

Persuasion Education and Sales Assets

My friend Dr. Chris Phelps wrote the book 'Dental Marketing, that is published by Edra Publishing. In his book and in his courses, Dr. Phelps teaches dentists how to use the power of persuasion and the Cialdini principles of Influence in dentistry.



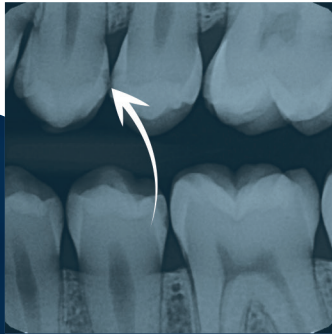
With his permission, I took his visual case presentation assets and integrated them in our program **Dental Marketing Breakthrough**. When you make your risk free investment of \$7497 in Dental Marketing Breakthrough, we will create these case presentation assets (that we lovingly call 'Phelps Flyers') for your practice. We will even show you how you can access the very valuable case presentation training by Dr. Chris Phelps so you can train your treatment coordinators and implant dentists how they can use these patient education along with other case presentation techniques and conversational influence. Using principles taught by Dr. Chris Phelps, our case presentation print assets become even more valuable.



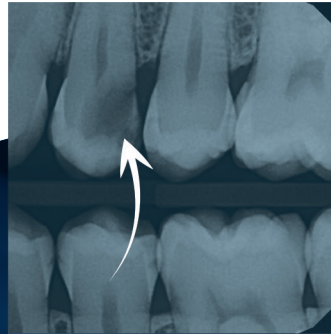
Did you know?



Once the bacteria that cause tooth decay start to dissolve your tooth structure, the problem will continue to worsen as time goes on. Many times there is no pain, sensitivity or discomfort to even indicate there is a problem. At this point you have three options:



SMALL ISSUE



BIG ISSUE

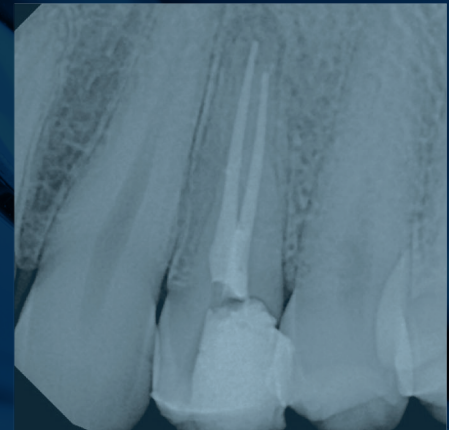
**For more info
contact us!**

219-810-6512

www.smilesacrossNWI.com

Option 1: Do Nothing

This is for those who prefer to be more reactive when it comes to their oral health. The good news is you can always do nothing; but the bad news, as you can see above, is that while it doesn't hurt today, the problem will only worsen. It will likely lead to pain and an infection in the bone around the tooth. If the tooth can even be saved at that later time, it could take several visits to fix with a root canal treatment, build up and a final "cap" or crown to protect the remaining tooth structure. Estimated costs for waiting: \$4,100.



RCT X-RAY

Option 2: Cap or Crown

The good news is you can replace your tooth faster with an bridge than an implant. For those who are more proactive about their oral health and prefer to not let it get worse, you can act today by getting a protective "cap" or crown. The bad news is that while some may still consider this option expensive, the good news is that after your insurance pays toward this or you apply your dental membership plan discount, we can help most people find a way to fit into their budget.

Option 3: Buildup

Instead of the "cap" or crown, you just do the "buildup" of the tooth which means we remove all the soft, decayed tooth structure and replace this area with a composite material to reshape the tooth. The good news about this option is that it is the least expensive option and prevents the risk of infection and needing a root canal down the road. But the bad news is that the tooth is still at risk for fracturing or breaking apart. Remember, you can only cut so much bark out of a tree before you compromise its whole structure.

