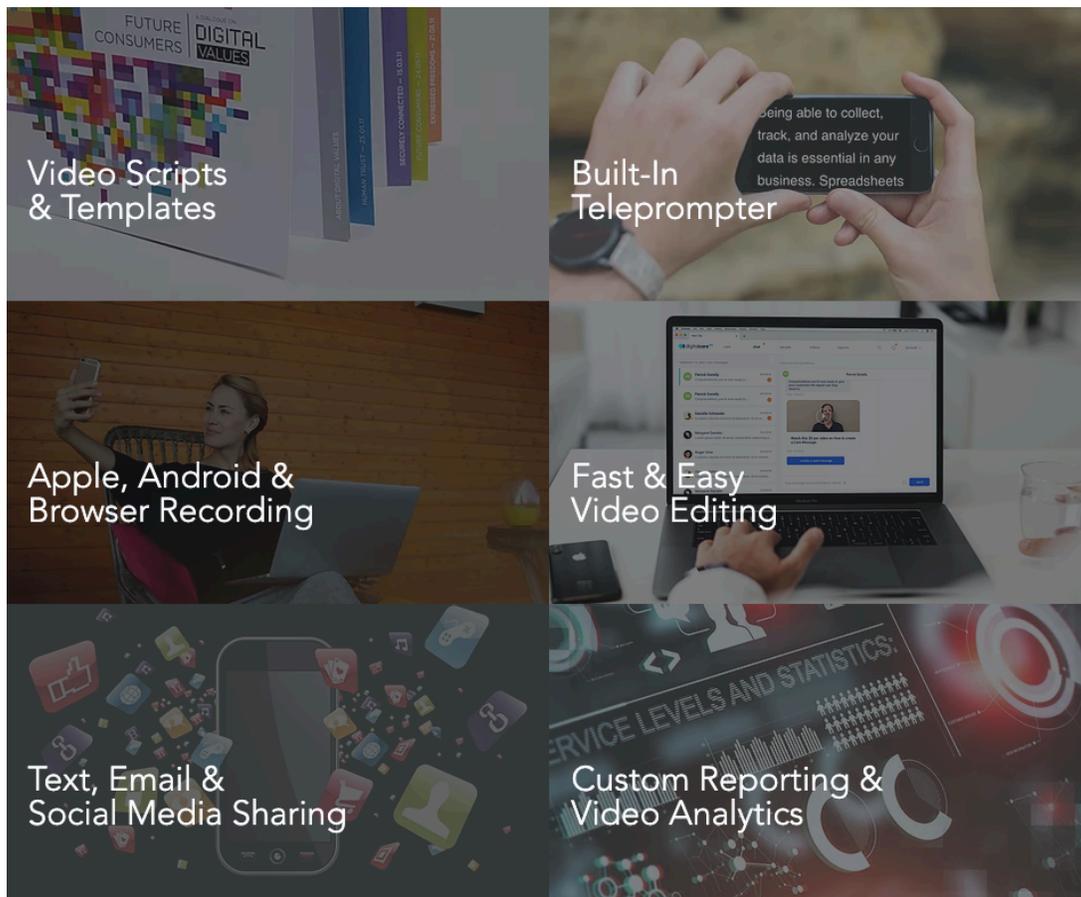


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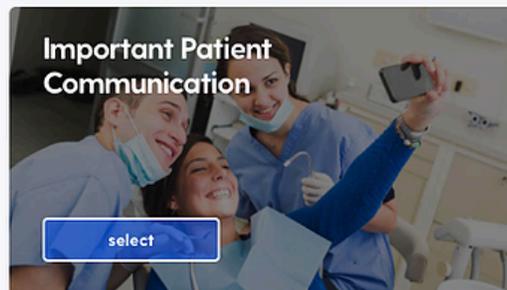
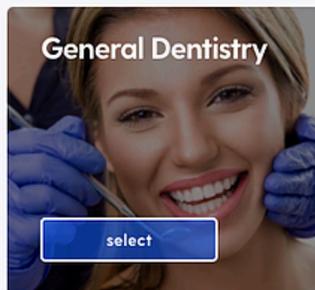
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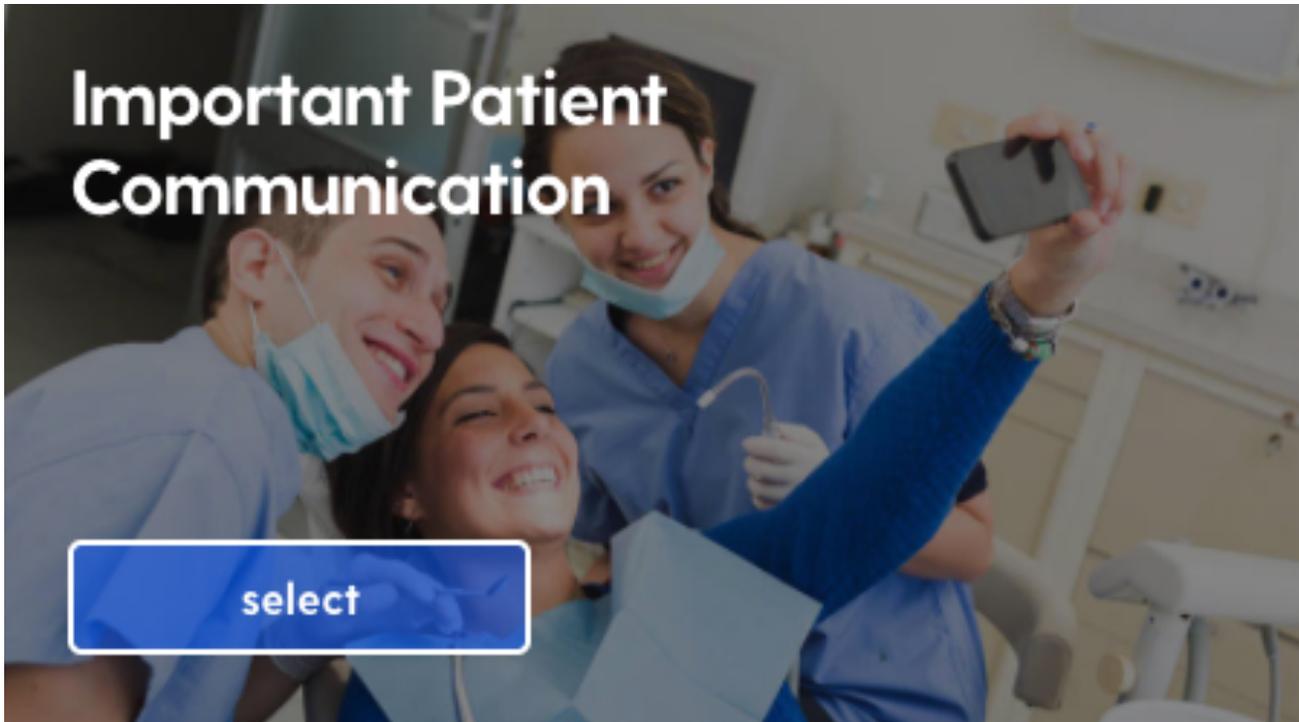




## Important Patient Communication

3 topics

Select the script that you want to use in your video, or choose a plain text message script.



# Post-Operation Video

 recording script

Good evening, it's Dr. \_\_\_\_\_. I wanted to check in with YOU and see how you're feeling. I know today was tough and I just wanted to let YOU know I'm thinking of you. The good news is we got through it and YOU will start feeling better soon. In the meantime, if YOU have any questions at all, please call us tomorrow, and we will do everything we can to help YOU. Have a good night.

# Schedule a Cleaning

 recording script

Hello it's Dr. \_\_\_\_\_. I just wanted to check in with YOU and let YOU know we miss you. I know I probably sound like your mom right now, but it's very important that YOU do your best to get your teeth cleaned every six months, as the research is over-whelming that having your teeth cleaned twice a year will actually save you time, pain and money down the road. It's important to all of us here that YOU get back in soon as we want to ensure YOU avoid any long-term problems. Hope to see YOU soon. Have a good day.

