

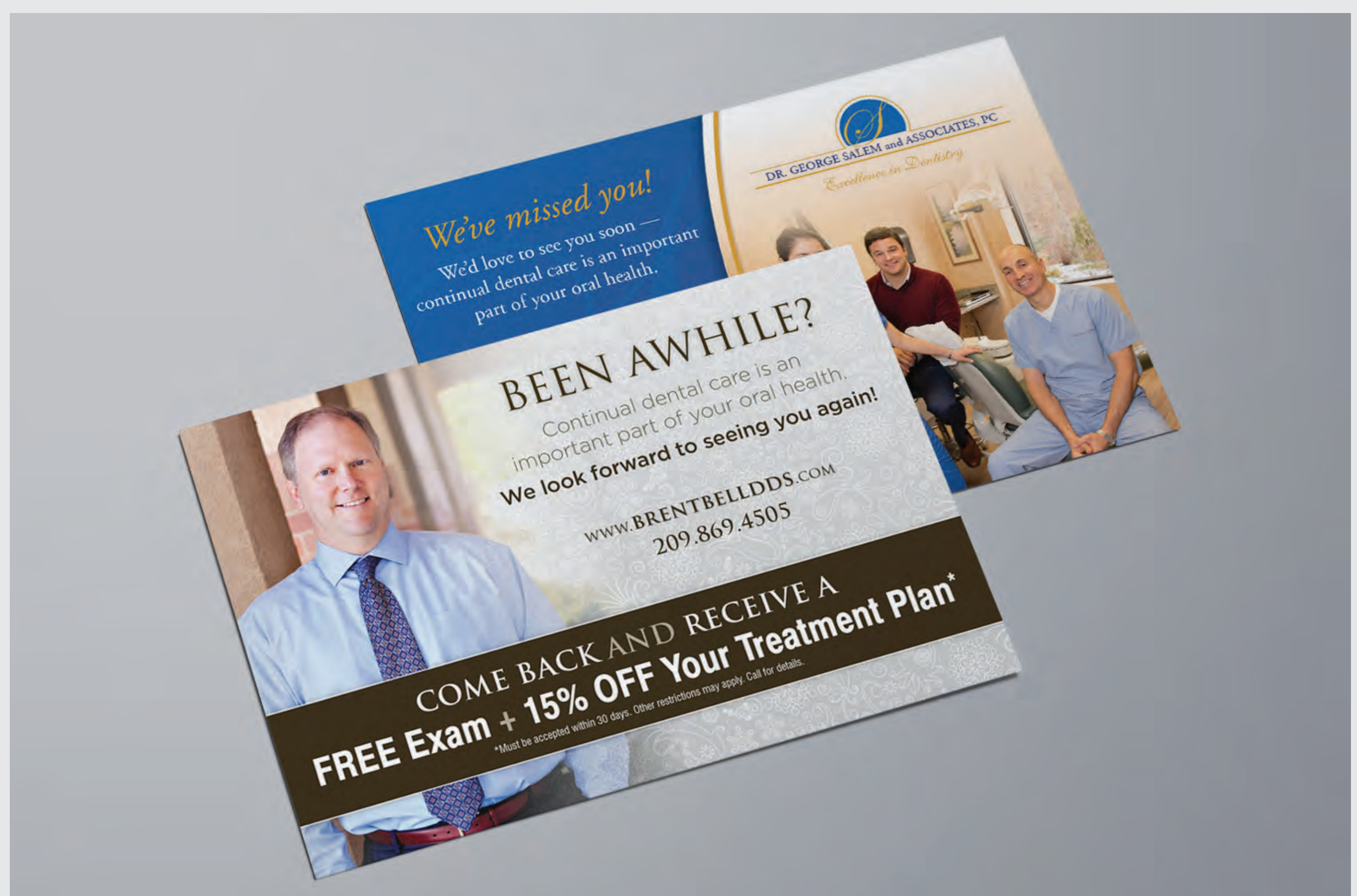
REACTIVATION SYSTEM OVERVIEW -

It is both easier and less expensive to reactive old patients than it is to find new ones. The reactivation system provides the tools and training to improve your reactivation efforts. It focuses on building good habits internally as well as a constant system for efficient results.

WHAT'S INCLUDED:

- 1,000 Branded Reactivation Cards
- Program Strategy
- Professional copywriting
- Professional graphic design
- Training Discovery
- Reactivation Training
- Monthly Accountability & Follow-up
- Re-training as necessary

Reactivation Card Samples



TRAINING OVERVIEW:

- 1. Discovery:** We analyze your current reactivation process, suggest and verify strategy, identify an internal accountability person, as well as preview the training to ensure compatibility.
- 2. Method:** We train over the phone using a slideshow screen share. This is an effective process that is interactive. We have over 10 years experience and over 95% positive feedback on our trainings.
- 3. What's Covered:** Reactivation Training focuses on improving communication and overcoming objections with past patients in order to improve reactivation efforts. Includes training on how to use the reactivation materials.
- 4. Follow-up:** After the training the slideshow and a resource kit are sent to the practice. Each month we will follow up on the training to hold the practice accountable and establish good habits.
- 5. Re-training:** If needed, we will re-train employees or work with them to overcome any issues. We will also train new hires as needed. This is available throughout the duration of the contract.

GROWTH IMPACT

- Increase number of patients
- Increase loyalty