

ORAL-B® iO™ SYSTEM INCORPORATION PROGRAM INSTRUCTION & SCRIPTING

By recommending a Crest+Oral-B home care regimen with in-office treatment, patients can experience improved clinical results, and your office can benefit from increased revenue and the operational impacts of the healthier, happier patient

Oral-B® iO™ Features & Benefits:



Round Brush Head

- ✓ Superior Cleaning vs. Manual
- ✓ Irresistible Brushing Experience



Personalization

- ✓ Customized Cleaning
- ✓ Better Compliance



Concentrated Energy

- ✓ Smooth, Effective Clean
- ✓ Quiet Brushing Experience



Artificial Intelligence

- ✓ Guidance to Better Brushing
- ✓ Whole Mouth Coverage



Smart Pressure Sensor

- ✓ Advanced Gum Protection

Steps to Incorporate:

- 1 Each SRP treatment plan is initially presented with the retail cost of an Oral-B® iO™ System incorporated as a line item.
- 2 Hygienist presents brush system as a homecare regimen that is integral to the success of the treatment & demos key features and benefits.
- 3 Patient is offered \$10.00-20.00 rebate for acceptance of plan with the Oral-B® Brush System (mail-in-rebate).

Discussing with the Patient:

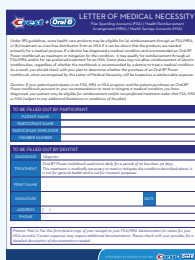
Mr. Smith, now that we have reviewed your oral health and discussed my recommended treatment for gingivitis, I'd like you to start using this **electric toothbrush** as a routine part of your oral home care process to help ensure a **successful outcome with the treatment we are going to provide**.

This home care regimen is included in your treatment plan because **what you do at home is just as important as what we do here in the office**. This is the same brush I use at home, so I've seen the impact this brush can provide firsthand. The best part is that the brush **guides you to use proper brushing techniques and maximize your results** let me walk you through the features.

As a thank you for your commitment to improving your oral care routine at home, Oral-B® provides this \$20.00 rebate. Simply complete the form on the back, drop it in the mail, and they'll send back a pre-paid gift card!

Electric Rechargeable Office Resources:

Scan to view these resources for your office



Letter of
Medical Necessity



Money Back
Guarantee



Online Rebate



SRP TREATMENT CASE

Patient:	
Birth date:	
Chart Number	
Provider:	

DATE	VISIT	TOOTH	CODE	DESCRIPTION	FEE	PATIENT
		LL	D4341	Perio Scaling & Root Planing per Quad		
		LR	D4341	Perio Scaling & Root Planing per Quad		
		UL	D4341	Perio Scaling & Root Planing per Quad		
		UR	D4341	Perio Scaling & Root Planing per Quad		
				Oral-B® iO™ Electric Toothbrush Home Care system		

INSURANCE PROVIDERS

Primary	Secondary

FINANCIAL SUMMARY

SRP Treatment Fee	
Oral-B® iO™ Electric Toothbrush Home Care System	
Estimated Deductible to be Applied	
Estimated Insurance Payment	
Estimated Patient's Portion	