

Script 2: Presenting Whitening to Patients Undergoing Other Forms of Comprehensive Dentistry

Dental practices today have a unique opportunity to provide their patients with an important service while boosting their own profitability at the same time. How? Through the use of whitening. While whitening has proven to be a valuable cosmetic option for healthy recare patients looking to beautify their smile, it also provides an opportunity for practices to educate and motivate patients undergoing comprehensive treatment plans about the benefits of cosmetic dentistry. With the wide scope of quality cosmetic and restorative options available to patients today, whitening is an integral component of most treatment plans and can make all the difference in the patient's satisfaction with his or her smile.



The script below is to be used by practices as a way to educate patients about the benefits of whitening with Crest Whitestrips® Supreme and motivate them to accept tooth whitening as part of a comprehensive dental treatment plan. Note that the script should not be read word-for-word, but rather should be used as a guide for discussing whitening with patients.

Doctor: Ms. Smith, now that we have reviewed your oral health and discussed my recommended treatment, there is a final important issue I want to address. Before we start the [necessary treatment], I recommend that you consider whitening your smile as a part of the process.

Patient: Is whitening really necessary? And why would I whiten my teeth before the treatment?

Doctor: Those are great questions, Ms. Smith. Is whitening necessary to the healthy function of your mouth? No. But I would still recommend Crest Whitestrips® Supreme for you and here are the reasons why. We want your smile to be as white and bright as possible. Whitening is generally done before comprehensive treatments such as the [treatment] you will receive because we can beautify your smile now and gain an accurate assessment of the shade of all your restorations. What we want to avoid is having crowns or restorations with a different shade in your mouth. By whitening with Crest Whitestrips® Supreme first, we can see the improvement and you can feel confident knowing that all the restorations we discussed will be designed to match the exact same shade of your new bright smile and look natural in your mouth.

Patient: What is Crest Whitestrips® Supreme and how does it work?

Doctor: Crest Whitestrips® Supreme is only available here through the office, Ms. Smith, and it is simply the most effective whitening tool you can use. The product itself is a set of thin, clear, plastic strips that are flexible and coated with a special gel that contains hydrogen peroxide, a whitening agent that will not harm the enamel of your teeth. Each package of Crest Whitestrips® Supreme comes with enough strips for two applications a day over the course of 21 days. The strips should be worn on your upper

and lower teeth for 30 minutes each day. You can expect to see results in as little as 1 week. You may be aware of the retail version of Crest Whitestrips[®] that is available in your local drug store, Ms. Smith, but the version we distribute here is much stronger and provides a cost-effective way to beautify your smile.

Patient: What kind of results can I expect from whitening? Is it worth doing all this before the treatment?

Doctor: It is absolutely worth it, Ms. Smith. Crest Whitestrips[®] Supreme has the ability to remove up to the equivalent of 20 years of stains from your teeth in just 21 days. When we clean your teeth every six months, we are able to remove surface stains. However, by using Crest Whitestrips[®] Supreme, you will be able to remove stains beneath the tooth surface in just three weeks' time. Most importantly, doing this now will not only give you a bright smile, but it will ensure that all the restorations we discussed in the treatment plan are done in the correct shade to match your new smile. This will dramatically improve the esthetic quality of your smile.

Patient: How much does a package of Crest Whitestrips[®] Supreme cost?

Doctor: Casey, our financial coordinator, will discuss this in more detail with you, but the Crest Whitestrips[®] Supreme kit is a very affordable cosmetic procedure at just \$55. I know Casey works with many patients to add that minor cost into the fee for the entire treatment plan when discussing payment options. The cost for this form of whitening is minimal and when compared to the benefits it can have for your smile and its esthetic quality, using Crest Whitestrips[®] Supreme carries a tremendous value and great benefits for you, Ms. Smith. The best part is we can supply you with the Crest Whitestrips[®] Supreme before you leave the office today so you can begin whitening your smile in a few days. Some patients experience a bit of increased sensitivity in the days after a cleaning, so if you started whitening in about 5 days, you could complete the three weeks of treatment and we could then start the rest of the treatment plan.

Patient: That's great! Let's do it.