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Revive your Practice’s Growth and Profitability

SmartPractice has been jump-starting the growth and profitability of dental practices worldwide for more than 40 years. We wanted to find a way to share our knowledge with more practices so they too could benefit from our experience. So, we launched jump magazine in January.

Each issue of jump highlights ways to grow your practice and create loyal patients. Created by our staff of dental marketing experts, the focus of jump is to not only cover the proven methods and new innovations of dental marketing, but to give you the specific tools necessary to fully implement these best practices into your own marketing campaigns.

We understand marketing your practice can seem overwhelming at times, which is why we created jump. Look to SmartPractice as your personal marketing team. We have the expertise to help you achieve your marketing goals with sound advice, superior products and comprehensive services. While reading, keep an eye out for orange jump zones that feature tips on popular topics. You’ll want to read every issue from cover to cover so you don’t miss any case studies, insider info or feedback from doctors just like you.

So what are you waiting for…jump to it!

We want to hear from you.
Send us your comments, practice stories and any topics you’d like to read about in jump. Pose questions to our practice marketing experts. We look forward to hearing from you.

editor@smartpractice.com

Kristin Uhles
Director of Marketing
SmartPractice

Tina Strickler
Director of Business Development
PracticeMojo™ Automated Recall and Marketing
For more than 40 years, SmartPractice has been committed to supporting Healthier Practices, Healthier Patients. Our award-winning dental marketing services offer you expert advice, proven strategies, products and services to market your dental practice effectively and affordably. Like you, we have a passion for healthier patients, brighter smiles and improving treatment compliance. That’s why dental offices like yours choose SmartPractice as their primary partner in patient recall and practice marketing year after year.

Our history and expertise in dental marketing has led us to create the most effective and timely marketing tools for your practice. We’ll work directly with you to determine the best products and services to maximize your patient response, new appointments and treatment compliance.

Visit smartpractice.com/dentalmarketing to request a FREE 30-minute dental marketing consultation. Call 800.522.0800 ext 7568

FREE consultation includes:

✓ Digital strategy & recommendations
✓ Social media review & content strategy
✓ New patient planner
✓ Online reputation management
✓ Recall Assistant
Patient Reactivation

Easiest Patients to Target—Yours

The cost of dental care is often the number one reason why patients delay necessary dental work (see page 38). Targeting patients with dental insurance, where cost is less likely to be a barrier, is the most effective reactivation campaign you can do.

What percentage of your patient file has dental insurance? Oftentimes patients overlook their own benefits. Help them remember to use them by reaching out to your entire patient file—at a minimum, those with dental insurance—and make them aware of the free preventive cleanings they are eligible for through their dental insurance. They will appreciate the reminder and you’ll be creating a low barrier offer that you can ideally use to transform a lapsed patient into a current one.

Launch Your Own Successful Benefits Reminder Campaigns

Begin by reaching out to all insured patients with an email or text message. Allow 7-10 days for patient to call in and schedule. If no response, send a postcard. REMEMBER to contact patients using the method(s) they prefer. For example, don’t text a patient who has opted out of your texts or send an email to someone who has unsubscribed.

According to the ADA, 53% of the U.S. population have dental insurance.

How?
You will want to target insured patients who do not have any upcoming appointments with benefits reminder campaigns. These patients are the most likely to respond since insurance removes most financial reasons to delay care. Reactivation campaigns that focus on a patient’s benefits are also a great way to avoid sounding too salesy. There are lots of great seasonal campaigns you can run for benefits reminders.

Keep in mind that most dental benefits plans include two preventive visits a year. If you reach out to patients in time for them to schedule their first visit before July 1, you help patients maintain their oral health and give them time to schedule their second cleaning during the insurance-allocated timeframe. Plus, any treatment that is recommended early in the year can be scheduled over the following six months. You’ll be helping patients minimize out of pocket expenses while keeping your office busy.

The earlier in the year you launch your campaign, the more success you will realize. There will be more time to get patients scheduled which they will appreciate. You will appreciate increased response rates that multiple contact methods generate. Run a campaign in Spring, early Summer and another in Fall for maximum appointments.

Keep your tone friendly and fun and include the date of their last dental visit. Realizing how much time has passed since their last visit can prompt them to call and schedule. You can also use an educational approach and stress the importance of oral health to overall wellness. You still want to create a sense of urgency by reminding them they should not let their benefits go to waste.

Benefits Reminder Campaigns work best when executed in Spring and Fall each year.

