




Quiz for Comprehension - Segment One

1. **What is a Kolbe test?**
 - A) IQ Test
 - B) Personality Test
 - C) Conative Test
 - D) Cognitive Test

2. **What is the most important Key Performance Indicator (KPI) for a TC?**
 - A) Conversion
 - B) Same Day Starts
 - C) Pay in Fulls
 - D) All of the above

3. **What are good ways to incentivize a TC?**
 - A) No Sales
 - B) Same Day Starts
 - C) Pay in Fulls
 - D) All of the above

4. **What is the national average orthodontic new patient conversion?**
 - A) 40%
 - B) 55%
 - C) 85%
 - D) 98%

- 
5. **How often should staff incentives be changed?**
- A) Every day
 - B) Every month
 - C) Every quarter
 - D) At least every 18 months
6. **What is a same day start?**
- A) Scheduling a New Patient Exam to come in the same day
 - B) When a patient starts their initial treatment after a direct mail offer
 - C) When a patient starts treatment within 24 hours of their New Patient Exam
 - D) None of these
7. **Incentives should be:**
- A) Tiered
 - B) Entitled
 - C) Singular
 - D) Expected
8. **Who decides what the specific incentives should be?**
- A) The doctor
 - B) The TC
 - C) Both the doctor and TC together
 - D) The office manager



9. **Patients and parents buy:**
- A) Emotionally
 - B) Only if they want to and can't be influenced
 - C) Always because of price
 - D) Only if they think the doctor is the best clinically
10. **Who should be tracking the TC stats?**
- A) The doctor
 - B) The TC
 - C) The office manager
 - D) The financial coordinator