

IMPLEMENTING ORTHOPULSE™ IN YOUR PRACTICE  
DOCTOR INTRODUCTION AND SCRIPT  
JANUARY 18, 2015



About OrthoPulse™  
Light Accelerated Orthodontics™  
Integrating OrthoPulse™  
Doctor – Patient Exam Script

## What do all orthodontic patients want?

Faster beautiful smiles

Reduced discomfort associated with orthodontic treatment

### ABOUT ORTHOPULSE™

OrthoPulse™ is a clinically approved and safe medical device using photobiomodulation (850nm near infrared light) with a one-size-fits-all, soft, medical-grade silicone mouthpiece to be used 10 minutes per day for self-treatment by the patient at home or away.

OrthoPulse™ Light Accelerated Orthodontics is clinically proven, significantly affects the biology of tooth movement, and dramatically reduces orthodontic treatment of choice, on an average of 50% faster treatment with braces and an average of 60% faster with clear aligners.

Orthodontic treatment time can vary based upon treatment mechanics, patient compliance, and the individual patient's biology.

### LIGHT ACCELERATED ORTHODONTICS™

- Orthodontic treatment of choice, braces, or clear aligners using OrthoPulse™ Light Accelerated Orthodontics™ will get the patient to a great smile in significantly less time, with less discomfort.
- The OrthoPulse™ allows patients to easily accelerate their own orthodontic treatment with a 10-minute self-treatment everyday at home or away. It's that simple!
- OrthoPulse™ treatment is based on safe technology and is an approved medical device, designed by orthodontists.
- Reduced orthodontic treatment time can help prevent associated intraoral health concerns such as decalcification and gingival recession.

## INTEGRATING ORTHOPULSE™

Prior to the patient's consultation exam, **send an email** to the patient informing him/her that your practice is **using Light-Accelerated Orthodontics™**, a new technology dramatically reduces treatment time with less discomfort associated to orthodontic treatment of their choice — braces or clear aligners.

From our research, it is recommended that you add \$1,479 to your existing orthodontic treatment fee and present it to every patient as a total orthodontic treatment of care offered by your practice.

The OrthoPulse™ device is \$979, and the patient premium is \$500.

**The \$979 is a tax deduction for your practice.**

**The \$500 is additional net revenue to you and your practice.**

There is no need to carry unnecessary OrthoPulse™ inventory.

Simply places your order online at [www.orthopulse.com](http://www.orthopulse.com).

**The OrthoPulse™ price of \$979 includes Just-in-Time 2-day FedEx delivery.**

The OrthoPulse™ device syncs with iOS products, iPhone or iPad, on the OrthoPulse™ app. This allows the patient and the doctor to monitor and **track orthodontic treatment progress** through familiar app technology.

Truly differentiate your practice

Create raving fans

Increase your patient referrals

Increase your net revenue

It's that simple!

## DOCTOR – PATIENT EXAM SCRIPT

**Doctor:** Are you interested in finishing your orthodontic treatment faster?

**Patient:** Yes, can you do that?

**Doctor:** Yes, in my practice, I am excited to be able to offer faster orthodontic treatment using light accelerated orthodontics. It is called OrthoPulse™ and is an approved medical device based on safe technology designed by orthodontists and Biolux Research. This device is used just 10 minutes per day as a self-treatment at home or away. As a result, you can complete your orthodontic treatment and achieve a great smile in significantly less time. Let me tell you how this technology works.

Light accelerated orthodontic™ treatment is clinically proven to dramatically reduce orthodontic treatment by an average of 50% with braces and an average of 60% with clear aligners. Treatment time can vary for each patient, depending on treatment mechanics, how well you comply with the doctor's instructions, and your own body chemistry. *Show the OrthoPulse device to the patient.*

The OrthoPulse™ is a soft silicone mouth-guard. You self-treat for 5 minutes on your upper teeth and 5 minutes on your lower teeth every day at home or anywhere. It automatically starts treatment as soon as you put it in your mouth, and when the 5 minutes is up, it will beep twice, indicating that it is time to flip the mouth-guard over to treat your other arch for 5 minutes. It's that simple. The OrthoPulse™ device syncs with your iOS products, iPhone or iPad, on the OrthoPulse™ app. This allows you and our office to monitor and track your orthodontic treatment progress.

We can finish your choice of orthodontic treatment faster with braces or clear aligners. This is clinically proven to dramatically reduce orthodontic treatment time with less discomfort associated with orthodontic treatment. Reduced orthodontic treatment time also reduces the possibilities of related intraoral health concerns.

