

# Referrals

**The driving  
force of every  
practice . . .**



- An epidemic faces the nation with 75% of the population having undiagnosed periodontal disease.
- In the past decade, the link between oral health and systemic conditions has taken center stage.
- Too many malpractice lawsuits are based on the failure to properly diagnose and treat periodontal disease.
- Many referring practices are not thoroughly assessing their patients' periodontal needs.

Isn't it time we  
did something about it?

According to **The American Academy of Periodontology**, general dentists and hygienists play an important role in assessing and managing slight to moderate periodontal cases. Cutting-edge periodontists are becoming increasingly aware of the immense value progressive general practices have in assessing, treating and referring periodontal cases. Many periodontists have enjoyed increased referrals by working within a network of general practices that are empowered with the knowledge of today's periodontal therapeutics.

The goal of *Perio-Therapeutics & Beyond* is to establish these collaborative relationships for your practice. Our unique services offer on-site educational presentations to your network of referring general dental practices. Our presentations will increase referrals to your practice by...

- \* *E*stablishing collaborative relationships with your referring doctors
- \* *E*mphasizing the importance of early diagnosis and treatment
- \* *E*xplaining guidelines for patient assessment and referrals
- \* *E*lucidating the link between inflammation and systemic disease

## *Perio-Therapeutics & Beyond*

**offers the following presentations to enhance referrals...**

### **On-site visit:**

Your referring general dental practices can conveniently explore the latest in periodontal therapy while earning continuing education credits. We'll bring the information directly to their office with a 60 minute PowerPoint presentation.

\$495 per office  
Minimum 3 offices

\$3960 for ten offices  
(Get 2 presentations FREE!)

### **Dinner meeting:**

Reserve a private room in your favorite restaurant inviting your top 10 referring practices to dinner and a 3 hour power point presentation.

\$2995 per evening

### **Full day seminar:**

Reserve a spacious conference room to accommodate all of your referring doctors and hygienists. This comprehensive power point presentation highlights the introduction of the periodontal services within the general dental office, patient compliance, technique tips for locally applied antimicrobials, treatment planning, and guidelines for timely referrals to the specialist.

\$6995 per full day seminar

*Perio-Therapeutics & Beyond* provides handouts, laptop, & projector for all presentations. All other expenses (travel, lodging, and meeting related expenses, etc...) shall be the responsibility of the contracting doctor.