Internal marketing is key. Reach out to current and lapsed patients to keep your schedule full year round.

Using multiple channels delivers the best results—emails, texts, postcards & calls.
Sample Spring Campaign
When you think spring cleaning we want you to think teeth and gums! Many of those fortunate enough to have dental insurance are allowed two preventive visits per year. In order to use your benefits, schedule your first preventive visit before July 1. According to our records your last visit was 02/20/14. Call us today to schedule your appointment.

Case Study
Two-month Benefits Reminder Campaign with PracticeMojo

Scope: 47 Dental Offices
14,026 Benefit Reminders

Target: Unscheduled Patients with Dental Insurance
No Visit in Current Year

Methods:
- Emails (7898)
- Text Messages (737)
- Postcards (5391)

Results and Recommendations

☐ Send Benefits Reminders Early
The earlier the reminder was sent (May compared to mid-June), the more likely the patient was to complete the appointment by July 1.

☐ Late is Better than Never
However, even doctors who sent an email reminder about benefits in June had patients schedule before July 1 which gave the offices a nice production boost.

☐ More Impressions means More Results
An email supplemented by a postcard or text message increased the chances of an appointment being scheduled.

☐ Follow-up in Early Fall
Repeat this campaign with a Fall theme in September or October to prompt unscheduled patients to schedule before the end of the year.

Check out the incredible success that a group of practices realized from a two-month automated Benefits Reminder Campaign performed by PracticeMojo™.

Want to start your own PracticeMojo campaign or need advice on reactivation methods or examples?

Call our specialists at 800.556.2580

Source: PracticeMojo
Cost
Cost was the leading cause (50%) listed for a patient’s hesitation to visit the dentist. Participants understood the value of offers like a free consultation, but often did not make the connection that their benefit plan also provided free consultations. Participants stated that the free consultation demonstrated value and showed that the dentist was interested in helping them as opposed to just focusing on profits.

Recommendation
• Highlight special offers or payment options
• Offer free consultations or 2nd opinions
• Always include an offer for elective services not covered by insurance

Convenience
The difficulty and time spent in finding a good dentist, scheduling conflicts and taking time off work for appointments can make a patient reluctant to begin a search, let alone make an appointment. In today’s busy world, convenience is king. Focus group participants indicated that it was difficult and time consuming to find a dentist that accepted their insurance and could schedule with limited time away from work.

Recommendation
• Make it easy for patients to find your office and your hours. Highlight extended hours or weekends for professionals and families.
• Promote services like same day crowns or give an on-time guarantee
• Showcase easy to understand insurance and payment options

Trust
Surprisingly, finding a dentist they could trust ranked as high as pain/fear and convenience as a reason for not visiting the dentist. The focus group revealed that prospective patients are skeptical of materials they receive from the dentist. They likened the search for a dentist to that of finding a trustworthy car mechanic.

Recommendation
• Include testimonials in your marketing (see page 40). These sources lend credibility to your message.
• Use words like ‘compassionate’, ‘caring’, ‘trustworthy’ and ‘good listener’ in marketing to appeal to their search for the ‘right dentist’
• Listen to their concerns on the initial call (and always)

Points to Remember
1. Overcome natural fear, history and trust concerns
2. Incorporate patient-centric messaging on websites, direct mailers and on-hold messaging that overcome the top four obstacles
3. Familiarize your staff with the messaging so they can utilize those words and phrases when interacting with current and prospective patients
4. Know what solutions your office uses to counteract each obstacle and feature them in your marketing communications including social media

Contact our team of practice marketing specialists for assistance in selecting the appropriate messaging for your practice. Our goal is to help you succeed! Call 800.522.0800 today!
Join the official SmartPractice®

EXPECT MORE

More Savings • More Patients • More Smiles

Introducing the Expect More Club from SmartPractice – the only program that turns your quarterly supply purchases into savings on marketing tools to increase patient flow and grow your practice. Achieve your marketing goals with SmartPractice’s proven solutions at member-exclusive discounts.