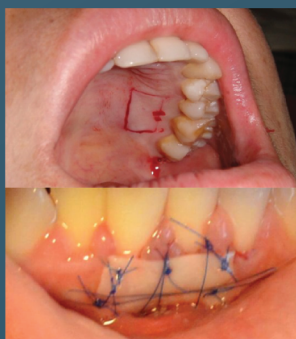
ARE YOU LONG IN THE TOOTH?



Gum recession is a common dental problem. In fact, 1 in 3 American just like you suffer from recession on multiple teeth and over 88% of people 65 and older have receding gums. The good news is that there are various treatments available that can repair the gum and prevent further damage. The bad news is that if it is left untreated it can cause:

- ◆ Tooth Loss
- ◆ Cavities below the gum line
- ◆ Increased spacing between teeth
- ◆ Changes in tooth color
- ◆ Tooth sensitivity
- ◆ Cosmetic issues

Many people don't know they have gum recession because it occurs gradually. If you are a proactive person that wants to avoid increased pain, cost, and time associated with more invasive surgery then you may benefit from one of the following treatments.



SOFT TISSUE GRAFT SURGERY

In this procedure, gum is taken from the roof of your mouth (palate) and then stitched to tissue surrounding the exposed root. The good news is, it is the best outcome dentistry has to offer. The bad news is, it is painful, is the most expensive option and has a long recovery process. In fact, many people elect to have sedation for this procedure. **(\$3000+ for gum surgery; \$4000+ with sedation)**



PINHOLE GUM REJUVENATION ("LUNCHTIME GUM LIFT")

As seen on many shows such as The Doctors, the Chao Pinhole Technique® is a scalpel-free, suture-free procedure for treating gum recession. This procedure can prevent tooth loss and give you a more attractive, youthful appearance. The bad news is you may have some inflammation following the gum lift. The good news is, it is painless, takes as little as one appointment to complete, and is much less expensive than soft tissue graft surgery. **(starting at \$1500)**



TOOTH COLORED FILLING

For those patients who don't want surgery, a filling may be a good option for you! Tooth colored composite resins are used to cover the root surface. The good news is it is relatively inexpensive and quick. The bad news is it doesn't solve the problem as well as periodontal surgeries and may have to be redone every few years. **(\$300)**



DESENSITIZE

This aims to reduce the amount of sensitivity associated with exposed roots, that way you can maintain good oral health with decreased pain. The good news is it is the least expensive and quickest option. The bad news is it only masks symptoms and doesn't treat the gum or tooth so the condition will continue to get worse over time. **(\$50)**

You got some hard news today.



But, you are in the company of 91% of Americans that suffer from tooth decay. It's not fun; but it is not uncommon and can be treated. You are in excellent hands today and have options on how treatment will work best for you.

Call us at
219-810-6512
www.smilesacrossNWI.com

Option 1

Do Nothing



From what's been pointed out to you today, any tooth decay or fractures that are present in your existing filling or your tooth will worsen. The downside is we just don't know when. The good news about the do nothing option is that it costs you nothing today but the bad news about this is that it will continue to worsen, could possibly break off and will eventually need a full coverage crown to protect whatever tooth structure remains. When that happens it will run you up to \$1800 or more depending on if a build-up is needed to replace any lost tooth structure.

Option 2

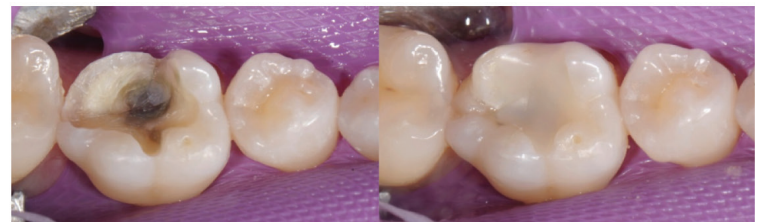
Onlay



An onlay is a porcelain structure, with similar strengths as a crown and the natural tooth. Instead of covering up the entire tooth like a crown does, the onlay only covers up the portion of the tooth that is damaged. Preserving the remaining tooth structure. The bad news about this option is that it is expensive and sometimes dental insurance plans won't cover it but they good news is that it will cost less than a full coverage crown would cost you, can usually be done in one visit and it typically lasts longer than a filling placed on the tooth. Many times up to 20 years.

