

 patientconnect™

your pathway to
practice success



**BIOHORIZONS**®
SCIENCE • INNOVATION • SERVICE





your pathway to practice success

what is patientconnect?

Just as you are committed to providing patients with outstanding service and results, BioHorizons is dedicated to providing the highest quality products and the most value for all aspects of your practice. PatientConnect is our comprehensive, innovative portfolio of practice development offerings that allow you to:

- **attract and educate more dental implant patients**
- **secure and support your referral network**
- **increase dental implant case acceptance**

start connecting with patients today

BioHorizons customers have access to a variety of print and digital practice development options to promote success and enhance patient relations, including:

- **patient education**
- **traditional media**
- **direct-to-patient advertising**

Our solutions are easy to use, cost-effective and proven to promote practice growth. Getting started is simple! Contact your BioHorizons territory manager today for more information or visit us online at patientconnect.biohorizons.com.



print materials



consultation models



multimedia patient education



practice growth partners



advertising

print materials

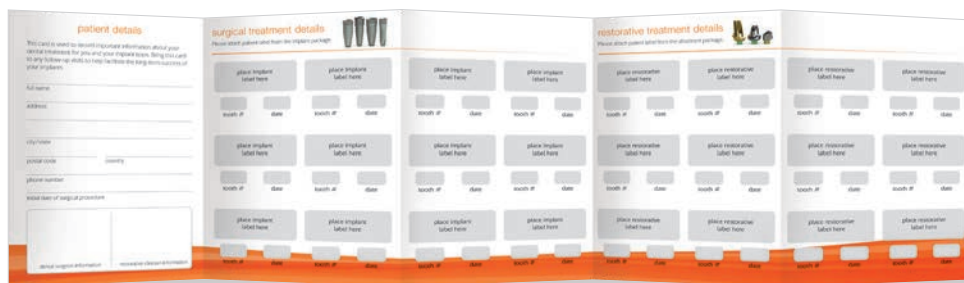
a tried & true educational tool

Increase case acceptance with **patient education brochures, posters and booklets** that use simple, compelling language and images to communicate the various restoration options available in modern dentistry. Items can be circulated in the reception area, treatment room and community and offer an easy and affordable way to enhance consumer education and understanding. Also available is a **Dental Implant Patient Record**—a card to give to patients after treatment to serve as their own personal record of important information about the procedure.

English-language materials are available in print format and can be ordered online at store.biohorizons.com. Patient education material in other languages are available electronically and can be obtained by contacting your BioHorizons territory manager.



Patient Education Posters
Item #: ML0128



Dental Implant Patient Record
Item #s: ML0165 and ML0165es

Refer to page 7 for a list of available items and order information.



Tri-fold Brochures



TeethXpress Magazine
Item #ML0314



Patient Education Flipbook
Item #ML0313



Ultimate Smile Makeover Article
Item #ML0314

TeethXpress[®] magazine



With more than 20 real patient testimonials, *TeethXpress* magazine is a 68-page, high-quality publication combining relatable stories, before/afters, beautiful graphics and simplified explanations on dental implants and regeneration treatment.

Not only is *TeethXpress* magazine extremely informative – it is also entertaining! With articles about celebrities with dental implants and smile makeovers, patients will enjoy reading about all the life-changing benefits dental implants can provide while gaining a better understanding of how the process works.



“*TeethXpress* magazine helps answer a lot of questions patients have about implants and the process of getting them, before I even see the patient. By the consult, they are more qualified and prepared to say yes to treatment.”

Dr. Andrew Ferrier, Prosthodontist
Lafayette, CA



TeethXpress®

An exciting, state-of-the-art way to get new teeth — fast!

