

Magically Reduce Dental Fear and Increase Profits

Dear Colleague,

You've heard the old joke before:

"Madam, 200 dollars for pulling your boy's tooth, please!"

"200 dollars?! Why, I understood you to say that you charged only 40 dollars for such work!"

"Yes," replied the dentist. "But this youngster yelled so terribly that he scared four other patients out of the office."

It's an old joke to be sure, but there *is* an element of truth: fearful patients who avoid necessary treatments can cost a dental practice money. And that's no laughing matter.

A long history

Fear of the dentist has been with us probably since 7000 BC, when archaeologists estimate the first dental procedure took place. Evidence of ancient dentistry was recently found in a Neolithic graveyard in ancient Pakistan. Teeth dating from around 7000 to 5500 BC show evidence of holes from dental drills. The teeth were found in people of the Indus Valley Civilization.

An ancient Sumerian text from 5000 BC blames "tooth worms" as the cause for holes in tooth enamel.

Both Hippocrates and Aristotle (500 BC – 300 BC) wrote about dentistry, including the eruption pattern of teeth, treating decayed teeth and gum disease, extracting teeth with forceps and using wires to stabilize loose teeth and shattered jaws.

By 201 AD, the Etruscans were creating dental prosthetics using gold crowns and fixed bridgework.

As the methods of treating tooth ailments progressed into the Middle Ages, however, the treatments were often as bad as the original troubles. Dubious tooth powders and tooth “drawings” were a painful reality.

By the time dentistry emerged as a true science and craft in the Victorian era with advances in science and education, the “psychological” damage in the patient population had been well established. Despite significant progress during the 20th century and right up to this day, approximately 75 percent of the American population experiences some degree of dental fear, according to the Journal of the American Dental Association.

And, as every member of the dental profession knows, a patient who is frightened is a patient who may well delay necessary care. And a practice with frightened clients is a practice where the bottom line could well be in jeopardy.

Only a hairdresser knows for sure

Dentists and salon workers are among the few people who enter into a client’s “Intimate” Space, which social scientists define as that area zero to 1.5 feet around a person. (For reference: Personal Space is a radius of 1.5 – 4 feet, Social Space is 4 – 12 feet and Public space is 12 – 25 feet).

This may well explain why barbers and beauticians know all the secrets in every small town or large city. They are in the “Circle of Trust.” Clients are apt to communicate with those in the circle. And, the barber or beautician encourages them to share hopes and fears. These clients are empowered.

Due to the very nature of dentistry, however, a patient is often unable to communicate easily with his or her dentist. It can be a claustrophobic experience where the patient feels out of control. And this is not a desirable situation for the patient *or* for the dentist.

What if you could discover a tool that could:

- Empower your patients in the treatment of their dental care?
- Help patients to overcome their fears by providing them with a sense of confidence?
- Calm them and inform them...making your job easier?
- Encourage patients to move forward with their dental care?
- Make your practice even more profitable?
- Build your reputation in the community as a “great, caring dentist” with happy clients?
- Encourage multiple referrals?

It would feel like magic, wouldn't it? Well, such a tool *does* exist, and no less a company than Smile Brands has purchased it for use in 300 of its offices nationwide, including ongoing sales. It is no mistake that Smile Brands owns the largest group practice in the United States, and that this company invests in the best tools out there.

This could well be their best kept secret...and small wonder, as this tool gives their businesses considerable leverage.

Introducing the Amazing DENTAL WIZARD®

Smile Brands and dentists in practices all across the country have purchased DENTAL WIZARD,® a product that is designed to help dentists to create even more successful practices by informing and educating their patients.

This multimedia patient education software:

- Utilizes easy to understand 3-D animated tutorials;

- Explains dental procedures clearly, calmly and consistently;
- Uses easy-to-understand language;
- Enhances the professionalism of your practice;
- Saves time for you and your staff;
- Standardizes the information you want patients to receive;
- Is available in English and Spanish;
- Is available on DVD-R, Web-link and online delivery through your practice website;
- Is affordable!

“But wait,” you say. “There are lots of video tools out there with similar claims, and they cost thousands of dollars. I’ve heard some horror stories out there, too, about these presentations that are too graphic for patients who are afraid of blood. How can DENTAL WIZARD® truly be affordable?”

You are correct. There are hundreds of dental tutorials out there on the market. And they can be expensive – up to \$10,000 in some cases, and with annual fees that must be paid after that. Smart companies know that they need to invest in the tools of success...but they also know that those tools need to be simple, targeted and affordable in order to provide a good return on investment.

