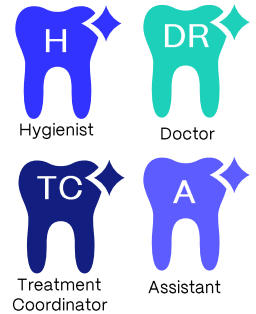


# Patient Conversation Guide

It takes a team to achieve the best patient outcomes. It is important to establish hygiene best practices throughout orthodontic treatment, from consultation to retention. Orthodontic treatment is a lifelong investment in the patient's smile and doesn't end at debonding or aligner/attachment removal.



Educate on maintaining ortho investment



Recommend and demonstrate Proclaim

**Leading up to the final appointment(s), the hygienist or hygiene assistant should:**

- Educate the patient on ongoing oral hygiene and the importance of protecting their investment in their smile at appointments leading up to the "brackets off" or "aligner completion" moment.
- Assist with removal of brackets, cleanup of excess adhesive, and polishing of the teeth, as needed.
- Scan the patient for retention; conduct a scan with Proclaim shim.
- 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



Patient places order for Proclaim



Doctor exam

**The Assistant should:**

- Reinforce benefits of Proclaim.
- Schedule follow-up visits (including digital scan, if not done with prior team member).

**The Treatment Coordinator should:**

- Reinforce patient satisfaction with Proclaim.
- Assist the patient in ordering their Proclaim system.
- Answer any patient financial questions about ongoing care and retention and review the patient's financial statement.

**During the final appointment(s), the doctor should:**

- Check scans, X-rays, and overall bite alignment.
- Inform and discuss retention options.
- Discuss additional post-treatment services to continue the patient's investment in their smile and share additional information about Proclaim.



## Hygienist or Hygiene Assistant

### During the Bib-On moment

What to do	What to say
<p><b>Educate the patient on hygiene</b></p> <p>Discuss how the change in dentition now means teeth spacing has changed, and special attention needs to be placed on cleaning between teeth</p>	<p>"Now that you've invested the time and money into your smile, it's important to maintain it. Your teeth have moved into new positions, so it is important to keep them clean with an effective routine at home."</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>"There is a new way to make your at-home oral care routine easier and more effective. It's ideal for orthodontic patients because it's starting you off with professional level cleaning at home, as soon as you finish your ortho treatment. It's called Proclaim."</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. These are areas you need to pay special attention to, now that your teeth have moved into their final position."</p>
<p><b>Scan the patient for retention</b></p> <ul style="list-style-type: none"><li>• Conduct a scan with a <b>Proclaim bite shim</b></li></ul>	<p>"While we're scanning you for your retainer, let's do a scan with this Proclaim shim. That way, when you are ready to purchase your Proclaim system, all you need to do is go on the Proclaim website and order it."</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 info with Proclaim because they share lots of tips and insider info."</p>
<p><b>Give 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 as a leave-behind</b></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

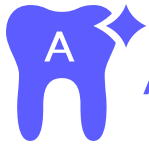
What to do	What to say
<p><b>During the exam</b></p> <ul style="list-style-type: none"><li>• Check scans, X-rays, and overall bite alignment</li><li>• Inform and discuss retention options</li></ul>	<p>"Now that your active treatment is complete, we'll want to make sure to preserve and protect your new smile. There are a few easy steps I highly recommend to my patients to keep your smile healthy and looking great."</p> <p>"In addition to wearing a retainer, it is important to have an effective oral care routine at home to keep your teeth and gums healthy."</p>
<p><b>Recommend at home care</b></p> <p>Discuss additional post-treatment services to continue the patient's investment in their smile and share additional information about Proclaim for patients that are good candidates</p>	<p>"Luckily, there is a new product that is designed to make cleaning your entire mouth, including hard-to-reach places, easy, fast, and convenient. It's called Proclaim. I recommend it to all my patients, especially those who struggle to floss regularly or effectively, or who want to ensure they are protecting the investment they've just made in their smiles after ortho treatment."</p>



## Treatment Coordinator

Following the exam, to facilitate purchase

What to do	What to say
<p><b>Review patient financials and next steps</b></p> <ul style="list-style-type: none"><li>• Answer any patient financial questions about ongoing care and retention and review the patient's financial statement.</li><li>• Schedule the follow-up appointment for digital scan (if not done at final appointment)</li></ul>	<p>"As part of your post-treatment routine, [NAME] recommended Proclaim. Our patients and our team here at [PRACTICE] love the dentist-clean feeling it gives you, and in just 7 seconds. Do you have any questions about it?"</p>
<p><b>Encourage and assist with ordering Proclaim</b></p> <p>Provide copies of <b>Proclaim Patient Brochure</b></p>	<p>"It's so easy, you don't even need to order it from us or worry about more appointments in your busy schedule. Once you've gotten your free digital scan, you simply order it on the Proclaim website and the system including your custom-fit mouthpiece is shipped right to you."</p>



Assistant

At the final the exam(s), 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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