

Philips Zoom **Endless Whitening Program** patient agreement

Congratulations on joining the Philips Zoom Endless Whitening Program

This is an agreement between you and your dental professional to improve your long-term oral health by keeping current on your scheduled cleaning appointments. For your commitment, you will receive a Philips Zoom DayWhite or NiteWhite teeth whitening syringe to keep your smile bright.

Terms and Conditions

To be eligible to apply for membership in the program, you must:

- a. Be at least 18 years of age;
- b. Complete initial hygiene cleaning, x-rays, dental exam;
- c. Comply with the minimum required dental care and treatment planned by

_____ ;
Print Dental Professional's Name

- d. Purchase an initial teeth whitening treatment including whitening trays (a chairside and/or take-home whitening procedure).

Lifetime Maintenance Conditions

Once you have been accepted as a Member, you must:

- a. Maintain the minimum ongoing care and treatment prescribed by

_____ ;
Print Dental Professional's Name

- b. Maintain continued hygiene care (hygiene appointments), as prescribed by

_____ ;
Print Dental Professional's Name

and

- c. Comply with any requirements or directions from

_____ ;
Print Dental Professional's Name

or this dental office including, but not limited to, any policies regarding payments, outstanding accounts or broken appointments.

At any time, we reserve the right to:

- a. Make changes to the Terms and Conditions;
- b. Terminate, modify or suspend the program;
- c. Refuse to supply any whitening syringes or any other product to a Member where we consider such action necessary to prevent misuse, abuse or adverse affect on a Member's health; and
- d. Refuse or terminate membership with any person at our absolute discretion.

We will attempt to notify Members of any changes at their next appointment but will not be liable for any failure to do so.

Member Benefits

You will receive one whitening syringe at each hygiene re-care appointment, up to four times annually. Lost or destroyed whitening trays will be replaced at cost to the Member.

I hereby certify that I agree to the Terms and Conditions outlined in this document.

I also acknowledge receipt of this dental office's broken appointment policy. I understand that the Endless Whitening Program is a privilege only bestowed to individuals who meet and maintain all of the Terms and Conditions of the program.

_____ ;
Print Member's Name

_____ ;
Member's Signature

_____ ;
Date

_____ ;
Print Dental Professional's Name

_____ ;
Dental Professional's Signature

_____ ;
Date

This agreement is between the above-signed parties only and is not transferable.

Presenting the Philips Zoom Endless Whitening Program

For internal office use only

Presenting the Philips Zoom Endless Whitening Program to a patient

Office: Would you be interested in enrolling in our Endless Whitening Program?

Patient: What is that?

Office: It's a really simple and convenient way to maintain your whitest smile. We provide you with custom-fitted whitening trays and whitening gel as part of your initial whitening treatment. Then, at each of your six-month cleanings, we will give you whitening gel for life at no additional cost. How does that sound?

Patient: What do I have to do?

Office: We can get you set up today for an enrollment fee of only \$[insert price]. We will take your impressions and create your custom bleaching trays.

You can pick up your kit in about seven days. We'll call you when it's ready.

After that, all you have to do is keep your appointments. If you need to cancel for any reason, just give us at least 24 hours notice.

I can sign you up now if you'd like.

Patient: That sounds great and easy enough!

Office: Great! We will get you started today!

Initial phone call with patient responding to Endless Whitening marketing

I would love to tell you more about our Endless Whitening Program.

We provide you with custom-fitted whitening trays and whitening gel as part of your initial whitening treatment. Then, at each of your six-month cleanings, we will give you FREE gel for life.

If you would like to enroll, there is a one-time enrollment fee of only \$[insert price].

Our patients love this program! Would you like to schedule an appointment?

Discussing re-enrollment with patient who missed an appointment

Hygienist: It looks like you were unable to keep your last visit?

Patient: Yes, I unfortunately had an emergency come up.

Hygienist: I am sorry to hear that. I hope everything worked out for you.

Patient: Yes, everything is fine now.

Hygienist: That is good to hear. Unfortunately, because of your missed appointment, we had to interrupt your enrollment in our Endless Whitening Program.

I would hate for you to lose the benefits of the program, so here is what I can do for you. This time only, I will waive the re-enrollment fee. You won't have to pay to re-enroll, but you will have to pay for your touch-up syringe today. The cost is \$[insert price].

This will automatically re-enroll you in the program. How does that sound?

Patient: Great! Thank you very much. I would have hated to lose my benefits with the program, so this works for me!

It is important that your warning of "This time only" is sincere!

New patient calling to ask how much it costs for a cleaning

At our office, a professional cleaning is typically \$[insert price], for patients in good oral health.

We actually have a really great program called Endless Whitening, where we give you FREE whitening gel at each cleaning appointment.

Would you be interested in booking an initial consultation?

(If patient asks to hear more about the Endless Whitening Program...)

When you come in for a cleaning and preventative exam, we provide you with custom-fitted whitening trays and whitening gel as part of your initial whitening treatment. Then, at each of your six-month cleanings, we will give you gel for life at no additional cost.