

August 17, 2011

On August 6, 2010 I had the pleasure of meeting Lorraine Guth, consultant and entrepreneur, for the first time at my place of employment. The dentist that I had been employed with as an administrative team member for over two years, came to me prior to her arrival and informed me that he had hired a consultant to coach the staff in changes he wished to make to the practice. My initial reaction was not a positive one. I was apprehensive because I have never been good at handling change and at that point I had recently returned to work from my maternity leave. In April of 2010 I gave birth to my first child and was struggling with how to be a successful working mother at home and at my job. Despite my apprehension and negative attitude, meeting Lorraine at this point in my life and my career turned out to be a blessing in disguise.

After meeting Lorraine for the first time, I instantly liked her. She was funny, easy to talk to and had a strong positive attitude towards life that came through her in every aspect of what she did. I also had tremendous admiration for her being a successful working mother herself. Through her coaching, she taught me and my coworkers' techniques on how to communicate with patients and how to listen well. She perfected our patient service skills with greeting patients, handling new patient phone calls, discussing treatment plans and financials, knowing where to go from "NO" and being comfortable asking for referrals. Most importantly she gave us the resources to capture a perception of what great customer service really is and how it can be achieved. Since Lorraine has worked with me and my coworkers, our practice revenue has grown as well as our clientele. I sincerely enjoy coming to work every day and it gives me great pleasure to know that our patients are satisfied with the service we provide.

On a personal note, she taught me how to acknowledge and apply the skills that I already had and become a great leader. She coached me on self discipline and showed me how to look at life and situations in a positive way. I am eternally grateful to her for the influence she has had in successes in my career and the relationships in my personal life as well. I am also grateful to my employer, Dr. Thomas Petnuch, for making the decision to hire Lorraine and providing all of us the opportunity to grow personally as well as professionally.

With Great Appreciation,

Bethany Lewis