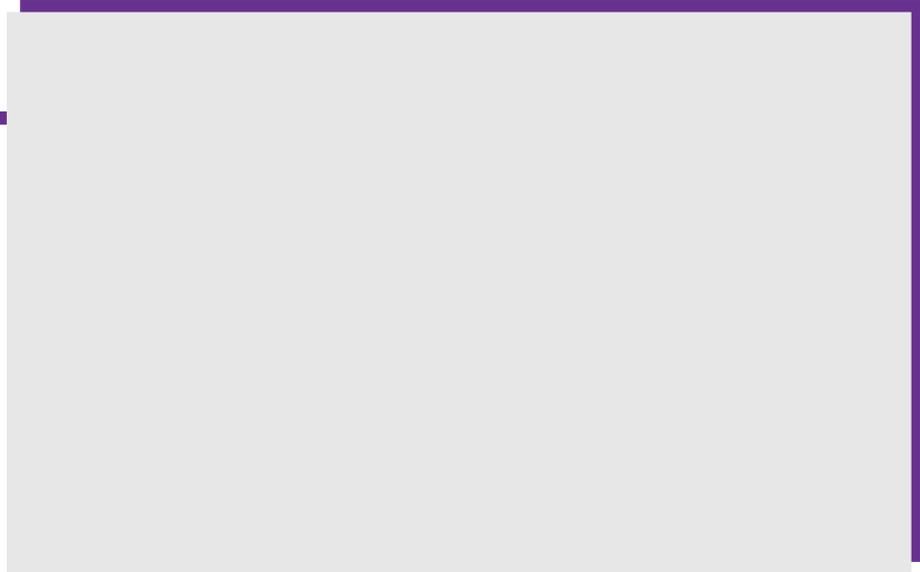


Inside This Issue

- p.1 Why Resolutions Are Worthless Without a Plan
- p.2 My Favorite Podcast
- p.2 How to Help Grow Your Practice
- p.3 Have a Cold? Recover Faster!
- p.3 Have a Laugh on Us!
- p.3 Peanut Butter and Berry French Toast
- p.4 The Best Skiing Destinations in the World



3 OF THE WORLD'S GREATEST WINTER SPORT DESTINATIONS Who's Ready for Some Powder?

The sound of the first carve through fresh powder is the anthem of all winter sports enthusiasts. Here are three of the world's best places to experience that powder you've been craving all year.

BRECKENRIDGE, COLORADO

John Denver's anthem "Rocky Mountain High" is about the freedom he felt here. Where there are great mountains, there's even better snow. The ski resort boasts five peaks, 187 trails, 34 lifts, four terrain parks, and a renowned cross-country trail. After a day on the slopes, head into the town of Breckenridge for dining and activities that ditch the glitz and glamour of Vail or Aspen and take you straight to the heart of fun.

WHISTLER, BRITISH COLUMBIA, CANADA

A destination that looks like a cross between Nordic paradise and Olympic-level runs, Whistler is filled with true magic, winter activities, and a town that captivates the senses. When you see the mountains of British Columbia, you'll understand why they hosted the 2010 Winter Olympics. The location's beauty is only part of your stimulating experience, because every curve of fresh powder makes your pupils dilate. Once you're done flying down the hill where Bode Miller took the bronze, head over to the winter wonderland of the old Olympic Village for a cozy night in a picturesque town.



ST. ANTON, AUSTRIA

If you want a great location for next year's Christmas card photo, there's no better place than the Tyrolean Alps. Nestled in a valley between perfectly molded mountains, the Austrian landscape provides a beautiful backdrop for your winter excursions. The densely wooded areas and the bright reflection of the snow frame the vibrant town that's just waiting to be explored. When you're ready for world-class runs, hop in one of the 11 gondolas and zip down the hills that hosted the 2001 Alpine World Ski Championships.

DON'T MAKE PRACTICE RESOLUTIONS Develop a Plan for the Year

I have a one-word review of New Year's resolutions: Fooyey! So many people make them, only to let them end up in the rubbish bin before February is over. Before the snow has even had time to thaw, they're back to their old ways. Resolutions are an empty ceremony to most people — something they pay lip service to but have no intention of actually achieving.

For personal resolutions, it may be no big deal, but it can be disastrous if you're trying to set goals that will guide your practice through the rest of the year. Your goals should steer you down a course for success — not be forgotten about soon after they're dreamed up. To ensure that your practice's plan isn't going to get discarded, you need to do a little more than drum up a few resolution-style ambitions; you have to take them seriously.