There is also an app for iOS devices for you and our practice to monitor your self-treatment. This is great because you and I can monitor your progress between appointments.

My treatment coordinator \_\_\_\_ will discuss the details with you and answer any additional questions.

IMPLEMENTING ORTHOPULSE™ IN YOUR PRACTICE  
TREATMENT COORDINATOR INTRODUCTION AND SCRIPT  
JANUARY 18, 2015



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Light Accelerated Orthodontics™

Integrating OrthoPulse™

Treatment Coordinator – Patient Exam Script

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Orthodontic treatment time can vary based upon treatment mechanics, patient compliance, and the individual patient's biology.

### LIGHT ACCELERATED ORTHODONTICS™

- OrthoPulse™ is easy to include in the practice.
- OrthoPulse™ is simple to demonstrate, and easy and fun for the patient to use.
- OrthoPulse™ is clinically safe and effective and helps the patient to dramatically reduce orthodontic treatment, with less discomfort.
- Complete orthodontic treatment with the OrthoPulse™ device and get to a great smile in significantly less time.
- The OrthoPulse™ allows you to easily accelerate your own orthodontic treatment. Self-treatment involves only 10 minutes per day at home or away.
- OrthoPulse™ treatment is based on safe technology and is an approved medical device, designed by orthodontists.

## INTEGRATING ORTHOPULSE™

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## TREATMENT COORDINATOR – PATIENT EXAM SCRIPT

**Treatment Coordinator (TC):** Our practice offers an orthodontic treatment that significantly reduces treatment time by using light accelerated orthodontics. This treatment takes only 10 minutes per day at home or away, and is clinically safe. You also may feel less discomfort associated with orthodontic treatment using light accelerated orthodontics. OrthoPulse™ treatment is based on safe technology and is an approved medical device, designed by orthodontists. *Show the OrthoPulse™ device to the patient.* Is this something you would be interested in learning more about?

**Patient (PT):** Yes, please tell me more...

**TC:** Light accelerated orthodontic™ treatment is clinically proven to dramatically reduce orthodontic treatment by an average of 50% with braces and an average of 60% with clear aligners. Treatment time can vary for each patient, depending on treatment mechanics, how well you comply with the doctor's instructions, and your own body chemistry.

**PT:** How does it work?

**TC:** It's simple — you do your own self-treatment at home or anywhere for 10 minutes per day – 5 minutes on your upper teeth, and 5 minutes on your lower teeth. You don't even have to keep track of the time yourself! The OrthoPulse™ device will beep twice when 5 minutes is up to flip it over to do your other arch for 5 minutes – it's that simple! The OrthoPulse™ device syncs with your iOS products, iPhone or iPad, on the OrthoPulse™ app. This allows you and our office to monitor and track your orthodontic treatment progress.

**PT:** Yes, I'm interested in including OrthoPulse™ to dramatically reduce my orthodontic treatment with less discomfort.

**TC:** Your orthodontic treatment fee is \$X for braces or \$X for clear aligners using light accelerated orthodontics. Also mention all of the other advantages your practice has to offer the patient. We can get started with a down payment of \$X and the balance paid over X months.

**PT:** Sounds good!

**TC:** Let's get started! *Sync the patient's OrthoPulse™ device with their iOS Apple product.* It is simple for you and the doctor to monitor your orthodontic treatment progress using the OrthoPulse™ app. Please bring your OrthoPulse™ device and charging case to all of your visits with us. The OrthoPulse™ device will sync as long as it's within 100 feet of the charging case, and it monitors the self-treatment for you and the doctor.

Dr. \_\_\_ cares about your progress, and this is a great way to check on how your treatment is coming along. Please tell your friends and family about light accelerated orthodontics offered by our practice – we are excited to be able to dramatically reduce orthodontic treatment time and discomfort.

**If the patient is not interested in the OrthoPulse™ at this time, advise them of their treatment time and finances as you would usually do, and then schedule a time to revisit the subject after their first orthodontic treatment appointment. Ask how they are getting accustomed to treatment, and if they want to discuss speeding up their treatment with OrthoPulse™.**

*Note: Patient will likely want to revisit the OrthoPulse™ discussion and will be ready to pay the patient premium of \$1,479 with payments, to get the OrthoPulse™ faster treatment with reduced orthodontic treatment discomfort.*