

Case Study 1: Crest Whitestrips® Supreme and Practice Profitability

The practice of Dr. Nicholas Raptou, Columbus, Ohio

Whitening has become a key profit driver for dental practices and a service many patients demand and value. Capitalizing on patient interest in whitening by dispensing Crest Whitestrips® Supreme will help the practice financially in the short-term. Importantly, it can also lead to increased overall production and long-term profitability when it is utilized as an entry point into other more comprehensive cosmetic dentistry procedures.



The following case study shows how dispensing Crest Whitestrips® Supreme was effectively introduced into a dental practice and how it created significant increases in revenue and production.

Practice Profile

Dr. Nicholas Raptou runs a solo general practice in Columbus, Ohio. Dr. Raptou has been in practice for nearly 23 years and has a four-person dental team. Dr. Raptou describes his practice as being one with a culture toward whitening. Tooth whitening is consistently promoted as a valuable service and all patients in the practice have filled out smile assessment surveys indicating which services they are interested in. In 90% of the surveys completed, whitening ranked at the top of that list.

“Everybody wants whiter teeth,” Dr. Raptou said. “There are people who have tried everything from a whitening toothpaste, to ordering stuff from TV infomercials. We’ve had a little bit of everything, including people looking for a cheaper way to do it, to people just looking for another way to do it.”

How Crest Whitestrips® Supreme Fills a Need in the Dental Practice

Through the many years that Dr. Raptou and his staff have promoted whitening, he has noticed segments of his patient base that were very interested in whitening, but could not afford, or simply would not spend the money necessary for tray whitening or other more expensive whitening services. Consequently, these patients were not agreeing to any sort of whitening treatment. This cost the practice potential revenue and kept the patients from enjoying the benefits of a whiter, healthier looking smile.

The introduction of Crest Whitestrips® Supreme into the practice gave Dr. Raptou a chance to offer whitening to this significant segment of patients by providing patients an effective quality whitening product at an appreciably lower price point. Nationally, practices dispense the Crest Whitestrips® Supreme kit at an average consumer price of \$55.

“This was something that we could introduce to people who either didn’t have the money or didn’t want to spend the money on whitening their teeth. Everybody wants white teeth,” Dr. Raptou said. “The package that Crest put together made it a real easy sell for us. It was easy for the patient to accept because of the value of the kit.”

Results

The most significant measure of the success Dr. Raptou has enjoyed from dispensing Crest Whitestrips® Supreme is the fact that the practice is now performing 60% more whitening procedures than it did before. Dr. Raptou estimates that the practice dispenses 8-10 Whitestrips kits each month. The product carries an average profit of about \$24 per kit, adding around \$3,000 in profit and \$7,000 to his annual practice production. This is in addition to the revenue and profit the practice earns through tray whitening and other forms of in-office whitening, which the practice still offers.

An additional benefit of offering a low cost whitening alternative is the ability to position whitening as an entry point into other higher revenue cosmetic procedures. Because the patient who accepts whitening treatment is clearly motivated to improve his or her smile, the staff and doctor can then spend time with that patient discussing other treatment options that may further enhance and beautify his or her smile.

“For anybody having any kind of restorative or cosmetic procedure, whitening is simply part of the plan. If someone’s having anterior composites, veneers, crowns, replacement of a crown, you name it, if it has to do with the front teeth, we’re going to talk to them about whitening first before they do that,” Dr. Raptou said. “It’s one more procedure that we can do to help their smile look better.”

The addition of Crest Whitestrips® Supreme to Dr. Raptou’s service mix has given patients the chance to experience a whiter, brighter smile at a relatively low cost. In response, patients have given Dr. Raptou and his staff quite a few compliments on the product’s effectiveness and have gone on to accept additional cosmetic and restorative treatment.

“Overall, it has surprised me how well it worked,” Dr. Raptou said. “Generally, patients have been satisfied and we’ve been pleased with how good the results have been.” Dr. Raptou has also dispensed Crest Whitestrips® Supreme to patients for use as a touch-up after having tray whitening procedures.

Conclusion

Whitening has had a significant impact on the overall culture of the practice. Crest Whitestrips® Supreme has allowed Dr. Raptou to reach a patient base that was formerly unwilling to accept whitening, because of the limited options available. Thanks to Crest Whitestrips® Supreme, an increasing number of Dr. Raptou’s patients are experiencing the esthetic and quality of life benefits that a whiter smile can provide.