

August 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 US Air Force Day	2	3	4	5	6 National Fresh Breath Day
7	8 Weird Contest Week (8-12) Happiness Happens Day	9	10	11	12 Vinyl Record Day	13
14 National Motorcycle Week	15 Best Friends Day	16	17	18	19	20
21	22	23	24	25	26 National Dog Day	27 Just Because Day
28	29	30	31			

MORE IN AUGUST

Happiness Happens Month

The Secret Society of Happy People offers resources to host your own Happiness Happens Day or Event. What better industry to promote happiness and smiles than dentistry? Visit www.sohp.com for more information.

National Motorcycle Week

Do you have doctors, team members or patients who have motorcycles? This week you could have your team share photos of them with their motorcycles and ask your patients to do the same and tag you! Or you could ask patients to post their favorite route to ride their motorcycle and why. There's lots of ways to get involved and show a shared interest with patients who love to ride!

Best Friends Day

To make this work well, you will want to begin promoting this day at the beginning of the month. Utilize your Friends and Family materials to invite patients to bring in their best friend for their next appointment. Just ask patients to bring their best friend to celebrate this holiday- you'd be surprised how many patients take you up on this just because you asked!