Effective, Easy-to-Use and Affordable

DENTAL WIZARD® keeps things simple for you by targeting the 12 procedures *that your practice is most likely to treat*. It contains tutorials on:

- Crowns

- Cavities and Fillings
- Root Canals
- Sealants
- Cleaning
- Gingivitis
- Periodontitis
- Bruxism
- Implants
- Bridges
- Removable Partial Dentures

and

- Veneers

Each presentation opens with a female host who introduces the procedure and the DENTAL WIZARD®. The 3-D graphic presentation presents healthy tissue and no images of blood or threatening tools that could distress the nervous patient. The DENTAL WIZARD® explains and shows each procedure with simple, easy-to-understand language and visuals. It also explains the importance of follow-up care and maintenance, encouraging future visits to your practice.

The DENTAL WIZARD® is also very easy to use. Simply go to the menu on your computer, click on the DENTAL WIZARD® and it starts. No confusing submenus or headaches.

Best of all, you have three affordable options with the DENTAL WIZARD® to choose from:

- [DENTAL WIZARD® on DVD for DVD player or computer DVD drive \(\\$995\),](#)
- [DENTAL WIZARD® Server Version for server or computer hard drive \(\\$1795\),](#) or
- [DENTAL WIZARD® Web-link for your practice Web site or free Web portal \(\\$245 and then \\$50/month for an online subscription\).](#)

Choose the delivery method that works best for *your* practice.

Happy patients make for happier dentists

Dentists across the country have found the DENTAL WIZARD® to be an asset to their practices.

“We have now had a few months to use many of the DENTAL WIZARD® tutorials in our practice. Patient response has been wonderful! The tutorials explain dental concepts that we as dental professionals take for granted, in a very clear, concise manner. We have asked patients after viewing the tutorials whether they were helpful. The response has always been positive.

“Before purchasing the DENTAL WIZARD®, we looked at a number of other video tutorial packages. Although most of the competing packages offered wonderful graphics, without exception they went into far too much detail. By keeping the concepts more general, we can use the DENTAL WIZARD® without having to explain afterward to the patient why our protocol is slightly different than the one outlined in the tutorial.”

Dr. Joseph M. Behrman
Macedon, N.Y.

“We purchased the DENTAL WIZARD® several months ago and have found it to be an invaluable addition to the practice. We looked at other systems, some of which run across the computer network, and found that we like the direct, easy way that the DENTAL WIZARD® operates.

“We know our staff is using it regularly because it is quick and simple to pick a selection on the DVD and play it. Also, we found the graphics to be more current compared to some of the dated material found on other systems.

“We really do like your product for its ease and simplicity.”

Dr. Kirk A. Kimmerling
Marietta, Ga.

“The DENTAL WIZARD® is the best patient education tool to be offered to me since I started working in the dental field 20 years ago. The graphics are fantastic and the terminology is straight-forward and easily understood.

“Our patients like the DENTAL WIZARD® so much that after they've viewed the prescribed procedure, they check out other topics on the DVD. And I've noticed that patients are accepting treatments more often since we brought the DENTAL WIZARD® into our practice.

“Once again I am excited about dentistry! Thank you for this great product. I just love it!”

Angel Potter
Treatment coordinator for Dr. Mark S. Frey
Santa Rosa, Calif.

“Because the DENTAL WIZARD® is in Spanish as well as English, we feel confident that our Spanish-speaking patients have been given all of the information needed to make a well-informed decision regarding the treatment.

“In the past, treating patients who could not speak English was very difficult even with an interpreter because we couldn't be sure that all of the information we wanted to relay to the patient was accurate or as detailed as we would want.

“The DENTAL WIZARD® has given our office peace of mind just knowing we are able to fully inform our patients of their dental and procedural needs.”

Brenda S. Dick
Office manager for Dr. Wallace H. Dick
Keizer, Ore.

Special, Limited Time Offers

Right now, for a limited time, DigiDentist, the digital products and services company that produces the DENTAL WIZARD®, is making several special promotional offers. Why? Because we believe that this product will help you to build your practice, and that you will share your positive experience with other dentists.

These discounts will only be available through July 15, 2011. If you act quickly, you can receive:

- Two free DVDs (a \$198 value) after the Site License and first DVD are purchased;
- A \$200 discount off the Server version; and
- Free setup of the Web link (a \$195 value).

Enter promotional code: _____ to receive these special values.

Why not check out the DENTAL WIZARD® today? All you have to do is [click here for a Free 7-Day Online Trial](#). Within minutes, you can be checking out this amazing product for yourself.

Sincerely,

Carol Clark

President

[DigiDentist](#)

Providing Digital Products and Services for the Dental Industry

P.S. Questions? Unique concerns? No problem. Call (530) 647-0704 or email customerservice@digidentist.com and your concern will be addressed, quickly and professionally.

P.P.S. [Even without these discounts, the DENTAL WIZARD® is a fantastic value. But everyone likes a great deal, especially in this economy. Act quickly, because when this offer expires, the full price for the DENTAL WIZARD® will return.](#)