

TURNKEY PRACTICE MARKETING PROGRAM FOR OVERDENTURES



Helping To Grow Your Practice

INPLACETM
Keep Your Teeth In Place

THE NEED FOR A BETTER OPTION TO DENTURE ADHESIVES HAS NEVER BEEN STRONGER.

The numbers are staggering: more than 240 million people in the developed countries of the world are partly or completely edentulous.

As if that is not enough, the edentulous population is expected to nearly double throughout the next 20 years as Baby Boomers begin turning 65 at a rate of one every ten seconds (or 3-4 million per year)¹. These Baby Boomers are more focused than ever before on their quality of care, health and wellness and aesthetics. All of this coupled with the surprising fact that currently less than 6% of all denture wearers have dentures that are retained with implants, means **there is a very large patient population living with denture adhesives for improved retention.** Do you believe that these patients are happy with messy and expensive adhesives inadequately retaining their dentures? Are your patients happy with constant denture

movement in their mouth, causing sore spots or even worse, dentures that dislodge while laughing or speaking? Their quality of life is suffering, yet they have options to improve their situation. You have the knowledge and products for the clinical treatment. However, many times you don't have access to the elements required to get these potential patients to your office and then get them to say "yes" to treatment... Until now. Zest Dental Solutions, the company you have relied on for innovative overdenture products, such as LOCATOR[®], has developed a practice marketing program specifically for attracting overdenture patients—InPlace[™].

¹ US Census Bureau



WHAT IS INPLACE™?

InPlace™ is a turnkey practice marketing program for overdentures consisting of a combination of materials designed to help you introduce the benefits of a secure implant-retained overdenture to a growing market of denture wearers and ultimately increase practice revenue. The InPlace Practice Marketing Program showcases a variety of comprehensive treatment options for overdentures. In many cases, these options exclusively feature the LOCATOR® Attachment as a premium option to denture adhesives that many edentulous people currently use to secure their dentures.



WHAT INPLACE™ CAN MEAN TO YOUR PRACTICE.

The InPlace Practice Marketing Program for overdentures offers a variety of promotional and educational elements that will help you effectively market to and inform your patients about implant-retained overdentures. InPlace provides you with the tools you need to attract new overdenture patients to your practice and help you increase treatment acceptance. With InPlace, you will be able to demonstrate how your patients can improve their quality of life and enjoy having teeth again.

INPLACE™ PROGRAM ELEMENTS

When you become an InPlace™ Clinician, you'll have access to online and print promotional materials that have been designed to help get your denture patients to say "yes" to implant-retained overdenture treatment.



PATIENT EDUCATION WEBSITE WITH CLINICIAN FINDER teethinplace.com



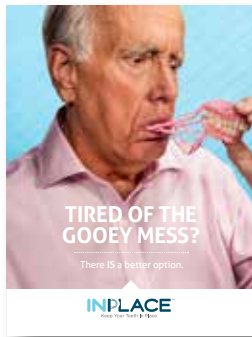
As Baby Boomers have become extremely comfortable navigating the internet and online search, the InPlace Patient Website, teethinplace.com, is a welcome resource for simple answers to finding better solutions for keeping their dentures secure. One of the key benefits teethinplace.com offers InPlace Clinicians is a zip code search function allowing patient prospects to find their practice within the patient's local area. ONLY clinicians who are participating in the InPlace Practice Marketing Program will be listed, and there is no monthly fee for the listing. In addition, Zest will be driving patients to the teethinplace.com website through the use of search engine optimization and social media marketing.

ATTRACT NEW OVERDENTURE PATIENTS WITH **INPLACE™**



Email and Landing Page Templates

According to a study completed by the Assisted Living Federation of America in June of 2012, more than half (52%) of all adults over the age of 65 use the internet or email. To help clinicians leverage this statistic, Zest created InPlace™ Email and Landing Page Templates that provide key messages to encourage denture patients to call for an appointment. Each gives the clinician the opportunity to personalize the template with their practice logo and contact information. There are 4 different email template options available.



