



LIGHTSMILE
express

888.341.2372

LightSmileExpress.com

DENTAL MARKETING
SIMPLIFIED

GETTING YOU THE RESULTS YOU NEED!

Our Mission:

To help dental offices grow their practice with innovative marketing techniques. These methods are designed to motivate your patients using the demand for teeth whitening.

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

A

Attract New Patients & Referrals:

At an affordable price of \$7.95 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 Your Online Reviews:

Motivate and reward your patients by offering a take home whitening kit which creates a psychological patient obligation to help you reach your marketing goals.

C

Create A Re-Activation Protocol That Works!

Amend your existing re-activation protocol by offering a take home whitening kit to increase the demand for whitening to bring your dormant patients back!

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

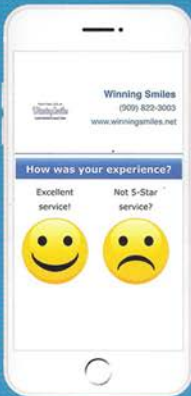
THE IMPORTANCE OF ONLINE REVIEWS

Why reviews are changing the way patients choose dentists



The conventional in-person referral may reach one or two people, but an online review has the potential to reach an exponential number of potential patients. Offering your patients a Whitening Kit prior to sending your feedback request creates a psychological obligation and will increase your reviews.

5 Star Patient Reviews



SocialReviewWizard

**AUTOMATICALLY GENERATES
5-STAR AUTHORIZED PATIENT
REVIEWS ACROSS YOUR SOCIAL
MEDIA PLATFORMS.**

- 📍 SOURCED SOCIAL MEDIA CONTENT FEED
- 📍 ONLINE REPUTATION MANAGEMENT
- 📍 AUTOMATED 5 STAR REVIEWS
- 📍 SEO OPTIMIZATION
- 📍 NO CONTRACTS, NO WORRIES!
- 📍 CUSTOM MARKETING MANAGEMENT

MARKET YOUR OFFICE

Using the demand for whitening can motivate your patients to reach your marketing goals as well as help make your operations run smoother in your practice.

ONLINE REVIEWS - INCREASE YOUR CONVERSIONS

Surprising your patient with a whitening kit prior to sending your feedback request creates a psychological obligation and will increase your conversions on reviews.

5 Star Patient Reviews



PATIENT APPRECIATION - RETENTION

Give the "Gift of a SMILE!"

Celebrate special occasions. This token of appreciation results in higher retention rates.



WHITENING FOR LIFE - RETENTION

Offering a whitening kit or refill syringe after recalls helps retain patients. They will share the news with friends and family.



WHITENING
FOR LIFE

MARKET YOUR OFFICE

Using the demand for whitening can motivate your patients to reach your marketing goals as well as help make your operations run smoother in your practice.

BOOST YOUR RE-ACTIVATION CONVERSIONS

"Book your next recall appointment within a month and receive a complimentary Take Home Whitening Kit."



PATIENTS BEING FRUSTRATED BY WAITING - RETENTION

Defuse the situation by offering a complimentary whitening kit when running behind.



UPSELL TO CUSTOM TRAYS & IN-OFFICE WHITENINGS

Use our kits as a starter kit allowing you to introduce other cosmetic procedures that you offer.

Perfect as an after care kit following an in-office treatment.





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



TOUCH-UP TOOTH WHITENING KIT

Contains:

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

Total dual arch sessions: **\$7.95^{USD}**
3 x 20 minute sessions **-PER KIT-**

MINI TOOTH WHITENING KIT

Contains:

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

Total dual arch sessions: **\$10.95^{USD}**
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

\$4.95^{USD}
- PER PACK -

3 PC REFILL PACK

Contains:

3 x 3cc syringe (12% HP)

Total dual arch sessions:
9 x 20 minute sessions

\$14.45^{USD}
- PER PACK -

5 PC REFILL PACK

Contains:

5 x 3cc syringe (12% HP)

Total dual arch sessions:
15 x 20 minute sessions

\$22.45^{USD}
- PER PACK -

CUSTOM IMPRINTING

Get noticed by promoting your office with your customized logo, website and phone number. Include a customized message on the insert card to connect with your patients.

* Minimum order for imprinting is 50 kits + \$50 one time set up fee.

STEP 1: CUSTOM BOX LABEL



STEP 2: CUSTOM SYRINGE LABEL



STEP 3: CUSTOM INSERT CARD



ABCDentistry.com

Enjoy your
Teeth Whitening Kit.

It's a Patient Special
so share the news with
your family and friends.

New Patients and Referrals
are always welcome!

BONUS! CLAIM YOUR COMPLIMENTARY
WHITENING REFILL SYRINGE

We LOVE having you as our Patient. As a
token of our appreciation, visit the website
below to receive a complimentary syringe.
www.PatientsGift.com/{office_id}

Tel: (888) 341-2372