



clearcorrect

A Straumann Group Brand

ClearCorrect Day Guide

Preparing for your ClearCorrect practice event!



1 Nominate your captain!

Who is in charge of planning and will oversee everything to make sure the event runs smoothly on the day?

2 Pick Your Date!

Choose a date around 6-8 weeks in the future to give you an opportunity to plan. What will suit your patients best? A day, an evening or a weekend? Will you have dedicated time slots or a first come first served?

3 Select Your team!

- Who will be working at your event?
- What will be their role on the day?
- Who will be welcoming patients?

4 Get in the Know!

- Who needs training about ClearCorrect?
- Any refreshers on costs and finance options required?

5 Make it Special!

- Decide on a special offer for your patients that attend.
- Will you be offering refreshments?
- Are you going to decorate your practice?
- Will you be giving patients gift bags for attending? Decide and order what you need.
- Don't forget to stock up on ClearCorrect patient brochures, flyers, and bags, speak to your local territory manager for more information.

6 Make it Fun!

- Give all team members some smaller targets to drive towards, you can reward with a small gift from the practice or a prize!
 - The person that books in the most patients.
 - The team member that gets the most sign ups on the night.
- Set an overall practice target.

7 Create Some Buzz!

- Let your patients know you are having an event with plenty of notice!
- You could create and print a small flyer that can be given to your patients to promote the event?
- Email* or send a letter to your patient database.
- Call to invite patients who have shown an interest in ortho previously but did not move forward with treatment.
- Post about the event on social media.
- Don't forget to let people know about your special offer!

*Make sure you have permission to email based on local laws and regulations



Okay, the big day has finally arrived!

1

Decorate your practice and prepare your displays and refreshments.

2

Have a quick team meeting to make sure everyone is ready for the event.

3

Take and post photos to your practice's social media.

4

Enjoy yourself!

Here is our recommended patient journey:

- Check that their medical history is up to date
- Dentist to discuss survey answers with the patient and perform check-up if necessary
- Take Photos + Intra Oral Scan or PVS impressions ready for submission
- If available, use 3Shape Treatment Simulator to show them the potential outcome
- Discuss the cost and anything extra they may need such as hygiene or whitening
- Prepare your prescription & upload it to the ClearCorrect Doctor Portal
- Book patients for a 10-minute appointment around 2 weeks later to review their proposed treatment plan in ClearPilot, or share it with them remotely via the ClearPilot patient link
- Give them a gift bag and thank them for attending!

What's Next?



1

Make sure you call patients who did not go ahead within 1 week of reviewing their proposed treatment plan in ClearPilot to see if they have had time to think about it.

2

If available, email patients the ClearPilot patient link associated with their case.

3

Consider if a reduced special offer appeal to them?

4

Call them a further 2-3 times within the next two weeks.

5

Send them a practice feedback form to find out what can be improved upon for your next event.

6

Get ready to plan your next event.

Tip for Success!

Keep track of attendee numbers, total sales generated, dates, and what discounts were given, so you can report on the return of the event and optimize further for your next event!

ClearCorrect Event Qualifying Questions

Screening your patients for suitability before they attend will help to ensure **your ClearCorrect event is a success.**

The following questions are to understand your patient's dental history:

Are you a registered patient with us or another practice?

- Registered with us
- Registered with another practice
- Not registered with any practice

When did you last see a dentist and/or hygienist?

Have you ever worn braces before?

- Yes
- No

If yes, do you wear a retainer?

- Yes
- No

Do you currently have gaps or crowding?

- Gaps
- Crowding

Patient Name

Telephone Number

Email Address

The following questions are to assess your patient's suitability for your ClearCorrect event:

Are you aware of any dental problems?

- Yes, I am
- No, I'm not

Are you currently in any pain?

- Yes, I am
- No, I'm not

Do you have any broken teeth?

- Yes, I do
- No, I don't

If your patient answered NO to ALL of these questions, then you can reply:

"Great! Based on the information you have given me, you sound suitable for ClearCorrect and we would be delighted to see you at the open event."

If your patient answered YES to ANY of these questions, then you can reply:

"Based on the answers you have given me I don't think you are a suitable candidate for the ClearCorrect open event, as you need to be dentally fit to embark on any orthodontic treatment. However, we would be delighted to see you for a dental check up to assess your dental condition and discuss your options including ClearCorrect."