

# Establishing Your Value as a Medical Professional with PreViser

## Establishing Value

If you went to a barber, and after your hair cut you looked the same, how would you feel about the value you received for the money spent?



Before



After

If you went to a barber, and after your hair cut you looked the same, \*how would you feel about the value you received for the money spent?

## Establishing Value

What if your car breaks down, and after its fixed still doesn't run properly? Would you have confidence in the repairman?



Today



\$500  
later

What if your car breaks down, and after its fixed \*still doesn't run properly? Would you go back to the same repairman?

## Establishing Value



It's pretty easy to tell when you get a decent hair cut, or whether your car was repaired properly, but \*how does your hygiene patient tell that you are delivering value by making them healthy?

## Consequences

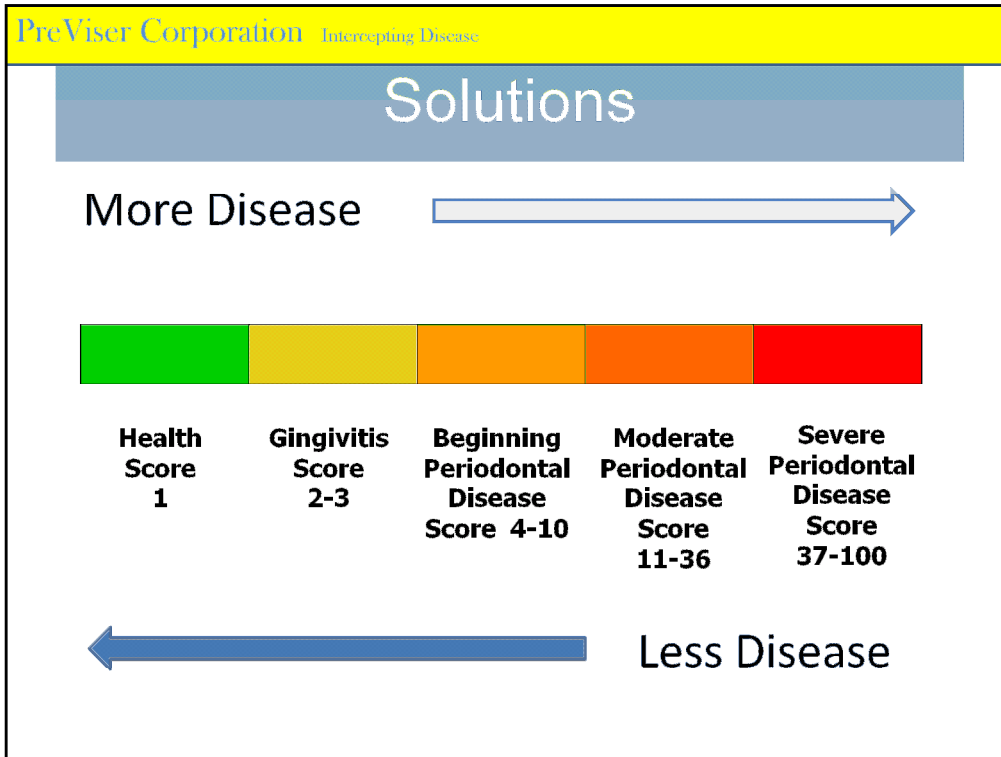


Patients are customers, and the sad reality is that when customers do not understand or perceive the value of the product you offer, they become non-customers. For the dentist, this can be seen in patient turnover, where new patients acquired never seem to be that much larger than the old patients lost. Not all of these patients have passed away or moved away – some just drift away, perhaps because they don't understand your value. This creates a 'revolving door' situation that is not part of the PreViser practice.

## Consequences



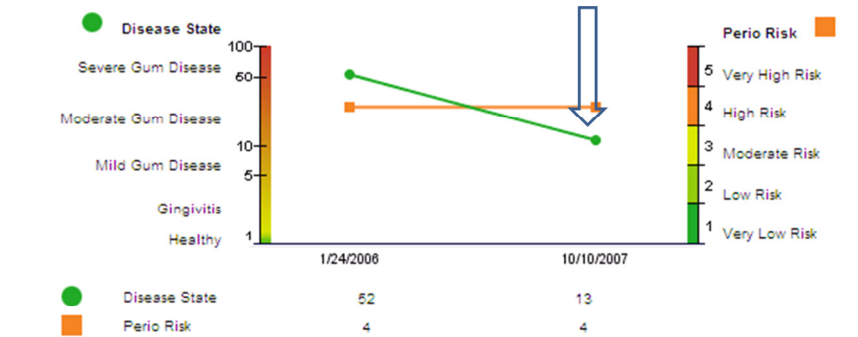
Because periodontal disease is largely painless, many patients are unaware of the consequences of the disease process until it is very advanced. On top of this problem, the words available to the dentist to explain the current state of disease may not be readily comprehensible to most patients. The result? Many patients decide to avoid a sometimes not completely pleasant experience by just not coming back to your office.



The good news is that PreViser can help. By quantifying a periodontal disease state numerically, patients receive a snapshot of their disease status that makes sense – far more so than nebulous clinical descriptions of disease that can fail to motivate compliance.

# Solutions

**What Changed** The information below shows the progression of your risk scores:



**“I’m Getting Healthier – Thanks Doc!”**

As numeric values, PreViser risk and disease scores can be graphed over time. This simple, but powerful way to illustrate changes in a patient’s health state demonstrate beyond doubt that you are making the patient healthier. The result – more compliance, better retention, and patients who perhaps for the first time, really understand your value as a medical professional in helping them achieve optimum oral health.