Instant Savings:

<table>
<thead>
<tr>
<th>Membership Levels</th>
<th>Level 1 (&gt;$2,500 spent per quarter per location)</th>
<th>Level 2 (&gt;$5,000 spent per quarter per location)</th>
<th>Level 3 (&gt;$8,750 spent per quarter per location)</th>
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<tr>
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Great Savings on These Marketing Solutions:

<table>
<thead>
<tr>
<th></th>
<th>NonMember</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>PracticeMojo™ Automated Recall</td>
<td>$179/mo Solo Plan; $249/mo Partnered Plan</td>
<td>$100 OFF monthly charge</td>
<td>$125 OFF monthly charge</td>
<td>$150 OFF monthly charge</td>
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<td>Custom Branding Package</td>
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<td>$300 set-up fee; $75/month</td>
<td>$99 set-up fee; $50/month</td>
<td>$75 set-up fee; FREE/month</td>
</tr>
</tbody>
</table>

**PLUS**

5-15% OFF the “the big guys” Dental Supply pricing; FREE shipping options; Free Goods Management and more ways to save time and money with SmartPractice.

Access the tools that thousands of practices are using to successfully boost growth and profitability but at a fraction of the price with your Expect More Club membership.

Ready to start getting **MORE**?

Call **800.522.0800** or visit [smartpractice.com/more](http://smartpractice.com/more) to learn more about the Expect More Club.

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Purchasing discounts may impact Club eligibility. Discounts cannot be combined. Sorry, no rewards substitutions. Once office accepts membership into the Club, moving forward, lower rates will automatically apply for Patient Communications and Giveaway orders; excludes discounts on PracticeMojo and MailSmart Services. You will be contacted to set up the remaining optional marketing service rewards. PracticeMojo is compatible with: Easy Dental, Eaglesoft, Dentrix, SoftDent, PracticeWorks and Open Dental. USA dental offices only. Club rewards subject to change. If spending level is not met (per location), office will be subject to NonMember pricing adjustments of the rewards redeemed.
Patient Feedback

What You Don’t Know Can Hurt You

You only have one chance to make a first impression. Make it count. When patients interact with your practice, you want every communication to be positive and help to foster long-term relationships. A good experience is shared with about nine people whereas a negative one is shared with nearly two times as many. Do you truly know what is being said about your practice?

Before you hit the ground running and begin asking for reviews so you can blanket every site with how wonderful your practice is, be sure to survey patients first. A general questionnaire asking for feedback will go a long way toward finding areas that need improvement. The survey will identify areas that patients perceive require your attention. You then have the opportunity to make adjustments before an unhappy patient harpoons your word of mouth or posts negative reviews online. Unfavorable interactions can make or break your brand. Gather patient feedback by handing out postage paid survey cards after the visit as well as sending at least two emails with link to online survey. Take all patient feedback seriously.

Case Study
Ultimate Question Survey
In the last year, 50% of PracticeMojo customers requested their patients complete a one-question survey: On a scale of 1 to 10, how likely are you to recommend us?

The average response rate for the dental offices was approximately 20%. The Net Promoter Benchmark for the PracticeMojo dental offices was an astounding 88.4. According to Net Promoter, the most efficient companies’ growth engines operate at NPS efficiency ratings of 50–80%. For more information, visit netpromoter.com

Survey Findings

- 60% of respondents provided their names and the rest requested anonymity
- Approximately 80% provided positive feedback (gave the practice an 8 or greater)
  “I look forward to going to the dentist here, which is something I thought I’d never say.”
  “Everyone is caring, friendly and compassionate.”
  “We always receive the best care.”
- Of those who rated the practice a 6 or lower, about half of them listed specifics on what the practice could do to improve
  “I always feel like you’re trying to sell me something.”
  “More privacy.”
  “Too much staff turnover.”
  “Tell us about the procedure being done before, not after.”
  “Hygienist too rough.”

The last thing you want is for people to associate your brand with bad experiences.

After gathering information, begin to quickly address areas of concern. Thank patients for identifying areas in which your practice can improve. Follow up alone can change patient’s perception.

Once you feel the office has addressed the top complaints, begin asking patients to complete reviews of your practice on Google, Yelp and RateaDentist.

Continue to ask for feedback periodically. You want patients to know that you are committed to ongoing improvement and that ultimately, creating a positive patient experience is of utmost importance to you.
More then just appointment reminders, PracticeMojo engages your patients by getting feedback and reviews to better your practice. The most complete recall solution on the market, PracticeMojo’s ReachAll Dental Recall™ gives you complete control of your patient communications, reaching patients when and how they want to be contacted.

Ensure a steady stream of happy, loyal patients. Request a consultation today at practicemojo.com or call 800.556.2580.

Who’s in control of your online reputation?