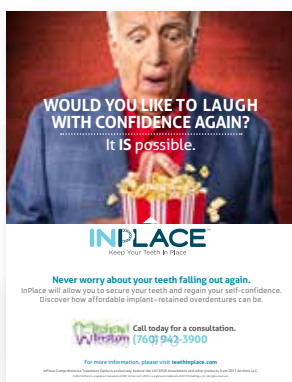
Promotional Posters

The InPlace Posters can be placed in the patient waiting or examination rooms to promote keeping your patient's teeth InPlace with implant-retained overdenture treatment.



Direct Mail Postcard Series

Personalized with the clinician's practice logo and contact information, the InPlace Postcard Series is made up of 3 uniquely targeted messages all designed to help recruit new denture patients, convert existing patients in the practice to overdentures and drive public awareness of the InPlace Practice Marketing Program with on-demand printing and mailing to the area that your practice serves.



Advertisement Templates

The InPlace Advertising Templates are designed to stop edentulous patients from turning the page with bold imagery addressing the key pain-points of living with dentures and the daily use of adhesives. Each advertising template allows clinicians to personalize it with their practice logo and contact information. There are 4 different print-ready sizes to choose from.

GAIN TREATMENT ACCEPTANCE WITH **INPLACE**[™]

IN-OFFICE CONSULTATION ELEMENTS



Patient Consultation Role-Play Video

The InPlace[™] Patient Consultation Role-Play video is a tool that helps clinicians understand the common patient concerns and potential objections in a clinician/patient role-play format.



Consultation Model

Using a LOCATOR[®] Consultation Model, clinicians can easily demonstrate to patients exactly how LOCATOR Attachments work and why it's the best choice for securing their overdentures.



Patient Brochures with Office Display

The InPlace Take-Home Brochure provides a treatment overview that simply walks patients through the features and benefits of keeping their teeth InPlace with implant-retained overdentures in an easy to understand format. The brochures come in packages of 25 with three different cover options available and include an office display to hold the brochures.

TREATING OVERDENTURE PATIENTS CAN GROW YOUR PRACTICE AND INPLACE™ CAN HELP

Focusing on treating denture patients with implant-retained overdentures can add significant revenue to a clinician's practice. The InPlace™ Practice Marketing Program for overdentures will assist in bringing edentulous patients to the office. The revenue calculation model below is an example of the additional revenue that can be added to the practice bottom line by treating overdenture patients with implant-retained overdenture options.

INPLACE™ REVENUE CALCULATOR

SURGICAL PLACEMENT OF DENTAL IMPLANTS	
Dental Implant Placement Fee Per Implant	\$ 1,200
Total Surgical Revenue Per 4 Implant Case	\$ 4,800
RESTORATION OF OVERDENTURE	
Fabrication of a New Denture Fee	\$ 1,500
Utilizing Patient's Existing Denture Fee	\$ 500
Total Restorative Revenue Per Case	\$ 1,500
TOTAL REVENUE SURGICAL AND RESTORATIVE PER CASE (With new denture fabrication.)	\$ 6,300
TOTAL ADDITIONAL PRACTICE REVENUE TREATING 12 PATIENTS PER YEAR (This is only one Overdenture Patient per month.)	\$ 75,600

This revenue calculation example was supplied by Dr. Paresh Patel who practices in Mooresville, NC.

The above revenue model is only an example of one clinician's fees and results. Fees vary by geographical location. There is no guarantee that your practice will experience the same results as the model example. ZEST Anchors, LLC accepts no responsibility for individual practice revenue outcomes.

BECOME AN INPLACE™ CLINICIAN TODAY!



INPLACE™ PRACTICE MARKETING PROGRAM KIT INCLUDES



\$299.00

Reference 9600

- Patient Brochures (3 packs of 25)
- Patient Brochure Display Rack
- Promotional Poster
- Patient Consultation Role-Play Video
- LOCATOR® Consultation Model
- 24/7 Access to Customizable Electronic Assets
- Listing in Clinician Finder on teethinplace.com

**Go to www.zestdent.com or call Zest Dental Solutions
Customer Service at 800-262-2310 to order the
InPlace Practice Marketing Program Kit.**

**ZD ZEST DENTAL
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InPlace Comprehensive Treatment Options exclusively feature the LOCATOR® Attachment and other products from Zest Dental Solutions
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