

Introducing The Hub To Your Dental Community

The Patient Rewards Hub is a great way to stay connected with your dental community. Your referring offices can participate in your Hub much like your patients can. Below are some ways you can introduce the Hub to referring offices:

1. Gather Information

Call your referring offices and tell them you are going to deliver a personalized gift for each of their team members. But first you would like to email or fax them a form for them to complete and fax back to you (see form on last page).

2. Customize the Experience

Add each team member into the Hub with the tag [DENTAL TEAM MEMBER]. Add reward items that are specific to your dental partners such as the ones listed below:

Dental Community Points: Use the Hub to reward referring dental offices

Points

<input type="checkbox"/>	Completing a Dental Reward Certificate	_____
<input type="checkbox"/>	Survey returned about your practice (see sample survey on last page)	_____
<input type="checkbox"/>	Uploading a Hub profile photo	_____
<input type="checkbox"/>	Attending a Lunch and Learn	_____
<input type="checkbox"/>	Participating in a practice event	_____
<input type="checkbox"/>	Happy holidays! We love working with you!	_____
<input type="checkbox"/>	Happy birthday from us to you! Hope your day is great!	_____
<input type="checkbox"/>	It's Dental Appreciation Month! Thanks for being great to work with!	_____
<input type="checkbox"/>	Happy practice anniversary!	_____

3. The Delivery

Deliver cards in individual gift bags or envelopes for each team member. Bring along a fun treat – a cake with your rewards card graphic on it, a giant cookie cake, or anything local that's delicious. Every office loves treats!

Scripting for delivery:

"We want to share with you our new rewards program that we have recently rolled out in our office. Patients can earn points for things such as: participating in contests, having good oral hygiene, completing recommended dental treatment, and visiting your office for regular cleanings and exams. Patients will bring a dental certificate to their appointment. Please sign the certificates so we know they came to see you and we'll give them points! Points can be turned in online on our >

- website for awesome prizes! It's so much fun, we want to share the Hub with you too! We brought each of you your own card pre-loaded with appreciation points for being such a great office to work with. Hop online and get your own prize from us!"
- You may want to deliver your card on a practice-branded note card, on practice stationery, or attached to a fun treat or gift. Below is an example of card content:

Card content example:

We want to share our Patient Rewards program with you, too! Attached is your own personalized <PROGRAM NAME> Rewards Card pre-loaded with appreciation points for being great to work with.

We invite you to our website to choose from the many prize options available (Starbucks, iTunes, SpaFinder & much more) and enjoy a gift from us! To login, click on our card or patient rewards icon and enter your username and temporary password located on the back of your card. Check out all the options you have for a prizes and earn additional rewards for liking our Facebook, leaving your feedback, and more!

Throughout the year we will be communicating special contests and events specific to you through the Hub and via email, so hang onto your card for future fun!

Thank you for your support, and ENJOY!

Dr. Name and Team

- You can also introduce your rewards program at a Lunch and Learn or CE event that your office hosts, or at a office event or open house. Cards can be given during the holidays, as birthday gifts, contest winner, or a thank you gift.

4. Keep Engaged

Now that you have them connected; keep them coming back!

- Offer points for participation in practice events (food drive, stopping by the office for a tour, responding with CE feedback, practice posts on your Facebook, etc).
- Add points and send messages for birthdays, practice anniversaries, or just appreciation points.
- Keep membership to your program and practice as a key element in your marketing plan and ongoing activities.



Dental Practice Rewards Registration

Please complete the information below. We are excited to present each of you with a personalized gift from our office.

Practice Name: _____

Full Name Of Team Member	Date Of Birth	Position In Practice	Email Address