Put the same care into your practice that you do your patients. Get access to the industry’s top graphic designers at SmartPractice’s discounted rates. Make sure every point of contact with your patients builds recognition and loyalty. Whatever you need, we make it easy and guide you through each step.

Make the Right Impression

Custom Branding Package includes 6 hours of Graphic Design Services. Build customer loyalty and recognition with eye-catching designs.

Get Started Today!
Call 800.522.0800 ext 7810 or visit smartpractice.com/branding
A team member’s ability to effectively and cordially work with people via phone plays an integral part of your practice. Your practice’s relationship with that patient may start on the phone. If phone etiquette is lacking, that unpleasant call may be why that person never comes in or returns your calls. You can spend thousands on marketing and still not be able to schedule patients if callers feel rushed or a team member doesn’t convey caring and friendliness. Why would someone want to come in and be treated that way in person? Here are a few tips to review with your team.

**Smile!**
Body language is key. Voices can convey feelings of frustration and irritation. Since a phone call can be a person’s first experience with your practice, you want to make sure every team member is professional, upbeat and prepared. If anyone in your practice is sour on the phone, that attitude reflects on your practice as a whole. Someone on staff having a bad day? Keep that individual off the phone.

**Ask for Permission**
Always ask permission before placing a caller on hold and let them know how long they may be on hold. “Do you mind if I place you on a brief hold while I pull up your record? Thank you. Be back in about thirty seconds.” There’s no harm in asking for a time to call them back. “I know your time is valuable so rather than ask you to remain on hold for several minutes, would you mind if I call you back with the answer to your question? Thank you. What time works for you?” Asking permission demonstrates consideration of their time and that will be appreciated.

**Listen**
Always be an active listener. Not sure you understand exactly what the caller needs? Ask. Never hesitate to ask clarifying questions. Recap calls so callers know you understand what they need. Plus call recaps reduce confusion and scheduling mishaps.

**Empathize**
Inevitably, obstacles will arise when scheduling a patient. Perhaps there was a missed appointment or an issue with payment. Whatever the situation, exercise empathy. When you handle issues with care, you maintain your positive relationship with the patient even in the most trying of times. A patient will be reluctant to return if they miss an appointment and get scolded on the phone.

**Interview**
When there is a vacancy in the front office, always do a preliminary phone interview to hear how their voice will reflect on your practice. If they pass, then schedule a personal interview.

**Involve Patients in Scheduling Process**
Be sure to offer options so patients feel like they have some control over when their next visit will be. For example, if a patient mentioned she works until 2 pm, offer her two evening appointment times first. Taking extra care to do what works best for the patient reaffirms you’re listening actively and are committed to their satisfaction.

**Dentistry for Dummies**
Keep things simple when explaining treatments or procedures. Avoid dental jargon. You want your patients to feel comfortable in their understanding of the care they will receive.
Bring in a Rush of New Patients.

Using SmartPractice Patient Acquisition Mailings is the smart choice to get new patients fast. We work with you to develop an effective dental marketing campaign that attracts new, loyal patients.

- Targeted Mail List in your area
- 2 hours of professional design
- Free marketing consultation
- Proven messaging ideas

Grow your practice today!

Visit smartpractice.com/newpatients or call 800.522.0800 ext 7568

Nature’s Other Thirst Quencher

Sweetened with 100% Natural Xylitol

Dry Mouth Drops

Dental Care Drops
- Helps reduce oral dryness
- Reduction of plaque-forming bacteria
- Low-calorie sugar substitute

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<td>Assortment - Mixed Flavors</td>
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<td>HW630182</td>
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<td>HW630185</td>
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<td>HW630186</td>
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<td>HW630187</td>
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Xylitol Dry Mouth Drops (Display Box with 12 Packages per Box) $40.49
Success Stories

Call Tracking Averts Crisis

Unfortunately, things don’t always work out as planned. Life is full of unpredictabilities and you never know what may affect your practice. Although this story depicts some extreme situations and how this practice recovered from them, establishing a plan to handle worst case scenarios is your best defense.

First Things First

There were three firsts for this SmartPractice client: it was their first direct mail campaign, first time using call tracking, and first time opening a practice of their own. The doctor wanted to create awareness of the new practice with a targeted direct mail campaign. SmartPractice sent 10,000 oversized postcards to a few nearby zip codes. In order to track responses and not miss any leads, the doctor was able to retrieve the phone number of every caller and contact each one, thereby sustaining the momentum started by the mailer.