Dental Implants

Your best option for replacing teeth

Celebrities with Dental Implants



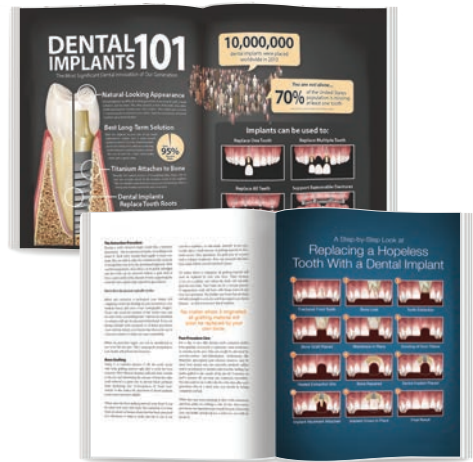
Guess who? The answers may surprise you

Health Hazards of Tooth Loss

Making Treatment Affordable

“Getting dental implants was a life-changing experience!”

Read Cara's story on page 30



featured articles

- how the dental office keeps you safe
- health hazards of tooth loss
- how a smile makeover can change a life
- facts about dental implants
- financing your new smile
- the dangers of removable dentures
- what to expect when getting dental implants
- understanding tooth extractions and bone grafting
- celebrities with dental implants
- replacing a single tooth with a dental implant
- replacing all teeth with dental implants
- how technology aids dental implant therapy
- the art of rebuilding gum tissue

Item #: ML0315, Price: \$10

solutions to replace missing teeth flyer

empower and educate your patients

Connect with several types of patients during consults with this **double-sided flyer which illustrates the many advantages of dental implants for single and multiple-tooth replacement.** The first side details full-arch therapy and explains the benefits of an implant-supported prosthesis over a traditional denture. The good-better-best approach is designed to help increase full-arch case acceptance and, at minimum, to share the lower-cost, implant-supported, removable denture option. The flyer's second side will help motivate patients to pursue implants by showing how tooth loss leads to bone loss and causes premature aging.

dental implants prevent premature aging

normal profile

after tooth loss

after bone loss

effects of tooth loss

Living with no teeth affects your smile and confidence. The jawbone begins to shrink and become loose from lack of stimulation, changing the shape of your face and causing your skin prematurely age.

Dental implants maintain bone volume and bring back your smile again and when properly cared for, implants can last the rest of your life. That's what makes them such a great asset.

dental implants: the best option

untreated missing tooth	traditional crown & bridge	dental implant with a crown
<ul style="list-style-type: none">• unattractive smile• loss of chewing ability• accelerated bone loss	<ul style="list-style-type: none">• puts down healthy teeth• bone loss continues• greater risk for cavities and tooth failure	<ul style="list-style-type: none">• full chewing ability• preserves healthy teeth• prevents bone loss• can be done in one day

I feel like I'm 20 years younger!

your office proudly uses

BIOHORIZONS

benefits of replacing multiple missing teeth with dental implants

secure teeth

TeethXpress® - the gold standard

- secure, natural looking teeth remain stable in your mouth with **no need for removal**
- bone no longer recedes from lack of stimulation and **low maintenance**
- **preserves jawbone**, reducing the appearance of premature aging
- **improves your chewing ability up to 100%**, allowing better diet and good health
- **removably attached** and can generally be completed in one day
- a long lasting solution

removable teeth

implant-supported denture - strong and stable

- **more secure** than a conventional denture, although must be removed daily for cleaning
- **requires less adhesive** than a conventional denture
- **preserves jaw bone** in the form of the mouth only
- **improves chewing ability to 25-60%**
- maximum comfort with **less irritation** of gum tissue than a conventional denture

conventional denture - economical

- **removable and unstable** often making eating, speaking and sleeping
- can affect jawbone volume and the appearance of **premature aging**
- **chewing ability is consistently reduced to 5-15%**, over time you may have limited food choices
- **every one needs to be replaced** (requiring **maintenance costs and adhesives** throughout time)
- will need to be replaced or refitted to compensate for **bone loss**
- can be made within a **few weeks**

I'm very impressed with the whole procedure and I would highly recommend it to anyone.

Marc
dental implant patient

your office proudly uses

BIOHORIZONS

Use this flyer during patient consults; give them to any potential dental implant patient as a take-home piece; and include a flyer in all consult folders.

