

# Patient Conversation Guide

It takes a team to achieve the best patient outcomes. Each member of your team plays a vital role in helping your patients improve their at-home oral care with Proclaim.



## Hygiene assessment



## Recommend and demonstrate Proclaim

### During the recare appointment, the hygienist will:

- Discuss the patient's medical history and any changes or concerns.
- Perform intraoral/soft-tissue exam, probe for periodontal issues, and educate the patient on hygiene.
- Look for signs of gum inflammation, plaque accumulation, and other indicators of gum disease.
- Consider patient historical behavior (inconsistent care routine) and capabilities (such as limited dexterity or challenges with cleaning between teeth) to identify those that would benefit from an easier interdental cleaning option.
- Use bib-on/bib-off conversation starters to suggest Proclaim as a solution to the patient's hygiene problem(s).
- Share findings with the doctor.



## Reinforce benefits



## Doctor exam

### The Assistant should:

- Reinforce benefits of Proclaim.
- Offer QR code to scan and enter email address.
- Schedule follow-up visits (including digital scan, if not done with prior team member).

### During the exam, the doctor will:

- Confirm hygienist's recommendations.
- Share additional information about Proclaim for patients that are good candidates.

## During the Bib-On moment

What to do	What to say
<p><b>Review patient's health and dental history</b> Confirm health history and note any changes.</p> <p><b>Note risk signs for oral disease</b> During health history review, note any risk factors to periodontal disease, such as:</p> <ul style="list-style-type: none"> <li>• Smoking</li> <li>• Diabetes</li> <li>• Family history of periodontal disease</li> <li>• Crooked teeth</li> <li>• Female hormonal changes, such as with pregnancy</li> <li>• Underlying immuno-deficiencies</li> </ul>	<p>Ask yourself: "Is there a history of gum inflammation, plaque buildup, or signs of gum disease?"</p> <p>Ask yourself: "Is there concern about at-home care?" or "Is this patient consistently flossing?"</p> <p>Educate the patient on higher risk for oral disease.</p> <p>"As you know, certain health conditions such as ____ increase your risk for periodontal disease, so it's even more important to keep your teeth and gums in great shape."</p>
<p><b>Ask patient about any concerns or goals for the visit</b> Note the patient concerns, particularly those that may be warning signs of periodontal disease:</p> <ul style="list-style-type: none"> <li>• Chronic bad breath</li> <li>• Red, swollen, or painful gums</li> <li>• Tender or bleeding gums</li> <li>• Sensitivity</li> <li>• Loose teeth or pulling away from gums</li> </ul> <p>Listen for cues that the patient is open to discuss better at-home care. Some patients may have specific health concerns, while others may be seeking advice on how to improve their daily routine.</p>	<p>Listen and empathize with the patient.</p> <p>"Thanks for letting us know. I'll pay special attention to that, and after the cleaning we can discuss anything additional you may be able to do at home to help."</p> <p>"Sounds like you're very busy. After the cleaning we can discuss ways to make your routine as easy and effective as possible."</p>
<p><b>Conduct cleaning and scaling</b> During the cleaning, look for signs of gum issues or poor at-home care that could lead to future complications:</p> <ul style="list-style-type: none"> <li>• Gum swelling, redness, or sores</li> <li>• Periodontal pocket depth exceeding 3mm</li> <li>• Excessive build-up of plaque between teeth and around gumline</li> </ul>	<p>Discuss what you are observing with the patient – calmly and in an educational manner.</p>



## During the Bib-On moment

What to do	What to say
<p><b>Engage the patient</b></p> <p>Show – in addition to telling – the patient where there are issues.</p> <p>As you describe what you are seeing, use a mirror (if available), or show the patient by pointing out problem areas on x-rays or on a typodont.</p> <p>Alternatively, use the dental pick to touch the areas where you are seeing problems to better contextualize for the patient.</p>	<p>[With mirror] "See where your gums are puffy, red instead of pink?"</p> <p>[Showing x-ray of teeth] "These are the areas that were most concerning."</p> <p>[With typodont] "These areas are where there is the most inflammation and the pocket between your teeth and gums is the largest."</p> <p>[With pick] "You may have felt some sensitivity in these areas when I was cleaning, and that's because this is where there is inflammation and redness."</p> <p>"I am seeing _____, which is concerning because that is an indicator of _____."</p> <p>"If this isn't reversed, which involves a consistent and effective at-home routine, it could lead to longer term, permanent damage to your teeth and gums. And that's painful and costly."</p> <p>"That is also more and more research showing the link between oral care, and the health of your mouth, with your overall health. The mouth is the gateway to your body."</p> <p>"Let's talk about your oral care routine at home and what easy but meaningful changes we can make. There is a first-of-its-kind product that is designed just for you and can clean your entire mouth in 7 seconds, and it would be ideal to improve your routine."</p>
<p><b>Discuss future consequences</b></p> <p>Explain the future consequences of what you are seeing, whether it be a specific warning sign or general suboptimal oral care.</p> <p>Educate on what can be reversed, if caught early and treated with a combination of care from your practice and at-home, self-guided care. Describe what can happen if left untreated.</p> <p>Position Proclaim as a great at-home solution and reinforce the importance of having a consistent, effective at-home routine that the patient can stick to.</p>	