Timing is Everything

Things didn’t go as smoothly as everyone had hoped. First the good news: the direct mail campaign was successful and created a steady stream of calls to the doctor’s new practice. Off to a great start, but unfortunately everything else didn’t go as planned.

The doctor was still working at another practice and unable to take calls. No problem, right? The callers would’ve gone to voicemail. But, as it turns out, the voicemail system wasn’t setup in time. Callers heard an endless ringtone and had no ability to leave a message.

Automated Call Tracking to the rescue! The new practice had PracticeMojo™ Call Tracking which tracked all the phone numbers that called into the office, so the practice did not miss any leads. The doctor was able to retrieve the phone number of every caller and contact each one, thereby sustaining the momentum started by the mailer.

But, as it turns out, the voicemail system wasn’t setup in time. Callers heard an endless ringtone and had no ability to leave a message.

Failure to Plan is Planning to Fail

How can you prepare for the unexpected? Contingency plans outline what to do if things slightly deviate from the norm or go completely haywire.

1 Forward your practice line to a cell phone after hours. Being accessible during emergencies is an opportunity to demonstrate you care for your patients, not just treat them.

2 Have a strategy for marketing campaigns. Preparing your team for increased volume of calls and checking voicemail more often is not enough. Be sure every team member has a copy of the mailer, is familiar with its content (and offer if there is one), and is up to speed on the script. If you utilized call tracking on the mailer, train team members on how to record the tracking information. When every member of the team understands his or her role, execution of campaigns will not only be more efficient but tracking and measuring results will be easier.

3 Do your best to plan for anything. While you don’t want to assume the worst at all times, having a solution for potential problems is a good idea. What if you are unable to gain access to your office? What if the practice floods or loses electricity? Can the schedule be accessed remotely so team members can contact patients to reschedule? The phones go out; who is responsible for contacting the phone company to forward calls to a cell phone? Whose phone? Between you and your staff, you can probably think of numerous situations in which a contingency plan would be beneficial.

Share your feedback or stories of your own at smartpractice.com/jump

Unfortunately, things don’t always work out as planned. Life is full of unpredictabilities and you never know what may affect your practice. Although this story depicts some extreme situations and how this practice recovered from them, establishing a plan to handle worst case scenarios is your best defense.

Make sure your schedule is remotely accessible in the event you cannot get into your office and need to contact patients to reschedule.
Optimizing Your Website

Become Google’s Best Friend

What is Search Engine Optimization (SEO) and why should it matter to you? Victoria Edwards of searchenginewatch.com answers that question quite simply. “The purpose of SEO is to communicate to the search engines your intentions so they can recommend your website for relevant searches.”

The goal with SEO is to get your website noticed by the search engines such as Google so yours is one of the first sites displayed during a search. Effective SEO does not happen overnight. While you might not have the time or money to implement a full SEO strategy, there are some recent changes at Google that can get your website in the best shape possible for organic search. Whether you are just starting to create a practice website or already have one, you’ll want to focus local search, blogs and keywords.

Local Search
With the recent updates to how Google handles search queries, a greater emphasis is being placed on having answers to questions. While this may seem like an incredibly complicated concept, what it ultimately means is that a rise in mobile phone use and voice searches has led to searches like “where’s the nearest dentist” as opposed to “dentist Salt Lake City downtown.”

You want to make sure you have an easy to find (and indexable with text, not an image) address and phone number listed on your site. Best practice is to list your phone and address in your footer so that it shows on each page of your website, along with any other contact pages or banners with your contact information. Incorporate your city name and area into headers and around your website to provide search engines with not only what you do, but where you are located so they can correctly answer questions in search.

Blog
A blog is a web page or website that one or more authors post content on a regular basis (comparable to a journal). Although more time intensive blogs are highly recommended because search engines love content. Adding a blog to your website allows you to build in other searchable terms that might seem “forced” by placing them in your main website’s pages. A good tip is to always write for your readers first and SEO second. Don’t just stuff keywords into the blog to the point that it loses readability. Instead, think of what your patients would like to read about or share and then work search terms into the header and body of your articles.

“The purpose of SEO is to communicate to the search engines your intentions so they can recommend your website for relevant searches.”

Not sure where to start? Look around at some other dentistry blogs and see what types of articles get shared a lot (you can usually see social media icons with numbers next to them showing shares). Write about some things that your practice offers but aren’t represented on your website. A blog will take some time and effort to build up, but it can increase visibility and even help strengthen patient loyalty.