# Treatment Proposals

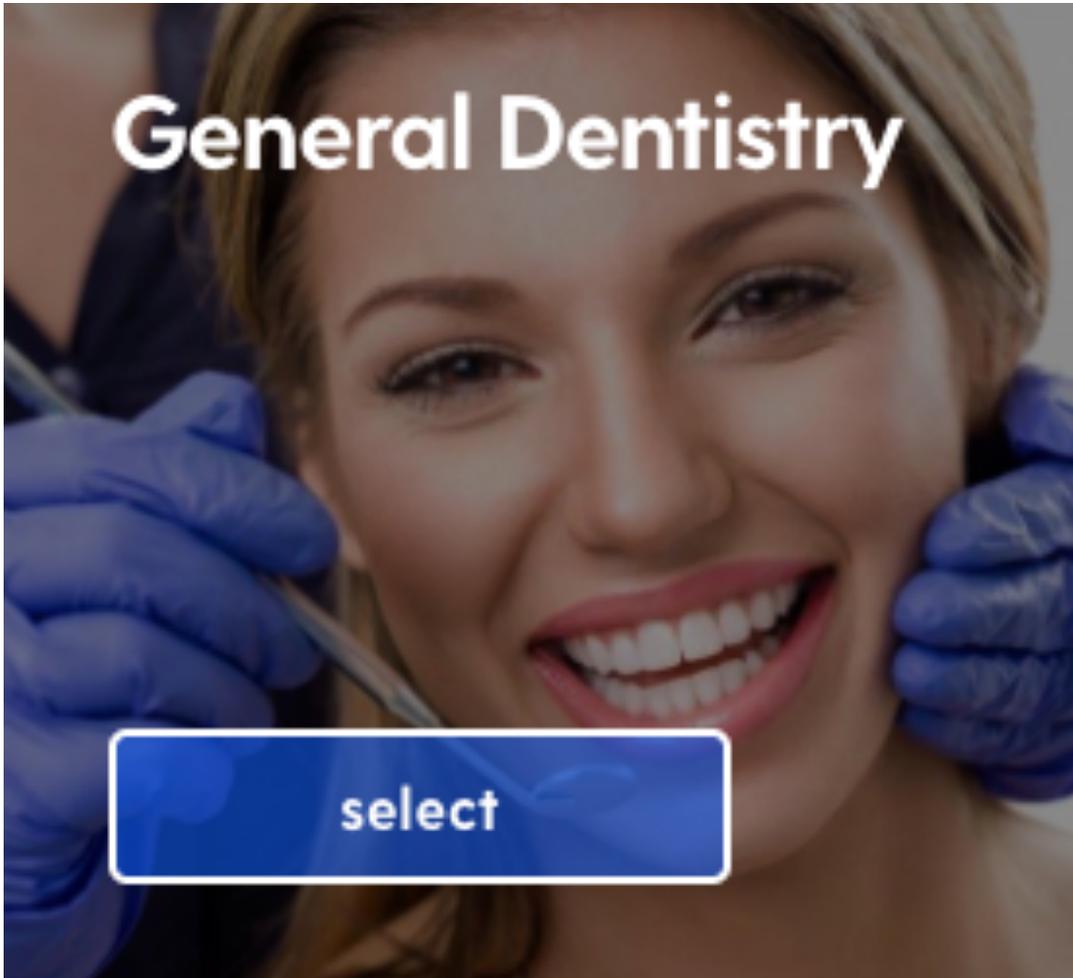
## recording script

Good afternoon, it's Dr. \_\_\_\_\_. We just wanted to follow-up with YOU about the treatment plan recommendation we made at your last visit. This isn't about revenue for us, it's completely about YOU. I would hate to see YOU in pain down the road or be forced to spend more money than YOU need to in the future, so just checking in to let you know we really care about YOU as an individual and it's important YOU take this seriously. I would be happy to answer any questions YOU may have at your convenience! Just let me know. Have a great day.



# General Dentistry 47 topics

Select the script that you want to use in your video, or choose a plain text message script.



# CT Scan Safety

 recording script

Hello it's Doctor \_\_\_\_\_. The (Business Name) team is always planning for your safety and comfort, which comes in many forms during the implant process. The 3-D planning process using CT scans is critical. You are a three-dimensional being, and any implant surgery should be planned in a 3-D manner to safely avoid important anatomical structures like your sinuses and nerves. Remember Proper planning = Predictability. Please let me know if you have any questions? Have a great day!

