



## NEED HELP MARKETING YOUR CEREC® SERVICE TO POTENTIAL PATIENTS?

You have to remember that although you have heard much about Single Visit Crowns, most patients have not. When people do learn of this service, it generates a lot of interest. Incorporate CEREC® in all of your marketing efforts, whether it's direct mail, publication advertising, social media or the local street fair.



## BE SURE YOUR OFFICE IS UP TO DATE WITH CEREC® MARKETING PIECES.

You already have the perfect stage to start promoting your new CEREC technology – your current patients. Take every opportunity you can to make them aware that this new CAD/CAM technology is available to them. From posters in the waiting room to brochures at the reception desk, having CEREC print collateral in your office is a great way to get the word out about your new technology.



## LET US HELP YOU MARKET YOUR CEREC® SERVICE TO YOUR CURRENT PATIENTS.

We can help you contact your patients outside the office to introduce them to your new single visit dentistry service. Whether your patient visited last week or last year, let them know that this service is now available to them.



## CHECK OUT OUR FREE TOOLS TO BRING YOUR WEBSITE UP TO CEREC® SPEED.

Whether your potential new patients learn about your practice by referral, web search, radio, publication ad or direct mail campaigns, the majority will visit your website before they make an appointment. Make sure it shows off your new CAD/CAM service and provide information about you and your practice.

*Updating your website with helpful information on your CEREC® services is a fast and simple way of letting current and prospective patients know you offer a new smile in one visit.*

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## EVERYDAY MARKETING for same-day dentistry.



*HM Fusion has teamed with Patterson Dental to develop an easy-to-follow CEREC marketing path. This brochure will show you more, as well as other ways Patterson Dental serves as your complete CAD/CAM marketing partner.*

FOR A FREE CONSULTATION OR TO DOWNLOAD CEREC® MARKETING TOOLS, PLEASE VISIT [HMFUSION.COM](http://HMFUSION.COM) OR CALL 800.604.9009.



# CEREC®

## PATIENT MARKETING TOOLS

### MANY PEOPLE DON'T KNOW...

a service that provides a crown in a single visit even exists, and they're awed and impressed when they hear that it does.

What can you do to awe and impress your current and potential patients with your new CAD/CAM technology? In addition to the services offered by HM Fusion, Patterson Dental has several tools to help you market your practice and educate your patients.

If you act now, you can introduce RevenueWell and CAESY to your practice FREE for 60 days. See what these products can do for you and your patients!

*Plus, see how Patterson Office Supplies can support your marketing efforts.*

**IT'S A COMPLETE CEREC MARKETING SOLUTION FROM YOUR COMPREHENSIVE PARTNER.**



REVENUEWELL IS THE ULTIMATE DENTAL PRACTICE MARKETING AND PATIENT COMMUNICATIONS SUITE, AND IT COMES WITH CEREC MARKETING TOOLS BUILT RIGHT IN. THESE TOOLS WILL HELP YOU TO:

- Introduce CEREC to your patient base
- Explain the CEREC restoration process
- Promote the benefits of single-day dentistry
- Increase treatment acceptance with targeted campaigns

The customizable email and print campaigns will promote your services and bring patients into your practice for all recommended treatment and maintenance. In addition, RevenueWell can help recall patients, attract new patients, reactivate lost patients and accept payments and appointment requests online.

*\*After 60 day trial period, your subscription will automatically renew at standard monthly fee.*

**SPECIAL OFFER: 60-DAY FREE TRIAL\***

For new enrollees only of RevenueWell and CAESY Cloud



CAESY CLOUD IS AN ON-DEMAND PATIENT EDUCATION TOOL WITH MULTIMEDIA PRESENTATIONS THAT COVER AN EXTENSIVE RANGE OF DENTAL TOPICS. WITH A SERIES OF CEREC-FOCUSED PRESENTATIONS, YOUR PATIENTS QUICKLY UNDERSTAND THE VALUE OF YOUR CAD/CAM TECHNOLOGY.

- Regularly updated, CEREC-specific content via your website or through email
- Share CAESY videos with current and potential patients via your website or through email
- Increase case acceptance by educating your patients about CEREC
- Improve case presentations within your practice

It's easy to educate your patients about CEREC with CAESY Cloud. You can connect with CAESY Cloud content from multiple locations and on multiple devices – including tablets and smartphones – throughout your dental practice at the same time. You can also link to CAESY videos on your website or send via email to allow anytime viewing to current and potential patients.

*In addition to CEREC videos, CAESY Cloud gives you access to more than 350 multimedia presentations featuring 3D animation, full-motion video, narration and colorful images.*



PATTERSON OFFICE SUPPLIES IS A TOTAL PRACTICE DEVELOPMENT PARTNER, FROM COMPLIANCE AND HR RESOURCES TO MARKETING STRATEGY TO PERSONALIZED SUPPLIES. WHEN IT COMES TO CEREC, YOU'LL FIND A WEALTH OF ASSISTANCE.

- Customizable CEREC marketing pieces
- Front Office Specialists to help you strategize
- Branded products with your practice name
- No design or set-up fees

The capable staff at Patterson Office Supplies provides assistance with design and setup for personalized CEREC products, as well as assistance with logo design. When you give your current logo to a Front Office Specialist, they will update it and give it a classy, modern look that your patients will remember through all your marketing materials, including your CEREC pieces.

*Apply Patterson Office Supplies' expertise to any number of marketing pieces, including electronic forms, brochures, marketing giveaways, social media, website artwork, community advertising and more.*

**FOR A FREE CONSULTATION OR TO DOWNLOAD CEREC® MARKETING TOOLS, PLEASE VISIT HMFUSION.COM OR CALL 800.604.9009.**