Option 3

Large Filling



A filling is typically a tooth colored, composite/plastic material that is used to restore decayed teeth. Typically filling materials stay within the confines of the tooth itself and don't typically cover the outside tooth portion. The good news about this option is that it cost less than an only and can be done in one visit but the bad news about this option is that it's not usually a strong enough material to take the 600-800lbs of force that result when you chew. Over time it will tend to fracture or could cause more of your remaining tooth structure to break off due to those stress loads it transfers over. This will lead to the filling having to be replaced multiple times over the next 5-10 year period and could result in more extensive tooth damage occurring depending on how it breaks.



LINING UP YOUR OPTIONS

GET THE AMAZING SMILE YOU'VE ALWAYS WANTED!

No longer do you have to endure the inconvenience, discomfort and appearance of traditional braces! There are a variety of options that are designed to meet your physical and lifestyle needs.

OPTION 1: INSTANT ORTHO WITH CROWNS AND PORCELAIN VENEERS



BEFORE INSTANT ORTHO

AFTER INSTANT ORTHO

Porcelain veneers take adult orthodontics to a whole new level by instantly transforming your smile. The good news is that they are custom made to your personal color and shape preference while filling gaps and correcting crooked, uneven teeth. Best of all, it is completed in as little as two visits! The bad news is this is significantly more expensive than all other orthodontics options. \$30,000+

OPTION 2: CLEAR ALIGNERS



BEFORE CLEAR ALIGNERS

AFTER CLEAR ALIGNERS

If you would like straight teeth without having a mouth full of metal or without us having to cut down your good teeth to put on crowns or veneers, then clear aligners may be the choice for you! Aligners are clear trays that are switched out every week to accommodate the movement of teeth. This isn't the least expensive option available, but the good news is that they don't affect how you brush and floss your teeth (unlike other types of braces) and most people will not realize that you are straightening your teeth. \$5999



GET THE BRIGHT
WHITE SMILE
YOU HAVE
ALWAYS
WANTED AT



CHOOSE ONE OF **OUR MANY TEETH-WHITENING** OPTIONS TO FIT YOUR NEEDS

If you are uncomfortable with the shade of your smile, we offer teeth whitening solutions for staining issues. Surface stains caused by years of drinking coffee, tea, soda or wine can be brightened in to time with Zoom! If you have stubborn tetracycline stains, our KÖR Whitening System is just the solution you have been searching for. If you prefer an in-home option our doctors will set you up with our Opalescence system. Or, if you want to whiten and take care of minor chipping and gaps, veneers are an amazing option. Transform your smile and your life with one of our many teeth-whitening options!

GET A BRAND NEW SMILE WITH **BEAUTIFUL VENEERS**

Correct cracked, stained, crooked or chipped teeth with porcelain veneers. In just a few appointments, you can have a beautiful white smile with straight, white teeth. Veneers are an excellent way to get the celebrity smile you want in just a few appointments. If you are an eligible patient the average cost of veneers is: \$20,000



BEFORE



AFTER



BEFORE



AFTER

KÖR TAKES CARE OF THE TOUGHEST STAINS



The KÖR Whitening System works by restoring your teeth's youthful ability to absorb oxygen. The oxygen from the whitening gel is absorbed deeply into the tooth, dissolving and removing stain molecules. KÖR Whitening lightens teeth dramatically, up to 16 shades or more. Although everyone is different, with the proper KÖR Whitening System, nearly all teeth will have stunning results. KÖR even whitens tetracycline-stained teeth significantly, which was previously thought to be impossible!

Unlike other whitening methods, with easy periodic home maintenance, KÖR Whitening deliver lasting results. Average cost \$1700.