Your first step should be blocking off time to have a comprehensive discussion about what 2019 should look like. January tends to be a slow month, so it's worth setting aside at least an entire day to hold a meeting on the topic. You can also do a staff retreat off-site to make the experience fun and memorable. Ideally, your entire team will take part in these discussions, but if your practice is too large for that, you at least need one representative from every department, and your core team members, in attendance.

Allowing group participation is wise for a number of reasons. First, people may see areas for improvement that you've missed. Second, the more people feel involved in the creation of the yearly plan, the more likely they are to be excited about implementing it. The more voices that are involved, the better. Just make sure you leave the meeting with a unified plan and not a dozen different possibilities.

Once you've discovered areas you'd like to work on for the year, you need to set a plan in place to monitor your achievements. Even if your goals are long term, you should be regularly tracking the progress toward them. Hold goal-review meetings on at least a quarterly basis to ensure they aren't forgotten, and set milestones to celebrate on the way to your final destination. You should also assign certain staff members to oversee each project, ensuring that implementation happens in a timely

"Once you've discovered areas you'd like to work on for the year, you need to set a plan in place to monitor your achievements. Even if your goals are long term, you should be regularly tracking the progress toward them."



fashion. This person doesn't need to be "in charge" of the project per se, but they should check up on the project to make sure it hasn't been forgotten.

I can't tell you what kind of goals will be most relevant to your practice. Maybe you'd like to increase retention, grow your patient list, or offer a new service. Whatever the case, don't just resolve to make it happen. Instead, create an action plan that will take you from point A to point B.

On my end, I'll be sending out a survey to all of our members asking them for ideas about how the PDAA can improve in 2019, from conference ideas to ways to give you more from your membership. I'm also hoping to get a new set of online modules up in short order. If you have ideas about what you'd like to learn, please send them to pdaadirector@gmail.com. While you're at it, I'd love if you could review us on Facebook and Google, as it will help increase the reach of our organization.

Happy New Year, everyone!

Rhea

Rhea M. Haugseth, D.M.D.



LISTEN TO SOMETHING NEW

The Best Podcasts to Start in 2019

Though podcasts have been around for over a decade, they have only recently found their stride in popular culture. And they don't all feature nerds talking about "Game of Thrones." In this form of audio entertainment, there really is something for everyone. A number of podcasts have broken into mainstream pop culture, like "My Favorite Murder," "This American Life," and NPR's "Planet Money." But these are only the tip of the iceberg. Here are a few lesser-known podcasts that are seriously worth your time.

Start Something Fun: 'Spirits'

The title "Spirits" is a play on the stories told and drinks enjoyed on this podcast. Co-hosts Amanda McLoughlin and Julia Schifini offer a fresh take on myths, legends, and folklore. From Greek classics to the tale of the Javanese Mermaid Queen, these lifelong friends and mythology enthusiasts examine what the stories we tell say about our culture, traditions, and values. If you're eager to fill your year with something kinda creepy and kinda cool, you can't go wrong with "Spirits." Start listening at SpiritsPodcast.com.

Go on an Adventure: 'The Far Meridian'

Audio dramas are back and thriving in the world of podcasts. "The Far Meridian" explores the story of Peri, a lighthouse keeper whose brother disappeared long ago. Peri is terrified of leaving her home, so she's never discovered what happened to him. That changes when her lighthouse begins to appear in a new location every morning, initiating her search for her brother. Fantastically fun and painfully real, this is a story about the courage it takes to leave home behind. Join the girl in the lighthouse at TheFarMeridian.com.

Tackle Your New Year's Resolutions: 'The Marie Forleo Podcast'

We all need some advice. Why not get it from someone who knows what they're talking about? Marie Forleo is an entrepreneur, writer, and philanthropist. And according to Oprah, she's a thought leader for the next generation. Her mission is to help you become the person you most want to be. On the podcast, Marie and her guests discuss business, relationships, fear, love, and so much more. Get inspired at MarieForleo.com/marietv.

This list is just a start to the wealth of amazing, diverse podcasts out there. News recaps, sports history, true crime, pop-culture throwbacks, and plenty more fantastic audio entertainment awaits on your phone's podcast app. Start listening to your new obsession today!

3 EASY WAYS TO RECOVER QUICKLY FROM A COLD

During the winter months, colds and the flu can spread like wildfire. Getting sick at least once during the season can be hard to avoid, and once you are sick, you want nothing more than for it to be over and done. While there is no way to completely avoid getting sick, there are ways to speed up your recovery. Next time you're suffering from a cold, try these remedies to get back on your feet a little bit faster.