Keywords
Keywords are words and phrases used to search for information, products or services. They are the bread and butter of SEO and a vital way for businesses to connect with consumers online. For example, if you want your practice website to come up in a person’s search for invisalign®, you’ll want to make sure the word “invisalign” is in the header and first couple sentences of your website’s Services section. The earlier on the page the keyword appears the better. If you have any images on the page, include the keyword in their filenames so that gets picked up by SEO as well.

Remember that “stuffing” keywords into a page as many times as possible doesn’t work anymore. The search engines know that trick. Write with your audience in mind first. Ask yourself “Will this interest my patient?” If you answered no, find another topic. If you answered yes, then it’s time to review what you wrote for keywords. If you don’t see any in the first two sentences, include a keyword or two while maintaining the interest and readability.

The Right Tools
Having multiple ways to tackle situations is good and SEO is no different. If your search results aren’t where they need to be, you can look into solutions such as LeadFire marketing portals. LeadFire works along with your website to capture new patient leads, automatically building specialized and targeted online portals based on the dental services you choose. These online portals are built to rank on the first page of Google, Yahoo and Bing search results, making sure your services are the first ones seen by new patients.

Visit smartpractice.com/leadfire for more information.

Be findable. List address and phone number in website footer so it is indexable. Should be in text not an image.

Focus on writing great content first, then optimizing for SEO second.
Whitening—what’s in it for you?
Personalized Take-Home Whitening Kits benefit you AND your patients.

Each take-home Patient Whitening Kit includes:
1. Two huge, 5ml bulk syringes of solution—twice the amount compared to national brands
2. Two universal, reusable trays that do not require heating
3. Shade Guide and instructions so patients can track results
4. FREE personalization with your practice information

Only 12.99 each!

Now more than ever, patients understand the personal and professional benefits of showing off of a beautiful, bright smile—and you can give them what they want. Personalized Cosmetic Whitening Kits offer a safe whitening solution that look like branded exclusively for your office, manufactured exclusively for your practice. Reflection™ Advanced Tooth Whitening System provides the dependable quality of a 10%, 22%, or our new, faster acting 35% carbamide peroxide solution. The viscous, water-based gel is designed to make direct contact with the teeth for maximum whitening. Plus, refreshing mint flavor and the addition of Potassium Nitrate to help reduce sensitivity make it pleasant to use.

Dynamic designs generate interest.
These whitening kit designs are friendly and fun, featuring unique design options and healthy, attractive smiles that will surely motivate patients to improve their own smiles when they see them.

A. Blue Scape
   SP-159P 10% solution
   SP-145P 22% solution
   SP-153P 35% solution

B. Perfect Teeth
   SP-143P 22% solution
   SP-151P 35% solution

C. Group Smiles
   SP-160P 10% solution
   SP-146P 22% solution
   SP-154P 35% solution

D. Let Your Smile Shine
   SP-149P 22% solution
   SP-157P 35% solution

E. Perfect Smiles
   SP-161P 10% solution
   SP-144P 22% solution
   SP-152P 35% solution

FREE PERSONALIZATION
Top Pick!
Custom Whitening Kits are the perfect prospecting giveaway because they set your practice apart and create a premium quality image. It’s fast, easy and fun to create your own design. Call 800.522.0800 today to get started!

Custom Whitening Kits let you:
- Create a kit that’s uniquely yours
- Feature a custom message anywhere on packaging
- Offer a low-priced, high-quality premium whitening option
- Generate return visits for refills

$35 first-time set-up charge

Showcasing your brand is simple with our Semi-Custom Collection.

Personalizing is FREE and easy—you can do it in minutes.

We’ve made it so easy for you to create Whitening Kits with their own look and feel, you almost won’t believe it. Simply select a design and color scheme from our Semi-Custom Collection. Then effortlessly insert a logo and add your practice information. It’s easy to make edits to your design with our online editing tool. With just a few clicks you can create a unique kit design that expresses your practice personality and is impossible to ignore.

Only $12.99
order in multiples of 12

Contour Collection

- Rich Burgundy
- Venetian Blue
- SP-8012P 10% solution
- SP-8014P 35% solution
- Forest Green
- Gold Rush

Discs Collection

- Riveting Red
- Groovy Green
- Punchy Purple
- BLasting Blue
- SP-162P 10% solution
- SP-163P 22% solution
- SP-164P 35% solution

Scroll Collection

- Gallant Green
- Plum Passion
- Brave Blue
- Royal Rust
- SP-168P 10% solution
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