ZOOM!® YOUR WAY TO WHITER TEETH

We are pleased to offer the Zoom! Whitening System in our office. This advanced system allows us to give you back your white smile in a single, one-hour office appointment. First, we isolate each tooth and apply the whitening gel. Then we activate the gel with a light. You can relax while the gel and the light do their work, and leave the office with brilliant white teeth. Average cost: \$500



AN AT-HOME OPTION FOR BUSY FAMILIES



We understand that many busy families don't have the time for an in-office whitening procedure. However, we recommend against over-the-counter whitening treatments. They're not as effective, cost-efficient, or long-lasting as our professional quality tooth whitening systems. If you'd like to whiten your teeth at home, we offer Opalescence, a tray-based whitening system that can lighten your teeth at home over several weeks. The trays are custom-made for your teeth and provide a high-quality whitening experience in the comfort of home. Average Cost: \$300

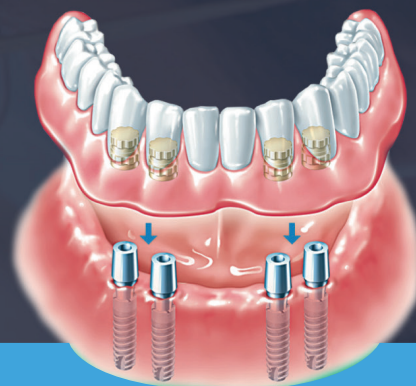
To schedule your whitening consultation, please call us at 219-810-6512

PERIODONTAL TREATMENT



Option 1- Do Nothing:

Doing nothing means you may lose all your teeth due to periodontal disease and generalized bone loss. You would need an upper and lower set of dentures to replace your missing teeth. Many dentures don't fit well or really look like natural teeth. Your sense of taste may be compromised and your food choices will be limited due to the inability to chew the foods you used to enjoy. This drives most patients to get dental implants to lock in and secure their teeth so they can't come out. To do this for both your upper and lower teeth, you're looking at investing over \$50,000 and at least a year of treatment time.



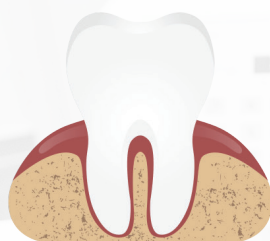
Option 2:

DON'T WAIT & TREAT IT NOW WITH SCALING & ROOT PLANING WITH ANTIBIOTICS

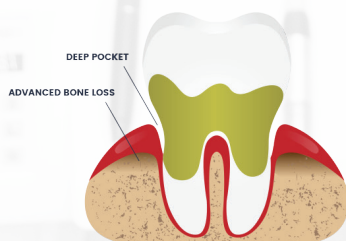
Approximate cost: \$1600

before Insurance pays it's portion

The bad news is this option may take 2 visits to complete and cost around \$1600 before insurance. The good news is you will see immediate results. This treatment can help preserve the current bone levels and prevent future bone loss.



HEALTHY GUMS AND TOOTH



ADVANCED PERIODONTITIS

Option 3:

SCALING & ROOT PLANING WITHOUT ANTIBIOTIC THERAPY

Approximate cost: \$1000

before Insurance pays it's portion

The good news about this option is that it costs less than options 1 and 2 and many times can be done in one visit. The bad news is that in some areas the bacteria may be more virulent and may require additional treatments in these areas.

To find out more go to
www.smilesacrossNWI.com



HEALTHY MOUTH HEALTHY BODY



A healthy mouth is very important to the overall health. This is because the mouth serves as a gateway to the rest of the body, and any infections or diseases that originate in the mouth can easily spread throughout the body. There is also significant associations between oral health status and a number of systemic diseases including, but not limited to, cardiovascular diseases, Alzheimer's disease and dementia, obesity, diabetes and metabolic disorders, rheumatoid arthritis, and several cancers. Maintaining good oral hygiene is crucial not only for a beautiful smile, but also for preventing various health complications.