# Child Dentistry

 recording script

Hello it's Doctor \_\_\_\_\_. It's very important to start visiting the dentist early on, as young as 6 months to a year! Our entire team is trained to work well with children. We'll teach you and your children proper dental care, and when children regularly visit for checkups we are able to easily detect the early stages of a cavity, treat it and prevent the need for an invasive dental procedure. We also offer products that promote healthy enamel growth and reverse cavities so your young ones won't have to worry about fillings! Please let me know if you have any questions? Have a great day!

# Consultation Expectations

## recording script

Hello it's Doctor \_\_\_\_\_. What can you expect at your consultation visit? First off, we want to have a quick Q&A. Do you have questions or concerns about your mouth, teeth, or smile? Would you prefer to discuss your cosmetic or general dentistry needs with a doctor before having an exam and x-rays? At this visit you will have the opportunity to discuss your questions and concerns with one of our expert doctors and a treatment consultant. We will take digital photographs of your smile and your teeth. Together, you and the doctor will view the photos and create a customized treatment plan to achieve your goals. After your treatment plan is created, your treatment coordinator will discuss fees and financial options with you. They will work with you to schedule treatment as you move forward to achieve your goals for your mouth, teeth and smile. Please let me know if you have any questions? Have a great day!

# Crooked Teeth After Braces

 recording script

Hello it's Doctor \_\_\_\_\_. I get these questions a lot: I had braces in the past, but I'm beginning to notice my lower teeth are getting crooked again. Why are my teeth moving? Should I straighten them out again? Over time many adults will notice that their teeth, especially lower front teeth, becoming crooked. This is a normal thing that can happen as you get older, whether or not you've had braces in the past, and crowded teeth are harder to clean properly. This can lead to tooth decay and gum disease, and studies now show a link between an unhealthy mouth and heart disease. Fortunately, there are simple ways to straighten out your teeth. One such solution is the invisible braces solution, Invisalign, which uses a series of clear trays that fit over your teeth to move them into position over time. Some simple cases can be corrected in as little as 20 weeks, whereas more serious corrections can take an average of 12 months. Oftentimes, you can even whiten your teeth while straightening them out! Please let me know if you have any questions, I'd love to take a deeper dive if you think that you may be a good candidate for Invisalign. Have a great day!

# Crowns at our practice

## recording script

Hello, Doctor \_\_\_\_\_ here. At (Business Name), we strive to be as conservative as possible. It's the responsible way to conduct dentistry. In the old days, it used to be "crown or filling" was the only restoration option from your family dentist. Now, with advancements in adhesion protocols and porcelain systems we can offer more conservative options like inlays and onlays. In certain instances where we are replacing an existing crown or there is a lot of decay or damage to the tooth the best option might be a full coverage crown. Our crowns have NO METAL. Nothing replicates natural enamel and dentin better than porcelain. Please let me know if you have any questions. Have a great day.

# Dangers Of Leaving Wisdom Teeth Alone

 recording script

Hello it's Doctor \_\_\_\_\_. Wisdom teeth put pressure on the tooth and jaw barriers causing damage to these otherwise healthy structures. Their awkward position results in areas that you cannot reach with your toothbrush, floss or Waterpik. These unreachable areas become havens for toxic bacteria to breed, which can turn into a chronic infection causing tooth decay and gum disease. These chronic infection put you at higher risk for systemic diseases like cardiovascular disease, diabetes, inflammatory diseases, and more. If there is not enough room in the mouth for the wisdom teeth to be completely healthy then they should be removed. Please let me know if you have any questions? Have a great day!

# Dental Phobia

 recording script

Hello it's Doctor \_\_\_\_\_. Dental Phobia - Did you know that nearly half of the adult population in the US has true dental fear or dental phobia? Most commonly the result of very bad past experience(s), dental phobia ranks in the top 3 phobias in adults. Other contributing factors to dental anxieties are feelings of loss of control, embarrassment, needles, the drill and dental smells. Our team understands these fears and anxieties which is why we created our practices in a way that gets rid of many of these "old school" practices. When you walk through our doors, you will not even feel like you're at the dentist. Dental anxiety is an all-too real problem for many and our aim is to make your visit as comfortable and stress-free as possible. We have a full range of sedation options, including oral pills, IV sedation, and nitrous oxide. You're sure to find a solution that works best for your needs. Please let me know if you have any questions? Have a great day!

