to invest in a monthly, unlimited car wash subscription. **To save time!** By purchasing the unlimited subscription, whenever I go to get my car washed, I use the express lane and immediately go through the “touchless” automated wash.

Some additional facts:

- The fee is \$12.99/month.
- There is another “touchless wash” in the area that charges \$3.00/wash, so I would need to go four times as often to come out ahead.
- I tip the employees that towel dry my car every time I go.
- I lose money on this deal, but I gain time.

Recently, I was in the area where I have my subscription, with fifteen minutes to dedicate to getting my car washed. I feel good just writing this: I chose to make time.

That wasn't the best part of my experience. What could be memorable about a “touchless” automated car wash? I got to go to the front of the line because I didn't have to wait to pay. I zipped on through! First memorable part of the experience.

The technician power-sprayed the front grill and front right quarter panel of the car as I approached the conveyor belt; the second technician power-sprayed the right left quadrant of the car and the rear before the front tires of the car engaged in the conveyor. I spent the next several moments hearing the spray, watching the fabric strips massage my car. I watched the lighting change as I moved from one area of the wash to the next, then the last sign flashed that I had been SUPER KISSED; and I shifted gears to drive to the station to be towel dried.

I was the second in line (a bonus for saving time today) behind a white Lexus. The young man who wiped down the Lexus gave a goodbye wave to the driver, and the car proceeded. No tip? You drive a Lexus and you didn't tip this kid?

At this point of the process, you expect a quick wipe down. The team member has a towel in each hand. The dominant hand wipes most of the car down and the non-dominant hand leans on the other towel. Usually, they will use the air hose to clear the water from the driver's sideview mirror, then move clockwise around the car until they get to the driver's window where I roll down the window and give the tip.

There was a different experience this day. This young man delivered. He cleared the water from BOTH sideview mirrors with the air syringe, used both hands, both towels, and wiped every inch of the exterior. He sprayed the windows and wiped them down. As he made his way around the vehicle and approached the driver's window, I rolled the window down and told him that he had done an exemplary job in wiping it down. His response to me was, ***“I do what I can to stand out. Thank you.”***

So, what's the point? We all have expectations of people, situations, and experiences. Many times, we acquiesce and accept what is delivered. Other times we deliver at only an adequate level. We have situations like this one that make us open our eyes and challenge what we accept and what we deliver. If we're really using the experience, we challenge ourselves and ask, *“Am I delivering what I can to stand out?”*

Think about it. Where are you in your professional and personal lives? What one step do you need to take to elevate someone's experience, so they know you have exceeded their expectations? What do you need to do today to be able to say, ***“I do what I can to stand out. Thank you.”***



Theresa Narantic has been growing dental businesses and dental teams for over 35 years. She is a speaker, communication coach, a transition strategist, and Affiliate of DIY Dental Consulting.

FMI: <http://speaker.dental/> or 708-732-2162.



Service Savvy

Are You Making Changes?

Is your office making changes to your practice computers or Practice Management software?

If your office is planning to:

- Upgrade your Practice Management System to a new version
- Upgrade any workstations or the main server
- Convert to a new/different Practice Management System

Please contact Trojan's Software Support. Depending on your current or new Practice Management System, specific programs may need to be installed.

The Henry Schein (*Dentrix*, *Easy Dental software*) and Patterson (*Eaglesoft*) products do require a reinstallation of the Trojan integration. This software is not provided by Trojan; please contact your vendor for assistance.

PLEASE NOTE: IF USING DENTRIX AND THE OFFICE UPGRADES TO G6.2 OR HIGHER, FIRST YOU WILL NEED TO OBTAIN THE **DENTRIX TROJAN 6.1.45** INSTALL FILES FROM DENTRIX SUPPORT, BEFORE TROJAN CAN LOAD OUR BENEFIT PLANS.

Other Trojan programs that may require reinstallation:

- Trojan Benefit Service Program
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- Trojan Dr Direct (Electronic Claims)
- Trojan Express Collect

If your IT Company is needed for any type of reinstallation, please feel free to provide them with the number to Software Support. Our representatives would be more than happy to speak with them.

If you have questions, or need assistance, please call Trojan Software Support at 800-451-9723, Ext. 1. Or, visit Trojanonline.com, click on Appointment Calendars and schedule a support call time that is convenient for you.



Ask the Consultant

Q: Can you please provide ADA codes for the following procedures?

- Coronally advanced flap
- Coronally advanced flap with connective tissue graft
- Coronally advanced laterally moved flap
- Apically positioned flap

A: **Coronally advanced flap:**
• **D4245 – APICALLY POSITIONED FLAP**

• Procedure is used to preserve keratinized gingiva in conjunction with osseous resection and second stage implant procedure. Procedure may also be used to preserve keratinized/attached gingiva during surgical exposure of labially impacted teeth, and may be used during treatment of peri-implantitis.

Coronally advanced flap with connective tissue graft:

D4273 – AUTOGENOUS CONNECTIVE TISSUE GRAFT PROCEDURE (INCLUDING DONOR AND RECIPIENT SURGICAL SITES) FIRST TOOTH, IMPLANT, OR EDENTULOUS TOOTH POSITION IN GRAFT

There are two surgical sites. The recipient site utilizes a split thickness incision, retaining the overlapping flap of gingiva and/or mucosa. The connective tissue is dissected from a separate donor site leaving an epithelialized flap for closure.

With regard to the two remaining codes, additional details would be required in order to locate the proper CDT code.

Response provided by [Ramona Colbert](#).

FUN! Fact



The lyrics to *"All I Want for Christmas is My Two Front Teeth"* were written in 1944 by music teacher Donald Gardner who noticed that half his second-grade students answered the holiday question with a lisp, due to a missing front tooth.

He wrote it in thirty minutes and was amazed at how his "silly little song" became so popular.

Check out trojanonline.com for some of our favorite "classic" Trojan Today articles:

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by Kate Nielsen

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by Tom Limoli



Quote-Worthy

“ People will forget what you said, people will forget what you did, but people will never forget how you made them feel. ”

— Maya Angelou

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Join us for an active, virtual weekend to nourish your body, mind, and spirit.

Mental Wellness Summit December 3-5, 2021

Post-pandemic, frontline workers are at high risk of [secondary trauma](#) and the damaging physical and mental effects that go with it. In the dental industry, anxiety rates for providers were [nearly 40% pre-pandemic](#).

[Since COVID-19, one study shows anxiety for dentists at 71% and depression at 60%.](#)

In addition to the mental wellness of the providers, their families have also been affected.

This multi-sensory, family-friendly continuing education event takes place on Zoom.

FMI: dentalavengers.com



What Clients Say

"Trojan is absolutely the best tool we have ever used. It is so helpful to see benefits, what is covered and frequencies, all at one click of a button. We also utilize Trojan Collections, and this is very reasonable and given us great results. I would recommend Trojan for all offices."

— B.W., Billing Manager



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DECEMBER 23, 2021 –
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Happy Holidays



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