4 SIMPLE STEPS TO MAINTAIN A HEALTHY MOUTH



Brushing & Flossing Regularly

The most basic and essential step to maintaining a healthy mouth is brushing your teeth twice a day with fluoride toothpaste. This helps remove plaque, bacteria, and food particles that can cause tooth decay and gum disease. It is also important to floss at least once a day to clean the areas between teeth where a toothbrush cannot reach.



Eating a Balanced Diet & Limiting Sugary & Acidic Foods

Drinking plenty of water not only benefits your overall health but also helps maintain a healthy mouth. Water rinses away food particles and residue that cavity-causing bacteria feast on, reduces acidity in the mouth, and stimulates saliva production, which is essential in protecting teeth from decay. Making water your beverage of choice can significantly contribute to keeping your mouth clean and healthy.

Stay Hydrated



A diet rich in fruits, vegetables, whole grains, and lean protein is not only beneficial for overall health but also for maintaining a healthy mouth. These foods provide essential nutrients such as calcium, vitamin C, and phosphorus that are vital for strong teeth and gums. Foods high in sugar and acid can contribute to tooth decay and erosion of enamel. Limiting intake of these foods is important for maintaining a healthy mouth. If consuming such foods, it is recommended to rinse your mouth with water afterwards or chew sugar-free gum to help neutralize the acids.

Regular Dental Check-Ups



Visiting your dentist at least twice a year for check-ups and cleanings is critical in maintaining oral health. Professional cleanings remove plaque and tartar that brushing and flossing at home can't reach. Dentists can also spot and treat problems early, such as cavities, gum disease, and even oral cancer, before they become serious. Additionally, they can provide personalized advice on how to improve your oral hygiene routine based on your unique dental health needs.

The good news you get your regular check ups at no cost to you if you join our in house membership plan. To find out more about our **Healthy Mouth Healthy Body Program** please call 219-810-6512 or visit www.smilesacrossNWI.com



FORGET YOU WERE EVER HERE

YOUR OPTIONS FOR SEDATION THERAPY

If you feel uneasy about going to the dentist, know that you have multiple options to help you receive the dental care you need without pain and anxiety. In fact with sedation dentistry, you can be as comfortable as you'd like to be and forget that you were ever here. At Smiles Across North West Indiana, we work with each individual to determine the most appropriate sedation approach to fit your medical needs. We are also only 1 of 3 offices in the entire state of Indiana that offer every level of sedation possible and have been safely offering this amazing service to our patients for years.

MINIMAL SEDATION NITROUS OXIDE (LAUGHING GAS)

Nitrous oxide, more commonly known as 'laughing gas', is a mild sedative that elevates the general mood and can evoke a general sense of well being. The good news is the effects of the gas wear off quickly after treatment allowing you to drive yourself home after the procedure. The bad news is the effects of nitrous oxide vary greatly from patient to patient. Therefore, some patients are relaxed while others may not be affected at all (\$60 for 30 minutes, \$120 for 60 minutes).

MODERATE SEDATION ORAL CONSCIOUS SEDATION

A minimal amount of oral medication is provided prior to treatment to induce relaxation. The good news is that you will be sedated enough to be unaware of any treatment performed and may not remember everything during your appointment at a lower cost than IV sedation. The bad news is that, just like other deeper sedations, you will have to have someone drive you to and from your dental visit. Plus it will take most of the day for the medication to exit your system so you should budget for the entire day to be devoted to your care and recovery (\$575-\$700).

IV CONSCIOUS SEDATION

IV sedation is an excellent option for treatment patients with dental anxiety and fear. Many of you have experienced this sedation type when you have a colonoscopy or had your wisdom teeth removed. The bad news about IV conscious sedation is that a hired CRNA is monitoring both your anesthesia/vital signs and performing your dental work. The good news is it's still very safe and effective because of our state of the art equipment and the advanced training our doctors have undergone. Since you will be completely relaxed, our doctors can complete the work much more quickly and potentially complete all treatment in a single visit. Plus you'll still have the benefit of not remembering anything from your dental visit. At the end of treatment, reversal drugs are administered so you won't lose the whole day being sedated. You'll leave alert and refreshed. IV conscious sedation is provided through a CRNA which is hired for the case and the fees range approx \$600-\$1000 per hour under sedation.



