

## Orthodontic Staff Appreciation Week Suggested Activities

Need ideas to help augment your celebration activities during Orthodontic Staff Appreciation Week? Consider the options listed below, or use these as brainstorming points to come up with your own unique and creative festivities.

### **In-House Activities**

- Have lunch catered for your entire staff.
- Have flowers and balloons delivered to your office.
- Have Edible Arrangements®, cookies or candy delivered to your office.
- Organize a staff happy hour.
- Present staff with gift cards to local restaurants, movie theaters, spas, etc.
- Give each staff member an extra paid vacation day.
- Launch a patient recruitment/referral program for staff.
- Offer a comment card for patients to submit regarding staff (see previous page for link).

### **Community Outreach (see previous page for links)**

- Send a letter or email to patients.
- Submit a press release to local media outlets.
- Run an ad in a local newspaper or publication.

### **AAO Promotion**

- Submit a Celebration Publicity Form – see the previous page for link to the form – to share how you celebrated the week
  - Your submission could be highlighted in a future edition of the *eBulletin* or *The Practice Management Bulletin*.
- Sign up your staff for AAO Orthodontic Staff Club membership, granting access to valuable benefits such as a free subscription to AAO Online Lectures.
  - [Click here](#) for member benefits.
  - \$50 per office for unlimited staff.
- Pay for your staff to participate in the AAO Voluntary Certification Program®, the hallmark of excellence in orthodontic clinical assisting, in which they can earn the Specialized Orthodontic Assistant® designation.
  - [Click here](#) for details.