Item #: ML0329

patient education print materials

use item numbers to order at store.biohorizons.com or view on the [BioHorizons Mobile App](#).

Title	Available in Print or Electronically		Available electronically only		
	English	Spanish	French	Spanish	Italian
<i>TeethXpress</i> Magazine	ML0315	—	—	—	—
Ultimate Smile Makeover Patient Testimonial Article	ML0314	—	—	—	—
Dental Implant Overview Flipbook	ML0131	—	ML0131F	—	—
Dental Implant Overview Brochure (50 pack)	ML0103	—	ML0103F	ML0103ES	ML0103IT
TeethXpress Brochure - Carly (50 pack)	ML0310	—	—	—	—
TeethXpress Brochure - Marc (50 pack)	ML0331	—	—	—	—
TeethXpress Brochure - Millie (50 pack)	ML0332	—	—	—	—
TeethXpress Brochure - Translations	—	—	ML0310CAfr	ML0310ES	ML0310ITit
Overdenture Brochure (50 pack)	ML0114	—	ML0114F	ML0114ES	—
Bone Grafting Brochure (50 pack)	ML0129	—	ML0129F	—	—
AlloDerm Brochure (50 pack)	MLD101	—	MLD101F	MLD101ES	—
Dental Implant Overview Poster (2 pack)	ML0128	—	ML0128F	ML0156	ML0128IT
Dental Implant Patient Record	ML0165	ML0165ES	ML0165CAfr	ML0165ES	ML0165ITit
Solutions to Replace Missing Teeth Flyer (25 pack)	ML0329	—	—	—	—

Not all products shown or described in this literature are available in all countries.

consultation models

seeing is believing

Patient education models bring information to life, giving you a way to easily explain the treatment options and your recommendation. Models can be used as chair-side aids or during consults to show implant components, describe what to expect, and help patients understand and accept the treatment plan. Clinicians and assistants can also use models to demonstrate proper hygiene and maintenance protocols to keep your patients' implants long-lasting.

These items are available for purchase* at store.biohorizons.com or through your BioHorizons territory manager.



Implant vs. Bridge Model
Item #: EP-IVBM, Price: \$395



Oversized Implant Demonstration Model
Item #: EP-4XMOD, Price: \$425



ODSecure Removable Full-Arch Model
Item #: EP-ODSMOD, Price: \$299

**prices subject to change*



TeethXpress Fixed Full-Arch Model
Item #: EP-TXMOD, Price: \$550

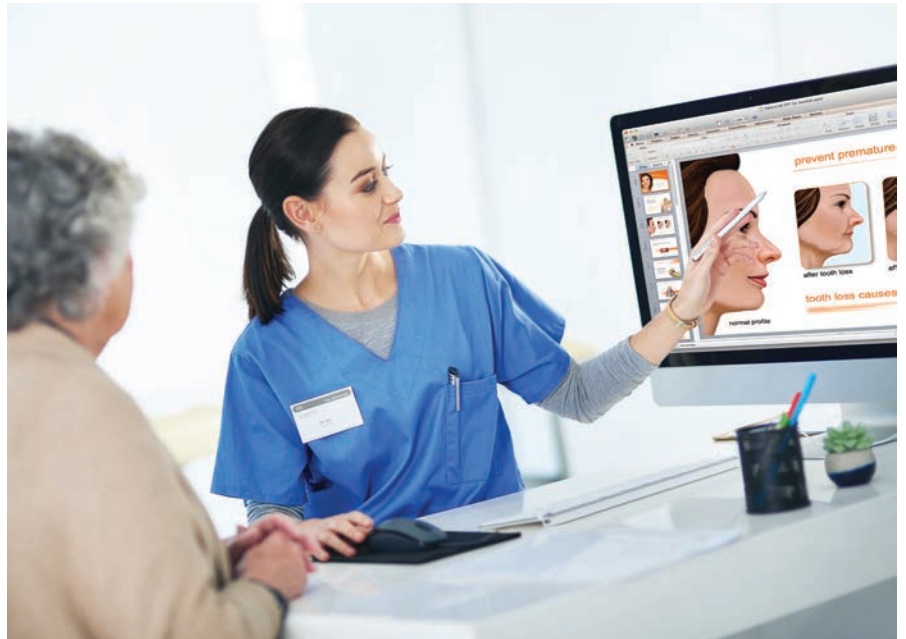
media gallery

professional digital media at your fingertips

Access our Media Gallery* at store.biohorizons.com in the Support Materials section to download **free patient education images and presentations for use in the office or on your website.**

