



# STARTER KIT IMPLEMENTATION GUIDE

## MAKE A DIFFERENCE IN ONE PATIENT

*One Patient, Every Day, Better Patient Outcomes*



### One Patient

Select one patient that would benefit from the use of a Power Toothbrush



### Every Day

Sampling just one patient a day can improve the oral health of 10-20% of your patient population



### Better Patient Outcomes

Patients who have better Oral Health will save you time at their next checkup



# BEST PRACTICES & TIPS FOR IMPLEMENTATION IN YOUR OFFICE



- 1 **Keep a *TEST DRIVE* handle in the operatory** so it'll be easy to grab. Place the disposable refill head right on your bracket tray at set up.
- 2 **Offer *TEST DRIVE* to patients who can benefit most.** *TEST DRIVE* is particularly helpful for patients seeking recommendations to improve their oral health and those open to making changes in their oral care routine, and for patients experiencing gingivitis.
- 3 **Make *TEST DRIVE* available at the front desk** so that when a patient asks to brush before their appointment, they can experience Oral-B® Power. It starts the *TEST DRIVE* conversation early, and just might make for an easier appointment, too!
 

*"The good news is that gingivitis can be reversed, and if you use the Oral-B® Power Toothbrush you just tried at home, we can help. Not only that, but if you are not fully satisfied, Oral-B® will give you a full refund for up to 6 months after your purchase.\*"*

*"I recommend that you start using this system today. The front desk can set you up with the full Crest® + Oral-B® PRO-HEALTH™ Clinical Gingivitis System, which includes an Oral-B® Power Toothbrush like the one you just used."*
- 4 During Oral Hygiene Instruction, **have the patient brush half of their mouth with *TEST DRIVE*** so that they can feel the difference.
- 5 Did your patient just purchase an Oral-B® Power Toothbrush from your office? **Educate them with *TEST DRIVE* on how to use it properly**, rather than "hoping for the best".
- 6 **Download the Oral-B® app on the office iPad or patient's phone** to use during the demos.
- 7 **Use the *TEST DRIVE* Social Media Toolkit** to promote Oral-B® Power within your practice: [www.dentalcare.com/testdrive](http://www.dentalcare.com/testdrive)
- 8 And remember that refills for your *TEST DRIVE* kit are always **FREE**—ask your Crest® + Oral-B® rep for details!

## Which types of patient would benefit from *TEST DRIVE*?

- Gingivitis/Perio
- Aggressive Brusher
- Prosthetics/Implants
- Ortho
- Whitening

## OTHER IN-OFFICE TOOLS TO ENCOURAGE COMPLIANCE

- 6-month Satisfaction Guarantee
- Patient Mail-In Rebate



If you have questions or are running low on refills, call us at 1-800-543-2577. *TEST DRIVE* refills are always **FREE!**

\* 6-Month Satisfaction Guarantee for your patients! If they are not 100% satisfied within 6 months of purchase, they'll receive a pre-paid card in the amount of their purchase price. The toothbrush needs to be returned in its original packaging with the original cash receipt postmarked within 6 months of purchase date for the pre-paid card.

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continuing the care that starts in your chair

