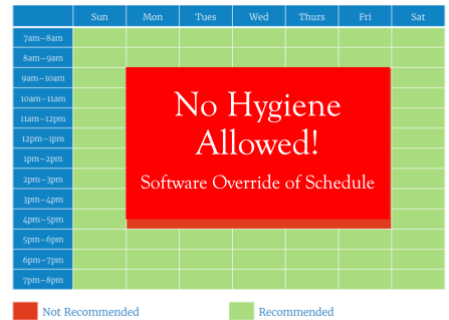


Grow FAR More Rapidly With Optimal NEW Hygiene Pre-Appointment Policies & Verbiage:

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12-6-22 Hello! With an increasing number of local new & returning patients who are mostly working 9am-5pm Monday thru Friday...or in school...it is clear that yesterday's hygiene pre-appointment approaches ("When would you like to come back?") are **OUTDATED & FATAALLY** flawed.

Around 206 million Americans...roughly 65% of the U.S. population...are working or in school mid-day, mid-week. In 2023 & beyond, it is **WELL DOCUMENTED** that these **BEST** new & returning patients **ABSOLUTELY CANNOT...& WILL NOT...**take off work or school for "just a cleaning."



100% of patients must be pre-appointed in hygiene...with 65%+ of these into weekends...& weekday evenings after 5:30pm! We must no longer give working patients or students an option to pre-appoint into times when **virtually ALL WILL NOT RETURN**. Please use the following **NEW chrisad 2022 RESEARCH-BASED** language to increase the likelihood they will return:

"Your next hygiene appointment keeps your smile bright...while being very important in maintaining your general & dental health. We know you work & we don't want you to miss this important appointment due to work (or school) conflicts. Accordingly, would you prefer a Saturday, Sunday or weekday evening appointment?"

Capitalize on the HUGE Hygiene Retention Growth "Annuity" Opportunity That ONLY Dentistry Has!

Unfortunately, staff & hygienists (worldwide) tend to quietly steer returning hygiene patients into mid-day, mid-week appointments...where there are FAR more openings...& (sometimes selfishly) **WHEN THEY want to work**. We suggest assigning the pre-appointment process to the front desk team...or even better...an independent "HYGIENE CZAR"!

206 Million Americans Are Obligated 9-5; M-F

56 Million Are Elementary thru High School Students.

19.9 Million Are in College

130 Million Are Employed



After documenting massive MID-DAY, MID-WEEK cancellations & super low mid-day, mid-week production, many of our fastest-growing clients simply digitally "block out"...or CLOSE down...hygiene during the mid-day, mid-week period (see above).

It is **VITALLY** important to monitor your hygiene pre-appointment process **EVERY DAY!** Ensure that these stats show that 100% of ALL patients are pre-appointed...with 65%+ of these patients into prime time. **If you have 100% pre-appointment...but with most patients shoved into mid-day, mid-week...IT IS GUARANTEED MOST WILL DISAPPEAR!** jc