dental implants overview PowerPoint presentation

Use the patient education PowerPoint presentation to educate patients and colleagues on the benefits of dental implants for tooth replacement. The 25-slide presentation helps patients understand dental implants and grafting as it relates to oral health, risks, treatments and solutions. Personalize it with before and after images of your own patients, and use it in individual settings in your office or for direct-to-patient seminar presentations. It is available in English and Spanish.



**currently available in the US, Canada and UK*

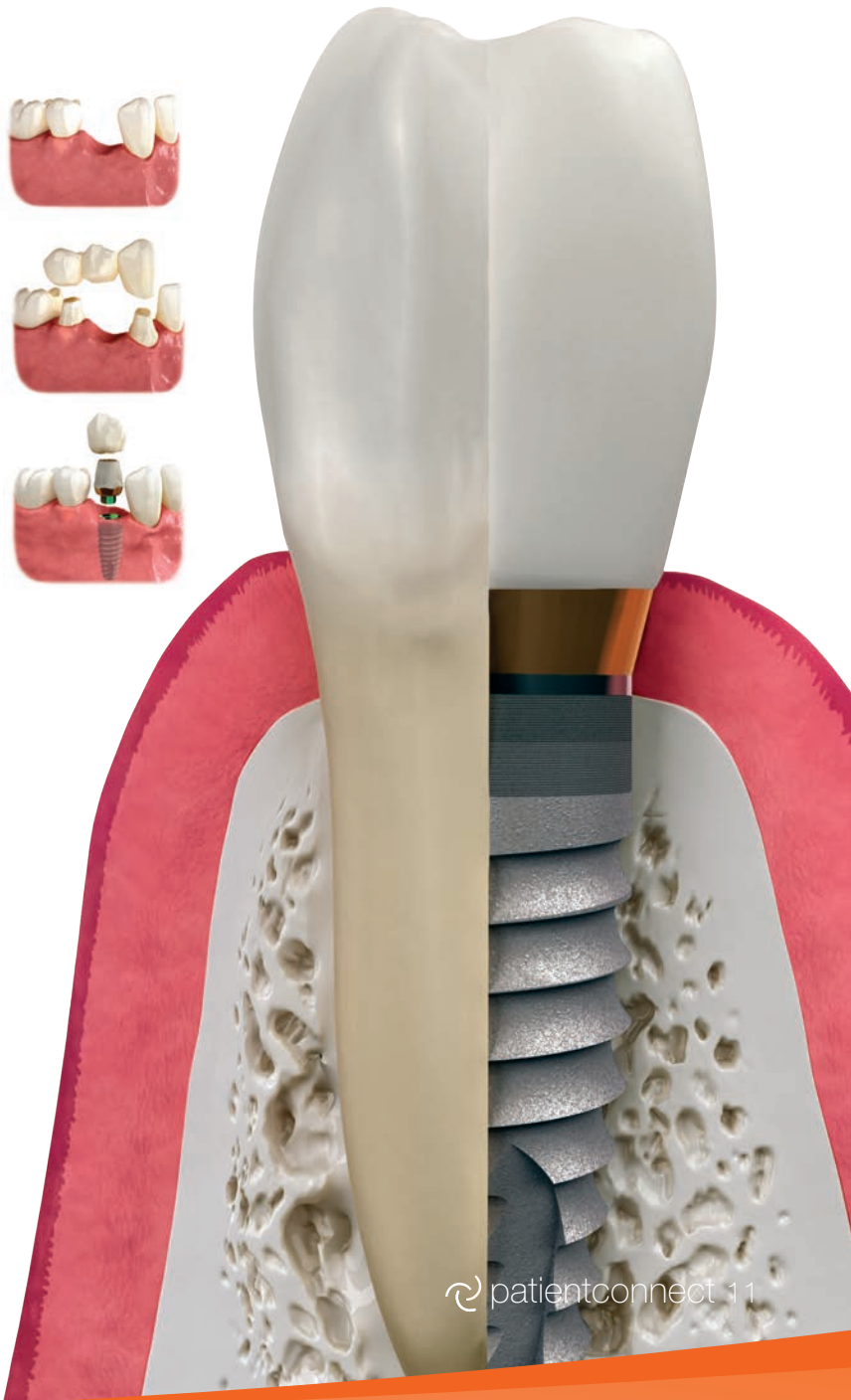


dental implant overview video loop

This 6-minute video adaptation of the patient education PowerPoint presentation is well-suited for patient viewing on waiting room or dental treatment room monitors. It is available in English and French. The format is .mp4 and can be viewed on a computer, iPad or burned to a DVD or USB drive. Select the looping option for continuous replay, or add it to your current playlist of other video clips. The video has a music track for ambience but can be muted based on your preference.

patient education images

Patient-friendly illustrations can be used on your practice website, print materials and advertisements to help describe treatment options. Each illustration has been created under the supervision of dentists to provide accurate, anatomical detail on normal and pathological dental anatomy, procedures, technologies and treatments.





BioHorizons mobile app

convenient & easy to use

Available for free download from the Apple App Store or Google Play, the BioHorizons mobile app puts all current literature and BioHorizons content available at your fingertips. Use the app to share stimulating digital-education materials efficiently and effectively while chair-side and during consults. Also, you can email materials directly to your patients, making it easy for them to review once they have left the office and share the information with others.

In addition to sharing digital education materials with patients, the mobile app also allows you to easily access BioHorizons surgical manuals, restorative technique guides, clinical studies and videos.

Features include:

- patient education, clinical literature and videos accessible without an internet connection
- patient education and clinical videos optimized for mobile viewing