EUCALYPTUS If you're suffering from congestion or can't stop coughing, eucalyptus may offer the relief you're looking for. Available in several different forms, including syrup, oil, and dried leaves, eucalyptus can be used as an expectorant or as a way to relieve a sore throat. When you're at home and sick, try adding a few drops of eucalyptus oil to the water in a humidifier. The results are remarkably soothing!

ELDERBERRY SYRUP Also referred to as elderberry extract, this syrup is made from a plant called European elder. It can be purchased at many health food stores or made at home (but use caution when doing this, since raw and undercooked elderberries are toxic). Many people swear by the berries' ability to ease congestion and relieve a number of other cold symptoms. Plus, elderberry syrup is known for having anti-inflammatory and antiviral properties, making it an ideal tool for fighting the common cold. Some research even suggests that it can shorten flu symptoms by up to three days.

ZINC While many people turn to vitamin C to hurry through a cold, that's not the supplement you should be focusing on. In fact, an overwhelming number of studies show that vitamin C does absolutely nothing to help shorten a cold. Instead, take zinc. You can find it as a nasal spray or lozenge, or even as part of a vitamin C supplement. One study published in the Annals of Internal Medicine found that those who took zinc reduced their recovery time from a cold by half. Cold symptoms among those taking a zinc supplement lasted about four days, while symptoms among those taking a placebo lasted about eight days.



SITUATION OF THE MONTH

HELPING GET NEW PATIENTS IN THE DOOR

DEAR PEDIATRIC PRO,

We're getting ready to do our yearly planning, and our doctor has asked that we come up with creative ideas to help increase our patient pool in 2019. I want to help, but I'm at a loss as to how I can do that. Do you have any ideas? Thank you so much for your help.

Gratefully,

Janice

DEAR JANICE,

Janice, I really appreciate your question, as it's different from the ones I normally receive. Assistants sometimes struggle to understand the role they play in the overall success of their practices. Sure, we provide excellent care, but we're not always involved in helping our practices acquire new patients. Odds are this is the first time you've ever been asked to do so. No wonder you feel short on ideas.

The best way I've found to get the staff invested in the overall growth of the practice is to incentivize it by making it fun. There are an infinite number of ways to achieve this, but I'll just share two ideas with you now.

One method is to do a Facebook photo contest for patients and their families. Create a certain scene — brushing the teeth of a snowman, say — and encourage people to post their version on your practice Facebook page. Having patients share this photo with their loved ones and friends expands your reach. Track the results and offer a prize to the person with the most likes. Prizes can be something like a dinner out or a big screen TV. Pro tip: Tell your patients to include their children and pets in the photos — kids and animals play well on social media.

If you want a more direct route, you can structure a formal employee referral contest. Provide each of your staff members with a stack of personalized business cards and have them hand out the cards to possible patients. When you start getting calls, ask them who referred them, which turns growth into a contest. The longer the contest runs, the better the prize should be. You can also give prizes to the top 3–5 referrers, depending on the size of the practice.

The best way to get people involved in growing the practice is to make it fun, creative, and engaging to everyone on the team, no matter their role.

—Pediatric Pro

HAVE A LAUGH



PEANUT BUTTER AND BERRY FRENCH TOAST

Inspired by Delish

INGREDIENTS

- 8 slices brioche, 1/2-inch thick
- 1/4 cup creamy peanut butter
- 2 large eggs
- 1/8 cup heavy cream
- 2 teaspoons pure vanilla extract
- 2 cups cornflakes
- 2 tablespoons unsalted butter
- 2 cups mixed berries
- Powdered sugar, to sprinkle
- Maple syrup, for serving

INSTRUCTIONS

1. On a large baking sheet lined with wax paper, place 4 slices of brioche and spread 1 tablespoon of peanut butter on each. Cover with remaining slices, creating sandwiches.
2. In a pie plate, beat eggs with cream and vanilla. In another, coarsely crush the cornflakes.
3. Lightly soak sandwiches in the egg mixture, then dredge in cornflakes, pressing to adhere. Return to baking sheet.
4. In a large skillet over medium heat, melt 1 tablespoon butter. Once melted and up to temperature, add sandwiches, cooking on one side until golden and crisp, about 2–3 minutes.
5. Return sandwiches to baking sheet, add remaining butter, and repeat on other side.
6. Top sandwiches with berries, sprinkle with powdered sugar, and serve with maple syrup.