

Proclaim™

Custom-Jet Oral Health System

Email copy and graphics for use in
your patient contact management
system



How to use this guide

Many practices find email marketing to be one of the best ways to build engagement with patients.

This guide provides **suggested email topics, copy, and graphics** that you can easily use with any email contact system.

Simply copy and paste the text and download the graphics to easily drag-and-drop into your practice's preferred email system.

Tip: As suggested in this guide, take advantage of holidays and seasonal moments to send timely and relevant emails outside of your traditional appointment emails. The Proclaim team will be providing content for holidays throughout the year to help with your content planning.



Email 1: Introducing Proclaim to your patients

Objective

Announce that you are partnering with Proclaim to offer your patients the latest breakthrough technology in daily oral care.

Recommended audience

All patients – this is a great communication to build in with your regular cadence of emails to all patients, or added to a newsletter you may have.

When to send

As soon as you are onboarded as a Proclaim partner!

Use this email to celebrate your practice offering the most state-of-the-art technology to your patients.

Subject line

Introducing breakthrough innovation for your at-home oral care routine

Preview copy

Now recommending a new solution for patients struggling to clean hard-to-reach places



Click images to view and download

Graphic options provided with and without headlines



Blast away bacteria and food where brushing and flossing struggle to reach

Messaging points

- The Proclaim Custom-Jet Oral Health System is the first and only custom fit, fully automated, at-home oral care solution. Use it at home everyday to blast away food and bacteria between teeth and below gumline all at once, in just 7 seconds.
- Your oral health has a major impact on your overall health, and one of the most important steps you can take every day is following an effective oral care routine at home. Using Proclaim for just 7 seconds a day, plus brushing your teeth as you normally do, can improve your oral health in as little as 15 days.
- For more information and to see it in action, visit proclaimhealth.com.

Call to action

Don't wait for better oral health! Contact us today to schedule your 3D scan for your Proclaim mouthpiece that will be custom-made to fit your mouth.

Email 2: Pre-visit reminder

Objective

Remind patients preparing for their upcoming visit that they can learn more about Proclaim and set up time to get scanned.

Recommended audience

Patients with a scheduled appointment in the next 1–2 weeks

When to send

Recommend sending at least 1–2 weeks prior to the scheduled appointment, so patient can do any pre-visit research on the Proclaim website

Subject line

Say hello to a faster, more effective way to improve your oral health

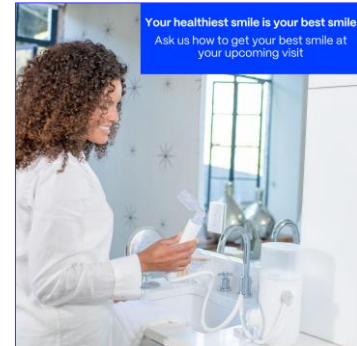
Preview copy

Your healthiest smile is your best smile. Get healthier teeth and gums in just 7 seconds a day.



Click images to view and download

Graphic options provided with and without headlines



Messaging points

- Your upcoming dental appointment is a great time to discuss ways to make your oral care routine faster and more effective with the latest technology.
- Proclaim is a breakthrough in oral care that allows you to achieve a professional level clean at home. In just a push of a button, in 7 seconds a day, you can get healthier teeth and gums – and your healthiest smile is your best smile.
- Proclaim is customized to you, precisely placing up to 60 jets between your teeth and below your gumline, for a 360-degree clean.

Call to action

Check out Proclaim at proclaimhealth.com and talk with our team about how it may help you improve your at-home care during your next visit.

Email 3: Post-visit (no scan) follow up

Objective

Follow up with patients that were interested in Proclaim, but did not complete a scan in office, offering next steps.

Recommended audience

Patients that discussed Proclaim with your team but did not do a scan in office

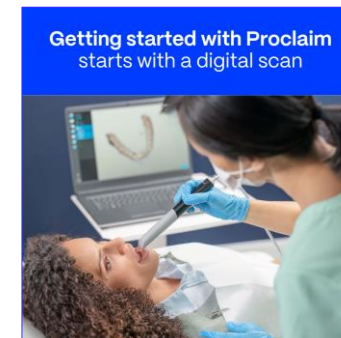
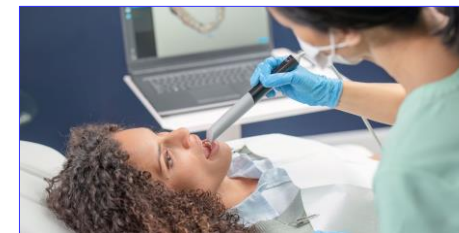
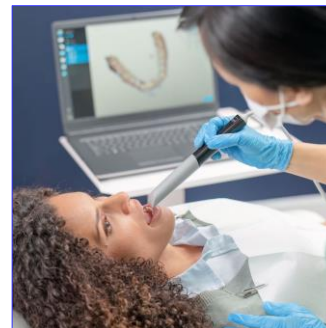
When to send

Recommend sending within 1 business day of the appointment, while the appointment is fresh in the patient's mind



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Graphic options provided with and without headlines



Subject line

Don't miss out on the most convenient and effective at-home care

Preview copy

A consistent at-home oral care routine is critical for a healthy mouth. Consider Proclaim to take your care to a new level.

Messaging points

- We enjoy bringing our patients the latest innovations in dental care. Proclaim is the world's first innovation to fully customize and automate the process of cleaning between the teeth and below the gumline, using up to 60 jets precisely placed for your mouth.
- Getting started is easy: get scanned, order online, and enjoy healthier teeth and gums in as little as 15 days.

Call to action

Contact us to schedule your digital scan – it's painless, quick, and included with your Proclaim system.

Email 4: Celebrating National Oral Health Month in June

Objective

Celebrate June as National Oral Health Month, as proclaimed by the American Dental Association

Recommended audience

All patients. This is a great communication for a regularly scheduled email newsletter or added to existing emails you have created.

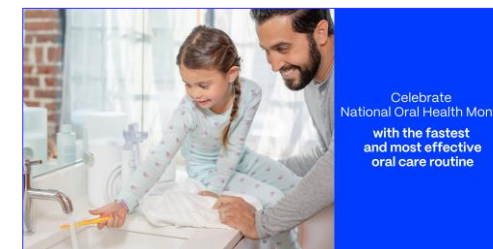
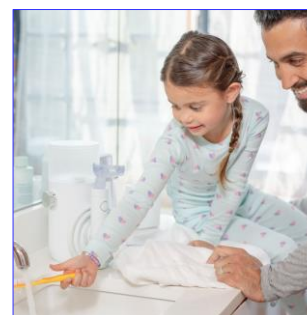
When to send

June



Click images to view and download

Graphic options provided with and without headlines



Subject line

Celebrate National Oral Health Month with us with the fastest, most effective oral care routine

Preview copy

There's never been a better month to take your at-home oral care routine to a new level with groundbreaking innovation

Messaging points

- The ADA highlights the importance of oral health care by declaring June as National Oral Health Month.
- Many dental conditions are very common in the U.S. due to inadequate prevention or treatment. Did you know that almost half of all adults over 30 show signs of gum disease?
- The good news: innovations in oral care, like Proclaim, make it faster and easier to keep an effective oral care routine at home.

Call to action

We're here to help you create a more effective at-home oral care routine and fight signs of gum disease. Ask us about Proclaim, a groundbreaking innovation in cleaning between teeth and below the gumline.