- automatic real-time updates with a Wi-Fi connection
- quick navigation to different areas of interest
- literature can be conveniently e-mailed to patients





dental implants the new standard of care

dental implant therapy

Compared to dentures, dental implants are a permanent solution for missing teeth. They restore the natural look and function of your smile, and they are a long-term investment in your oral health. Unlike dentures, dental implants are anchored in your jawbone, so they don't slip or move. They also help preserve your natural bone structure, which is important for maintaining a healthy smile.



treatment options



single dental implant
• replaces one tooth
• looks and feels like a natural tooth



dental bridge
• replaces two or more teeth
• looks and feels like natural teeth



dental implant with a crown
• replaces one tooth
• looks and feels like a natural tooth

patient websites

your patients online resource

Direct patients to patients.biohorizons.com or makeover.biohorizons.com to learn everything they need to know about implants and grafting procedures. Our patient-dedicated websites **deliver quality information in a dynamic, convenient and cost-effective way**. Content includes convincing and easy to understand language, images, real patient testimonials and videos, and when linked to your website can serve as the oral-health information destination of choice for patients and the communities you serve.

Features include:

- education on treatments including implants for the edentulous and partially edentulous, overdentures, gum grafting and bone grafting
- motivating content and images to accurately depict the benefit of implant and grafting procedures
- access to electronic copies of patient education brochures and booklets
- polls and graphs to increase interest and encourage action
- quick navigation to different product areas of interest



BioHorizons Patient Website



Our patient dedicated websites deliver quality information in a dynamic, convenient and cost-effective way.

 patientconnect 15

advertising

connect through print, radio & tv

Let BioHorizons help you become the implant dentist of choice in your market by implementing direct-to-patient advertising to increase awareness of your practice and build confidence in your services. Offered exclusively to BioHorizons customers, this solution gives you everything needed to execute a professional, affordable DTC marketing campaign.

