




CHOOSING TO BELIEVE SPEAR

"NO ONE IN AFRICA WEARS SHOES"



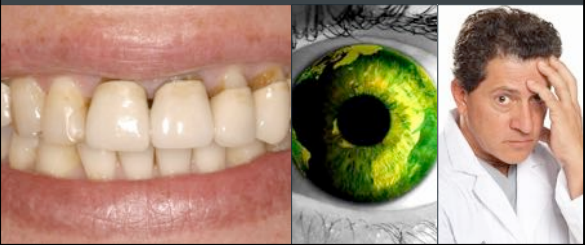
REAL DENTAL POSSIBILITIES SPEAR

DIGITAL WORKFLOWS COMPREHENSIVE CARE INTERDISCIPLINARY ALIGNMENT LIFELONG TRANSFORMATION



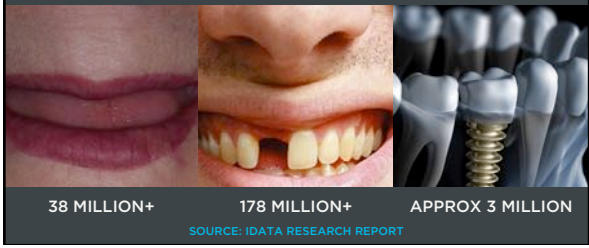
THE MUSEUM IN THE MOUTH SPEAR

YOUR EXISTING PATIENTS WHAT WE SEE NOW WE PUT IT THERE!



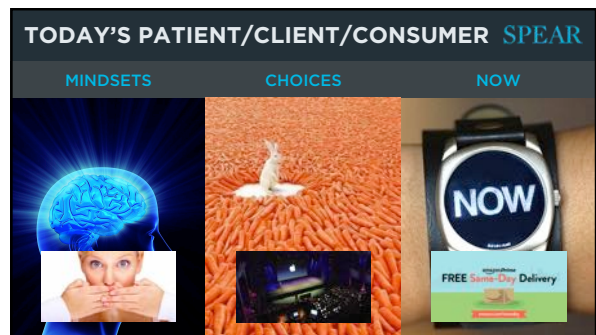
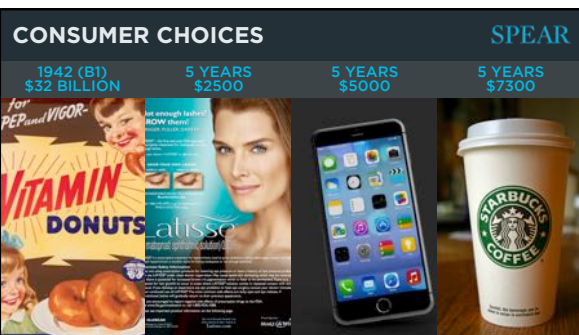
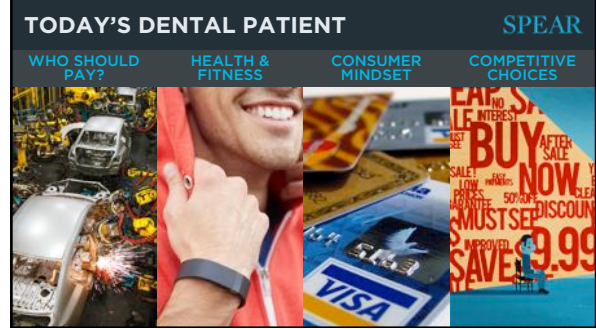
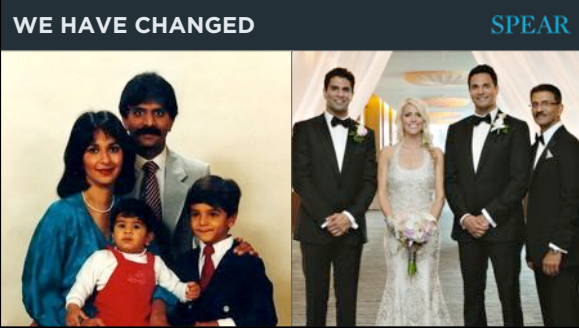
JUST ONE POSSIBILITY SPEAR

MISSING ALL THEIR TEETH MISSING AT LEAST ONE TOOTH PROJECTED PLACEMENTS IN 2015



38 MILLION+ 178 MILLION+ APPROX 3 MILLION

SOURCE: IDATA RESEARCH REPORT



THE IMMUNITY MINDSET SPEAR

FAMILIAR & COMFORTABLE	BEHIND THE SCENES	HABITS	WORD OF MOUTH

GROWTH IN TODAY'S MARKET SPEAR

WANTS DRIVEN	MOUTH BASED	CLINICAL & TECHNOLOGY	CONSUMER DRIVEN
INSURANCE FUNDING	NEEDS DRIVEN	TOOTH BASED	ECONOMIC FOUNDATION

THE PERFECT PATIENT SPEAR

COMPREHENSIVE NEEDS	NO INSURANCE MINDSET	BAGS OF MONEY	WANTS IT NOW

CLARITY FOR GROWTH SPEAR

CLINICAL	TOOTH TO COMPREHENSIVE	SCHEDULE
RECORDS, DIAGNOSIS & TREATMENT PLANNING	PATIENT MINDSETS & VALUE FOR CARE	CASE ACCEPTANCE FOR THE RIGHT MIX

THE TYPES OF PATIENTS SPEAR

REGENERATIVE:
It's worth the investment

DISCRETIONARY:
I want to look/feel better

PROACTIVE:
Help me prioritize

REACTIVE:
I know I should, but ...

