

SMILE SAVINGS SYSTEM

OVERVIEW - (In-house discount program)

A smile savings program is a great way to increase new fee-for-service patients, patient loyalty and case acceptance. Additionally, you can use the program as a means to target the employees of small businesses in your area. Your Dental Branding Strategist can help you with strategy for this program and help you set it up internally

WHAT'S INCLUDED:

- 1,000 Practice Overview Brochures
- 1,000 Smile Savings Program Flyers
- System Pricing and Program Strategy
- Professional copywriting
- Professional graphic design
- Training Discovery
- Smile Savings Training for internal and external presentation
- Monthly Accountability & Follow-up
- Re-training as necessary

Smile Savings Program Samples



TRAINING OVERVIEW:

- 1. Discovery:** If applicable, we will analyze your current in-house discount program, we will also 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:** Smile Savings Training focuses on increasing fee-for-service patients both internally and externally. Internally you will learn how to increase loyalty and treatment plan acceptance. Externally we will focus on reaching out to small businesses as a means of adding value to their employees and bringing in new patients. Includes training on how to use the brochure and flyer.
- 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

- Attract new patients
- Increase loyalty
- Increase fee for service patients