DON'T LET
YOUR SMILE
GET AWAY
FROM YOU!



LINING UP YOUR OPTIONS

SHORT TERM ORTHODONTIC TREATMENT

No longer do you have to endure the inconvenience, discomfort and appearance of traditional braces! There are a variety of options that are designed to meet your physical and lifestyle needs.

OPTION 1: **DO NOTHING**



BEFORE

5-10 YEARS LATER

Did you know that if your teeth have mild crowding or spacing present, even if your smile doesn't look bad today, that they will continue to shift and worsen if you do nothing-adding months or years to the time it takes to correct them down the road? In fact it could take up to 2 years to treatment time and cost over \$6200 (\$5700 plus retainer fee)

OPTION 2: **INVISALIGN**



BEFORE

AFTER

The bad news is that it will typically take about 4 weeks from the day you take impressions until the day you receive your trays to begin treatment. What's more is that this is our most expensive short term orthodontic option but the good news is that they are nearly invisible and there are financing plans available to fit most budgets. They are the most comfortable option, with treatment times ranging from 3 to 6 months. \$4700

OPTION 3:

FASTBRACES CLEAR TREATMENT



**DURING
FASTBRACES CLEAR**

**AFTER
FASTBRACES CLEAR**

The good news is Fastbraces are less expensive than Invisalign Express and there are financing options available. The bad news is Fastbraces are not removable and can be uncomfortable until your lips, cheeks and tongue get used to the rough metal brackets. They are also difficult to keep clean. You must use special brushes to remove food and debris from around the brackets and between teeth. \$3700

OPTION 4:

FASTBRACES TRADITIONAL TREATMENT

The good news is this is the least expensive way to straighten your teeth. The bad news is you will have a mouth full of metal brackets and wires. Also, Fastbraces are not removable and can be uncomfortable until your lips, cheeks and tongue get used to the rough metal brackets. They are also difficult to keep clean. You must use special brushes to remove food and debris from around the brackets and between teeth. \$2700



BEFORE FASTBRACES



DURING FASTBRACES



AFTER FASTBRACES



BARE BONES OPTION

RETAINER

While it won't straighten your teeth, a retainer will hold your teeth in their current position and keep them from shifting any more. That means if you decide to have treatment at a later date, it won't take you any longer than it would if you chose to start treatment today. Do nothing and your teeth will continue to shift and add more treatment time to fix down the road. \$500

Single Missing Tooth

Your Options for Treatment



A missing tooth is a serious issue. It can cause long-term damage to facial structure, bone density and your ability to feel confident in your smile.

Smiles Across North West Indiana has several options available to fix your missing tooth.

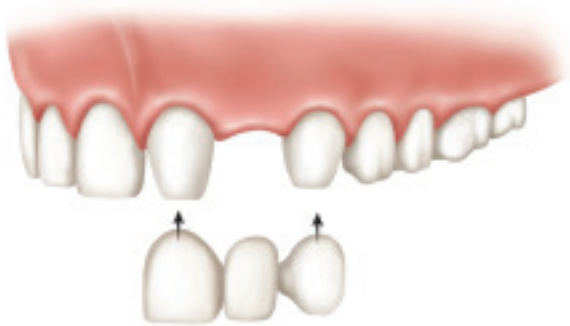
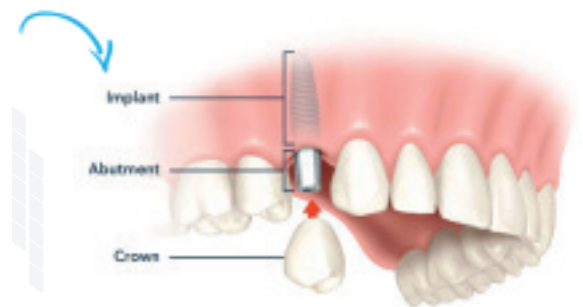


Option 1: Do Nothing

If you choose to do nothing at this time, the cost down the road can be substantial. \$10,000+ for orthodontics to straighten out the teeth, implant, abutment and crown, bone grafting and possible sinus lift to replace lost bone.

