



PREVISER CONVERSATIONAL SCRIPTS

General Advice:

Don't try to over-explain the scores, or the reports. Patients generally seem to “get it,” perhaps because they are so used to scores in other aspects of their lives. PreViser should be presented as simply another technology that helps you continually improve the health of your patients.

First introduction of PreViser to patient:

“We are using a new technology that lets us put a number to oral disease, and that makes it easy to track changes in your health over time. This is kind of like your cholesterol level, or blood pressure. Let's see what your scores are....”

Explaining a diagnosis of periodontitis to patients not previously diagnosed:

“There is a lot of new research that implicates gum disease in strokes, heart disease, premature births, Alzheimer's disease, cancer, and it's known to complicate the treatment of diabetes. As a result, we have new, tighter standards for measuring and describing gum disease, and based on those new standards, you have ___ (insert the PreViser description, for example, “*localized moderate gum disease*”). We don't need to be too concerned about this, since we can control this with the right therapy and maintenance, but it is important to stay on top of it.”

Explaining the difference between risk and disease scores:

“The easiest way to understand your risk score is that it predicts the likelihood that your oral health will deteriorate without therapy. The disease score tells us how healthy your gum tissue is today.”

Explaining the tooth loss graph:

“There was some interesting research published in the Journal of the American Dental Association a couple of years ago. You can see from this graph that risk is a good predictor of tooth loss if a patient isn't actively treated and maintained. Even low risk results in losing teeth, and increasing the possibility of other serious health problems, which is why we take periodontal disease risk and severity so seriously in this office.”

Explaining periodontal disease:

“Gum disease is caused by colonies of bacteria setting up shop below your gum line. As the colony grows, the compounds they excrete find their way into your blood stream, which may be why gum disease is so closely associated with heart disease and other serious health problems. In addition, the bacteria's excretions dissolve bone and tissue, making a bigger pocket and room for a bigger colony – creating a vicious cycle that ends with tooth loss, other health problems and just won't get better without active therapy. Unfortunately, tooth brushing and flossing can't reach the bacteria to clean them out, which is why I am recommending deep cleaning, also called scaling and root planing.”