High quality print, television and radio ads created by a reputable, full-service advertising agency, feature targeted messages tailored to drive implant patients. Ads will be customized for you, and are a method to get qualified, new patients into your practice.

Benefits and features:

- professionally produced creative materials
- reduced marketing and overhead costs
- expanded local marketing leading to more qualified new patients
- capitalize on nationally recognized creative products that are easily customized to your practice

Includes:

- 30 second television commercial
- 60 second radio spot
- 2 print ads



INNOVATIVE DENTAL IMPLANT TECHNOLOGY

**Change your appearance.
Change your life.**

Feel good about your teeth. Feel good about yourself. Dental implants are a permanent solution for bridges, dentures and missing teeth.

In as little time as a day, we can help you to a happier, healthier lifestyle. And dental implants prevent jaw atrophy and bone loss common with dentures.

No slipping. No adhesives.
No embarrassments. No worries.

Contact us for information about a personal treatment plan.

Change your life

727.766.1631
www.paridental.com

**Not available in all countries. Ask your territory manager about implant advertising packages.*



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PARIDENTAL SPECIALISTS

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www.paridental.com

Orland Park Dental Specialists
3635 W. 146th St.
Orland Park, IL 60462
708.460.6900

practice growth partners

BioHorizons is honored to be your preferred partner for tooth replacement solutions. We also understand the importance of offering our customers innovative solutions that can attract new patients and grow your implant business. As such, we have partnered with excellent companies who can assist you with everything from patient financing to direct-to-patient dental implant marketing strategy and execution. With innovative, dedicated minds on your side, acquiring the dental implant cases you want is at reach.



**Ready to
boost your
implant cases?**

**mydentalimplantpractice.com
username: BioHorizons
password: implants123**

get the most out of

patientconnect™

“ The BioHorizons *PatientConnect* suite of services has allowed me to not only communicate more efficiently and effectively with patients, but has also helped me drive more patients to my practice! The patient education brochures are perfect for the reception area, consultation room, and have also been a

tremendous help with my implant seminars. BioHorizons has become a valuable partner in helping to deliver superior treatment and care. I feel confident, and so do my patients. ”



Dr. Andrew M. Nawrocki
Ormond Beach, FL



How can you use the PatientConnect tools in your practice?

- ☑ provide to patients upon arrival
- ☑ use during patient consults
- ☑ include in take-home folders
- ☑ reference during patient seminars
- ☑ include on your website and in your own marketing materials
- ☑ give to referring doctors



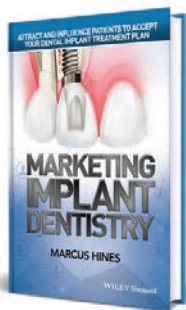
“ In my practice, the PatientConnect tools have become a staple during every consultation. A picture speaks a thousand words, and this rings true through our use of the image of the lady aging prematurely due to bone loss. We always show this image to patients because it is a realistic representation that seems to nudge patients to make a faster treatment decision. I also ALWAYS use models because when patients can see and touch the model samples, they better understand the treatment and are excited about the journey. I couldn't imagine doing an implant consult without one. ”

Dr. Jumoke Adedoyin
Cartersville, GA

services summary

PatientConnect Solution	Restorative Clinician	Surgeon
Print Materials	✓	✓
Mobile App	✓	✓
Patient Websites	✓	✓
Media Gallery	✓	✓
Patient Education PowerPoint Presentation	✓	✓
Patient Education Video Loop	✓	✓
Patient Education Images	✓	✓
TeethXpress Magazine	\$	\$
Consultation Models	\$	\$
Direct-to-Patient Advertising	\$	\$
Practice Growth Partners	\$	\$

✓ = complimentary services \$ = additional costs may be involved



want to learn more about marketing implant dentistry?

Marketing Implant Dentistry, by Marcus Hines, gives dentists the tools to better market and promote their practices in a competitive market. Gain more case acceptance by learning about proven approaches for attracting dental implant patients and successful communication skills to target both new implant patients and professional referral sources.

Order online at store.biohorizons.com with item #ML0169.



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Distributors

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