Option 2: Dental Implant

The **bad** news is that a dental implant is the most expensive option, **BUT** the good news is it is the most effective, functional and aesthetically pleasing. A dental implant will keep the bone in that area of the jaw from atrophy. It helps maintain face shape and prevents 'sunken face'. The implant will prevent surrounding teeth from shifting and chances of losing the tooth decline. It will keep the teeth from shifting, and will prevent any future need to cut down the adjacent teeth. A dental implant is the nearest thing to a natural tooth available today.

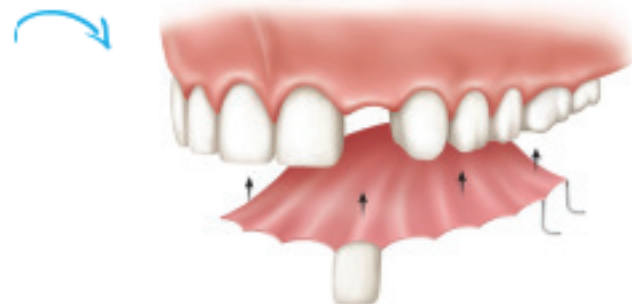


Option 3: Dental Bridge

The good news is you can replace your tooth faster with a bridge than an implant. Food will get caught in the hard to reach areas and if not cleaned properly could mean you have to replace the bridge every 7 years. In addition, to secure the bridge, the adjacent teeth must be cut down in order to be used as anchors for the appliance. Why cut down two good teeth if we don't have to?

The Removable Partial Denture (RPD)

The **good** news is that it's the least expensive option of the 3, but the **BAD** news is that your teeth have to come out every night. You won't be able to chew your food as well and your tongue will be uncomfortable with the big, bulky plastic sitting in your mouth all day.



YOUR OPTIONS FOR TREATMENT

OPTION 1: YOU CAN DO NOTHING

If you do nothing, you will continue to hate all the things you already dislike about your dentures. They don't stay in place, you can't eat the foods you enjoy, They impair your speech and can have a negative impact on your self confidence. What is it worth to you to be able to enjoy the foods you love again? To be able to feel confident in your smile?

OPTION 2: THE LOWER SNAP ON DENTURE from \$283- \$846/MONTH



The good news is the Implant "Snap-On" Denture is the most affordable full arch implant option, and it is remarkably better than a lower denture, which will always fit poorly. The bad news is it only work predictably on the bottom jaw, and you still have to take the teeth out every night. This process involves two surgeries , and you also need to wait 4 months after implants are placed before connecting them to your denture."

OPTION 3: THE SINGLE IMPLANT from \$139-\$369/MONTH

A dental implant will keep the bone in that area of the jaw from atrophy. It helps maintain face shape and prevents 'sunken face'. The implant will prevent surrounding teeth from shifting and chances of losing the tooth decline. It will keep the teeth from shifting, and will prevent any future need to cut down the adjacent teeth. A dental implant is the nearest thing to a natural tooth available today.



OPTION 4: THE ALL-ON-4 from \$901-\$2,692 /MONTH



Most people this option for many reasons. In nearly all cases, only one surgery is needed, and patients get their teeth the same day (and in rare circumstances, the next day). The All-On-X is the only option that gives you same-day custom-design, anchored teeth, and they look great! Because the treatment time is significantly less than the "Three On Six", it can be done at significantly lower cost. Once implants are fully integrated, you can eat any foods you want."