## During the Bib-Off moment

What to do	What to say
<p><b>Show and tell how Proclaim works</b></p> <ul style="list-style-type: none"><li>• Use <b>Proclaim video</b> for a quick demonstration of how Proclaim works</li><li>• Hand the patient a <b>sample Proclaim mouthpiece</b></li></ul>	<p>"I mentioned there is a new way to make your at-home oral care routine easier and more effective. Let me show you Proclaim and how it can help you."</p> <p>"Proclaim is custom fit to your mouth, with over 60 jets that pulse water in exactly the right spot, for a deeper clean between teeth and below the gumline."</p>
<p><b>Direct patient to more info</b></p> <ul style="list-style-type: none"><li>• Have patient <b>scan QR code</b> or visit ProclaimHealth.com and provide email address for more information</li></ul>	<p>"I encourage all of my patients to sign up for more information on Proclaim's website because they share lots of tips and insider info."</p>
<p><b>Prepare for doctor exam</b></p> <ul style="list-style-type: none"><li>• Pull up x-rays or other information for exam</li><li>• Prepare to provide overview of patient's problems</li></ul>	<p>"When Dr. [NAME] does your exam, he/she/they can also answer any questions you have."</p>
<p><b>Give samples and leave-behind information</b></p> <ul style="list-style-type: none"><li>• Provide patient with sample toothbrush, toothpaste, floss, and include <b>brochure with more information on Proclaim</b> as a leave-behind</li></ul>	<p>"I'm including some information on Proclaim with your samples so you can check out more about why it could be great for your routine."</p>



## During the exam

What to do	What to say
<p><b>During the exam</b></p> <ul style="list-style-type: none"><li>Review patient x-rays or scans while hygienist explains findings in patient-friendly terms</li><li>During exam, check problem areas for early signs of gum disease, reinforcing the hygienist's findings</li><li>Reinforce the problem, consequences, and solution</li></ul>	<p>"As [HYGIENIST NAME] mentioned, there are some areas of concern that are early signs of gum disease. While most cases are reversible, we need to take action now before it gets worse and results in permanent damage."</p>
<p><b>Explain the problem</b></p> <p>Sit at the patient's level and explain what you are seeing, either on x-rays, scan images, a typodont, or other visual aid (if available).</p>	<p>"These areas are important to clean well but are often the hardest to reach with brushing. Many people don't floss regularly or aren't using the right technique, so bacteria accumulates, often between teeth and below the gumline."</p>
<p><b>Explain the consequence</b></p> <p>Discuss future consequences if left untreated, and how Proclaim is a new, easy, effective and fast way to address the problem.</p>	<p>"Gum disease, if not treated, becomes periodontal disease. Not only is this painful, but it can lead to permanent effects like tooth loss. My concern is that if we don't help you with a better routine, your gum health will get worse and lead to more extensive and costly dental procedures."</p>
<p><b>Recommend a solution</b></p> <p>Explain how there are now new ways to get a deeper dental cleaning at home – Proclaim.</p>	<p>"Luckily there is a new product that is designed to make cleaning your entire mouth, including these hard-to-reach places, easy, fast, and convenient. It's called Proclaim. I recommend it to all of my patients, especially those who struggle to floss regularly or effectively, or who need to get a deeper clean at home."</p>
<p><b>Recommend a scan</b></p> <p>Time permitting, have a team member do a digital scan with a Proclaim shim. Otherwise, encourage a follow-up visit for a scan.</p>	<p>"It is custom fit to your mouth, so it starts with getting a quick digital scan of your mouth right here in our office. The scan is free and included with Proclaim. The scan isn't a commitment to purchase, but if you do decide to purchase later then we'll already have your scan on file. Can [NAME] schedule you for a few minutes to come in for the free scan?"</p>



## Following the exam, to reinforce benefits

What to do	What to say
<p><b>Perform digital scan</b> Prepare patient for digital scan with Proclaim shim</p>	<p>Explain what will happen prior to beginning.</p> <p>"To get your Proclaim mouthpiece custom fit to you, we will do a quick and painless digital scan of your teeth. I will move this wand around while 3D images of your teeth appear on this screen. For the last images, I will have you bite down gently on this little piece called a shim, which will make sure your jaws are in the correct position."</p>
<p><b>Submit scans</b></p> <ul style="list-style-type: none"><li>Follow Proclaim scanning guides to set up patient and submit scans</li><li>Ensure scans have submitted via Proclaim Connect</li></ul>	<p>"Proclaim is a great way to get a 360-degree clean, and it works in just 7 seconds. It really is the future of oral care. So many of our patients and people in our own office are using it and love the feeling and results."</p>
<p><b>Summarize expectations</b></p> <ul style="list-style-type: none"><li>Reiterate that patient must purchase system on Proclaim's website</li><li>Once scan is submitted and Proclaim is purchased, the mouthpiece will be created and the entire system shipped directly to the patient</li></ul>	<p>"Now that we have submitted your scans, all you have to do is make sure you have purchased your Proclaim system on their website. They will create your custom mouthpiece and ship it directly to you, along with instructions on getting started. Let our office or the Proclaim customer care team know if you have any questions."</p>

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