



**LIGHTSMILE**  
*express*

**888.341.2372**

LightSmileExpress.com

DENTAL MARKETING  
**SIMPLIFIED**

GETTING YOU THE RESULTS YOU NEED!

Intro Video: [www.LightSmileExpress.com](http://www.LightSmileExpress.com)



# THE A-B-C'S TO ACHIEVE YOUR GOALS!

## A

### Attract New Patients & Referrals:

At an affordable price of \$8.95 a kit, which includes our pre-fabricated mouth tray, you now have the ability to offer this complete take home whitening kit to welcome new patients to your practice.

## B

### Build A Patient Loyalty & Retention Program:

Motivate and reward your patients when they come in for a minimum of two visits per year and they abide by your cancellation policies by offering a \$5.95 Whitening Program.

## C

### Create A FUN Reactivation Protocol That Works!

Re-energize and motivate whoever is making the calls and entice the patient in booking the next appointment by simply offering a promotional whitening kit for \$8.95.

At **Light Smile Express** we offer both solutions and support to increase your patient base and retention.

## INCLUDED IN YOUR FIRST MINIMUM ORDER OF 100 KITS:



3 sessions of support service



Training on how to use our products to engage with patients



Account review and forward planning



# Attract New Patients & Referrals

Offering an incentive and using the demand for whitening has been offered by many practices over the years simply because it can help increase your new patient conversions.

When you replace the traditional custom molded tray with our prefabricated tray, your cost are drastically reduced as there is no chair side time required allowing you to create **FUN** internal promotions resulting in

**New Patients & Referrals!**

## Another Reason To SMILE!



Refer a family or friend and you both receive a **PROFESSIONAL Take Home Tooth Whitening Kit.**

Compliments of Your Dental Professional

### You Receive

1 - 3cc Syringes (12% HP) and Mouth Tray  
Total Sessions: 3 dual-arch, 20 min. sessions



### Your Referral Receives

1 - 3cc Syringes (12% HP) and Mouth Tray  
Total Sessions: 3 dual-arch, 20 min. sessions



Some conditions may apply. Ask for details.

IMPRINTING AVAILABLE



Your Company Logo

www.YourWebsite | (888) 341-2372

**B****Build A Patient Loyalty  
& Retention Program**

# Whitening Loyalty Program

*for life*

## PATIENT LOYALTY PROGRAM

Programs can be created for both new and existing patients with the goal of rewarding them and guiding them to be loyal to your practice.

Based on statistics from the ADA, most dormant patients believe that the office doesn't care and with so many dental offices available, it's easy for them to move on.

## Customize A Loyalty Program For As Low As **\$5.<sup>95</sup>**

- ✓ Designed to attract new patients and retain them
- ✓ Promotes existing patients to refer family and friends
- ✓ Promotes patients to visit at least twice per year
- ✓ Patients will be rewarded if their financial state is up to date
- ✓ Patients must abide by your cancellation policy and reschedule

**Download A Sample PDF**

[www.LightSmileExpress.com/loyalty.pdf](http://www.LightSmileExpress.com/loyalty.pdf)



Create A Re-Activation Protocol That WORKS!

**Reactivate  
Your Dormant  
Patients**

**Re-energize  
Your Staff**

Most dental offices struggle with conversions on reactivating dormant patients. Patients feel the pressure when you're calling or emailing and whoever is making the call to them feels like a telemarketer.

Our objective is to offer a **FUN** method for everyone with the goal to introduce that lost revenue back into your office!

## **Achieve Great Results For Under \$10**

- ✓ Re-energize and motivate whoever is making the calls
- ✓ Entice your patient to book their next appointment

### **Increase Your Reactivation Conversions**

Check out our video for simple phone and email script changes



[www.LightSmileExpress.com](http://www.LightSmileExpress.com)



## 3 WAYS TO INCREASE **YOUR PATIENT BASE!**



### **MINI** TOOTH WHITENING KIT

**Contains:**

- 1 x 3cc syringe (12% HP)
- 1 x mouth tray

Total dual arch sessions: **\$8.95**  
3 x 20 minute sessions -PER KIT-

### **DELUXE** TOOTH WHITENING KIT

**Contains:**

- 2 x 3cc syringe (12% HP)
- 1 x mouth tray

Total dual arch sessions: **\$12.95**  
6 x 20 minute sessions -PER KIT-

\* \$50 one time set up fee for imprinting, \* Pricing based on orders of 100 kits

# SYRINGE REFILL PACKS

WHITENING  
FOR LIFE

Give the "Gift of a SMILE!" Show your patients that you appreciate their loyalty and trust by offering them a Whitening For Life Loyalty Program. This token of appreciation results in higher retention rates.

 **invisalign**  
Compatible

**NEW**

**IMPRINTING AVAILABLE**



## 1 PC REFILL PACK

Contains:

1 x 3cc syringe (12% HP)

Total dual arch sessions:  
3 x 20 minute sessions

**\$5.95**  
- PER PACK -

## 3 PC REFILL PACK

Contains:

3 x 3cc syringe (12% HP)

Total dual arch sessions:  
9 x 20 minute sessions

**\$16.95**  
- PER PACK -

## 5 PC REFILL PACK

Contains:

5 x 3cc syringe (12% HP)

Total dual arch sessions:  
15 x 20 minute sessions

**\$26.95**  
- PER PACK -

# Innovative Marketing Techniques Designed For Dentists By Dentists

## Attract, Retain & Reactivate Your Patients



dentalhouse



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