EVENT-DRIVEN:
Just fix me

PATIENT GROWTH: THE RIGHT CASES SPEAR

FOUNDATION + \$160,000			FOUNDATION + \$440,000		
Twice per Year	\$20,000 X 2	\$40,000	Once per Quarter	\$20,000 X 4	\$80,000
Every Other Month	\$10,000 X 6	\$60,000	Once per Month	\$10,000 X 12	\$120,000
Once per Month	\$5,000 X 12	\$60,000	Once per Week	\$5,000 X 48	\$240,000

REALIGNING YOUR VISION SPEAR

INSURANCE MINDSET		PATIENT VALUE
NEVER A FACTOR	GREAT CASES (10X VALUE)	NEW VISION
USUALLY A FACTOR	GREY AREA	EVOLVING
ALWAYS A FACTOR	FOUNDATION	HABIT

IMPLICATIONS: CLINICAL SPEAR

CLINICAL VISION	TOOTH TO MOUTH
	<ul style="list-style-type: none"> Loving what you do Journey to comprehensive Framework to keep it alive Being your best Belief in your own value

IMPLICATIONS: INTERDISCIPLINARY SPEAR





PARTNERSHIP	TOOTH TO MOUTH
	<ul style="list-style-type: none"> • Below the line: obvious • Above the line: essential • Clinical & value alignment • Patient value for relationship • Parked & reservoir

IMPLICATIONS: TEAM SPEAR

ENGAGEMENT	TOOTH TO MOUTH
	<ul style="list-style-type: none"> • Belief in doctor's clinical vision • Belief in value for the patient • From job roles to value roles • Culture of growth



CHANGING THE PATIENT VISION SPEAR

BEST INTERESTS	ORAL HEALTH	SYSTEMIC HEALTH	SOCIAL HEALTH	LIFELONG HEALTH
				




WE HAVE INCREDIBLE ADVANTAGES SPEAR

GENUINE CARING RELATIONSHIP	SYSTEMS PLUS ONE ON ONE	REASON TO FOLLOW YOU	MEMORABLE & WOW FACTOR
			





EXPERIENCES OF A LIFETIME SPEAR

GRADUATION	WEDDING	BIRTH	VACATION	CELEBRATION
				



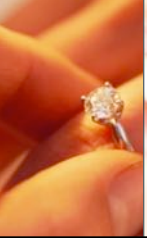

THE TYPICAL PATIENT EXPERIENCE SPEAR

ALL DENTISTS ARE THE SAME	MY LAST DENTIST DIDN'T TELL ME	BEEN THERE, DONE THAT
		





SOMEONE ELSE'S PATIENT SPEAR

WASN'T WORTH STAYING	SOMETHING HAPPENED	SOMETHING DIDN'T HAPPEN	BEHAVIOR RELATED	CHANGE RELATED
				


GOALS FOR THE PATIENT EXPERIENCE SPEAR

WE ARE DIFFERENT	VALUE FOR RELATIONSHIP	VALUE FOR LIFELONG	VALUE FOR CARE
			

EVERYTHING IS A SELF-PORTRAIT SPEAR

5 SENSES	TEAM VALUE	ENVIRONMENT	SMALL MOUTH BIG WORLD
			

EVERYONE'S WEDDING SPEAR



NEW PATIENT EXPERIENCE OVERVIEW SPEAR

CONTACT	PREPARATION	ARRIVAL	INTERVIEW
ASSESSING NEEDS & VALUE	TEAM APPROACH	WELCOME & TOUR	PATIENT NEEDS & GOALS
APPOINT THEM RIGHT	PREPARE FOR NEW PATIENT	VALUE FOR THE RIGHT PLACE	OPTIMIZE THEIR MINDSET

NEW PATIENT EXPERIENCE OVERVIEW SPEAR

VALUE FOR CARE	EXAM & RECORDS	CONSULTATION	COMMITMENT
LEVELS OF CARE	TOUR OF THE MOUTH	SUMMARY OF FINDINGS	FEES & ACCEPTANCE
OPTIMIZE THEIR VALUES	THEIR CLINICAL STORY	POSSIBILITIES & CHOICES	AGREEMENT TO NEXT STEP

NOT JUST NEW PATIENTS SPEAR

PARKED IN HYGIENE (2/DAY)	PAST IS WRONG OR NEW OPTIONS	VALUE FOR DISCOVERY	FLEXIBILITY FOR NOW

LEADERSHIP FOR THE EXPERIENCE SPEAR

VALUE FOR DENTAL HOME	PRIVILEGED MINDSET	CHOICES & INVITATIONS	TREATMENT/RELATIONSHIP COORDINATOR

CULTURE OF TEAM & PATIENT GROWTH SPEAR

26 WEEKS X 1 HOUR	DOCTOR TIME OFF