OPTION 5: THE THREE ON SIX from \$901-\$2,692 /MONTH*



"It wasn't long ago, the "Three on Six" was the only option for full arch implants. In some cases, this can be the most esthetic result because there are no "fake gums" on the replacement teeth, and beautiful porcelain is bonded to a strong metal substructure. Most patients have to wear a denture for a six month period, and there are multiple surgeries and many appointments involved. Once the bridges are installed, you can eat almost any foods you want. While this approach is more old-fashioned than newer options like the "All-On-X", some people still choose this as their best fit."

Fee: \$52,000 (\$17,000 plus \$901-\$2,692 per month).

All Smiles Munster
8933 White Oak Avenue
Munster, IN 46321

Smiles on Jefferson
809 Jefferson Avenue
La Porte, IN 46350

"As Low As" price is based
of approved 60 months
financing through Care
Credit or other approved
3rd party finance company.

Smiles
ACROSS
NORTH WEST INDIANA

☎ 219-810-6512
🌐 www.smilesacrossNWI.com

CUSTOMIZED TREATMENT AND PRESENTATION QUESTIONNAIRE

Patient Name:	
Reason for visit:	Approximate date of last dental visit:

What is your primary concern you'd like us to address today?

When it comes to your oral health, do you prefer to be Proactive? Someone who likes to avoid complications. Who'd rather take care of an issue today instead of letting it worsen over time which might cost more time, visits, money and/or pain to fix down the road?

☐ Yes ☐ No

Do you consider yourself more of a reactive person—someone who would rather wait to deal with any issues after they develop, even if that means costing you more time, visits, money and/or pain to fix down the road? ☐ Yes ☐ No

Do you have a high dental anxiety or fear when visiting the dental office for treatment? Would you like us to discuss sedation options that can keep you as comfortable as you'd like to be but also make you remember as little about your visit as you want? ☐ Yes ☐ No

Do you prefer to pay your bill in full or would you rather look at breaking your bill out into monthly payments over time, either as a low interest or 0% interest rate?

What do you value most in a dental office? **Please write answer below.**

Cosmetic – You most value how your teeth look. Want them straight. Want them white.

Function – You must value an ability to enjoy your favorite foods and drinks. Don't want to be limited to just eating on one side or area. No food or drink should be off limits to you.

Comfort – You must value NOT being in pain or having any tooth or gum sensitivities. Example: I can't eat this anymore because it hurts or is sensitive.

Longevity – You most value the ability to have your natural teeth forever. You wish to have the work you have done in the chair to last as long as possible.

What is the most important objection or obstacle you have to visiting a dental office? Please write answer below.

No objections or obstacles – I come faithful every 6 months and value my dental health. Fear-Of pain. Noises. Environment. Past experiences.

Time – Night schedule. Getting appointments to suit your schedule. Not able to take off work, etc. Getting in and out of office quickly.

Have NOT had a sense of urgency – Nothing really hurts so haven't seen need to go to dentist in years or something has been hurting at some level for a while but I've been able to live with it.

Budget – Knew I needed a lot of work, didn't have money to address any issues found.

No Trust – Felt you were told you needed treatment you didn't need. Felt ripped off. Bad previous experience. Didn't give me any data to support treatment they recommended.

Do you prefer to pay off your balances over time to pay them in full so nothing is owed?

Do you prefer to break your appointments up into smaller visits and schedule out over time?

Do you prefer to get any necessary treatment done today, if possible, as getting into the office is a challenge for you?

Your Treatment Options



DO NOTHING

The GOOD news is...
• _____
(Costs nothing)

The BAD news is...
• _____
(Costs to fix later)

BUT...

IDEAL OPTION

The BAD news is...
• _____
• _____
• _____

The GOOD news is...
• _____
• _____
• _____

BUT...

What two options differentiate
the ideal option from the next
best option?

NEXT BEST OPTION

The GOOD news is...
• _____
• _____
• _____

The BAD news is...
• _____
• _____
• _____

BUT...

What two options differentiate
the next best from least best?

LEAST BEST OPTION

The GOOD news is...
• _____
• _____
• _____

The BAD news is...
• _____
• _____
• _____

BUT...