



## The Alliance of the Washington State Dental Association

**You Are Invited to Join Us!**

**Thursday Evening September 9th  
7 to 9 PM**

**In the Pender Room At Semiahmoo  
During the WSDA HOD  
For a complimentary presentation:**



**Rhonda Savage, DDS  
Dentist, Consultant, Speaker  
Linda Miles & Associates**



Times have changed. Women now are the majority purchasers of automobiles, electronic appliances and computers. Women out earn men in the U.S., 51% to 49%. Women have an earning power of 2 trillion dollars, but we have a spending power of 3 trillion dollars because we spend our husband's money also! AND women are the majority decision maker regarding health care expenditures.

To appeal to our female patients, we need to understand what matters to women. Women care about their family, their health and the health of their family and making the world a better place. If we, as health care providers, can comfortably address health concerns with our patients, the dental practice will grow.

By growth, I don't just mean monetarily. You'll grow because of the "value added" service. What we did in the past for our patients isn't good enough. The world expects more today than ever before. Remember this phrase: **"You cannot be 1000 times better than your competition, but you can be better in 1000 small ways."**

As Alliance members and dental spouses, you have the ability to influence, develop and cultivate the care of patients seen in your practice as well as within your family. This update on women's health issues will touch the lives of your children, grandchildren, sister and mother. Come and re**THINK** your **potential** with us!

**EVERYONE WELCOME! PLEASE LET US KNOW YOU WILL BE JOINING US FOR THIS  
FREE, FUN, AND INFORMATIVE EVENING  
CALL CAROL BATES AT (425) 483-0294, OR EMAIL: FOURMO@AOL.COM**