

## Step-by-Step Process for Dispensing Crest Whitestrips® Supreme in General Practices

Dispensing Crest Whitestrips® Supreme in your practice can be a beneficial and effective way to boost your practice's production and profitability, while providing exceptional patient care. To do so, it's important that your staff and patients both be educated about whitening and enthusiastic about trying it. Below are 10 tips for dispensing Crest Whitestrips® Supreme in your practice. Consistently implementing these steps will allow you to make the most of your Levin Group Practice Management Kit for Crest Whitestrips® Supreme, and help ensure that your practice gains the maximum benefit from dispensing this product.

### 1. Read the background information

Review the white paper and case studies included in the Practice Management Kit to gain an understanding of Crest Whitestrips® Supreme's safety and efficacy, and the benefits it can have for your patients and practice. This will help you answer patient questions and build value for its usage.

### 2. Educate your staff to get them on board

Take the information you find helpful in the white paper and case studies and share them with your staff, so that they can be motivated and enthusiastic about offering whitening to your patients. Provide your team with an opportunity to try Crest Whitestrips® Supreme for themselves so they can motivate patients based on their own successful experience.

### 3. Display materials

Strategically display the educational materials provided in your reception area. This will get your patients thinking about whitening during their visit to your practice. Displaying these materials and Whitestrips sample strips in the hygiene operatories will further interest/engage your patients and make these materials handy for staff use and patient trial.

### 4. Set goals

From reading the background material, think about realistic and attainable production goals for your practice as a result of purchasing and dispensing Crest Whitestrips® Supreme. Discuss these goals with your team, document them, and implement a plan to reach them.

5. Train your staff

Train your staff on using the scripting provided, so the entire dental team knows how to consistently discuss whitening conversations with patients.

6. Begin distributing smile assessments

Smile assessments are the best way for you to identify which patients are the best candidates for whitening. If patients are unhappy with their smile, they will often say so by the way they answer the questions on the smile assessment. At each day's morning meeting, identify two to three of that day's scheduled hygiene patients who will receive smile assessments and make sure that it is part of your new patient paperwork.

7. Identify patients who are whitening candidates

Based on smile assessment responses, or information patients relay during their appointments, take time during the recare appointment to educate the interested patients about Crest Whitestrips® Supreme. Allow patients to try on a sample strip.

8. Send out patient letter

Copy or customize the enclosed patient letter to your practice and send it to your entire patient base, making them aware that your practice is now offering Crest Whitestrips® Supreme, a quality, affordable cosmetic service. To customize this letter and obtain other resources, please visit [www.dentalcare.com/levin/intro.htm](http://www.dentalcare.com/levin/intro.htm)

9. Educate your practice

Include whitening as a component of every restorative treatment presentation. Educate every patient in your practice about the benefits of whitening during their appointments, particularly in instances when they are considering restorative treatment options. Use the appropriate script to manage this important patient education process.

10. Track production to see if goals are met

Based on the goals you have already set, track the production increases gained through whitening sales on a daily, weekly and monthly basis, and then adjust your strategy for dispensing Crest Whitestrips® Supreme.



Patient awareness is key—the enclosed patient letter announces that your practice offers Crest Whitestrips® Supreme. To customize this letter and obtain other resources, please visit [www.dentalcare.com/levin/intro.htm](http://www.dentalcare.com/levin/intro.htm)