# Denture Dangers

 recording script

Hello, it's Doctor \_\_\_\_\_. Today, I wanted to share a little information about the dangers of dentures, in case you have a loved one or close friend that could benefit from this information. Did you know that dentures only provide a maximum of 25 percent of natural chewing power, which means a restricted diet for most people. In fact, most dentures have a lot less chewing power than 25% because they are hard to keep well-fitted due to the progressive bone loss under the denture, making them slip and slide easily. Bone loss occurs when teeth are missing, and dentures accelerate this bone loss process, causing eventual collapse of the facial muscles. As shown here, this causes the chin to move toward the nose, lips become thinner and the cheeks sink inward, causing deep wrinkles and folds. This continuous loss of bone causes the dentures to constantly lose their fit, causing sores and making chewing painful, which further discourages a healthy diet. Remember, dentures are a far cry from natural teeth. If you can help a loved one with an alternative solution, it certainly would be one of the best gifts you could give. Please let me know if you have any questions!

# Diagnodent

## recording script

Hello it's Doctor \_\_\_\_\_. At (business name), we make great use of the latest technology for your oral health, such as the Diagnodent. Oftentimes cavities at their very earliest stages won't show up on x-rays and can be almost undetectable using conventional methods. The Diagnodent allows us to spot cavities much earlier! It sends laser light into the tooth and gives a numerical reading of decay within that tooth. Better yet, it's completely painless! Catching cavities early with Diagnodent will give you time to try to reverse the decay so drilling and filling isn't necessary! Please let me know if you have any questions? Have a great day!

# Disadvantages of Porcelain Bridges

 recording script

Hello Doctor \_\_\_\_\_ here. Today I want to educate you on a few disadvantages of porcelain bridges. Here are four things to share. #1 - The teeth on either side of the missing tooth or teeth must be prepared for a restoration. #2 - All of the teeth in the dental bridge are connected, so flossing is more difficult. 3# - If one tooth on the bridge has a problem, the whole bridge must be replaced. #4 - Because porcelain bridges are involve multiple teeth they typically cost several times more than a basic one-tooth crown. Please let me know if you have any questions? Have a great day!

# Facial Rule of Thirds

 recording script

Hello it's Doctor \_\_\_\_\_. Today I'm going to talk about the facial rule of thirds. As the teeth wear down, we start losing support in the skin of our face. Our face is broken into facial thirds. The lower third is the part of our face that's supported by our teeth. If you've ever seen someone who has had dentures that have come out and the front of their mouth starts to crease, you start seeing an exacerbation of the lines around the face. Their face starts to sink in. The reason is that the teeth are no longer supporting that lower third of their face. Full-mouth reconstruction allows us to rebuild that lower third of the face and recreate facial harmony by balancing those facial thirds. (Business Name) looks to the Facial Rule of Thirds to guide the full mouth reconstruction planning process. A face that can be equally divided into thirds demonstrates ideal aesthetic harmony. When a significant amount of tooth loss or damage has occurred, the structure supporting the lower facial third is compromised, disrupting the aesthetic balance. Full Mouth Reconstruction is the systematic approach to restoring all of your teeth at the same time. There are different reasons for needing this full-mouth restoration treatment. Teeth that are severely worn down. Multiple missing teeth. A deep bite (the top teeth bite too far down over the bottom teeth). Patients who want instant orthodontics (using porcelain veneers, bridges, or other restorations on all of the teeth to ideally reshape and reposition the teeth). Severe decay in all or most of the teeth. Severe erosion of the enamel Congenital disorders that cause missing teeth, missing enamel, or poorly-formed teeth. Traumatic injury to the mouth/teeth. Please let me know if you have any questions? Have a great day!

# Family Dentist

## recording script

Hello it's Doctor \_\_\_\_\_. (Business name) is a family-oriented practice driven not only by creating healthy, beautiful smiles, but also on your overall wellness and total body health. At (business name), you, your family and children are under the care of healthcare providers concerned with your comfort, safety and well-being. We provide services for your entire family; from minimally-invasive and preventative child dentistry to simultaneous parent-child cleanings. We work with you to create the healthiest possible lives for our patients and their families. Many oral conditions are genetic and inherited. For this reason, it's very important for us to know your family history and meet and treat your family members. Early intervention and prevention is very key to overall oral health and well being!

# First Visit Expectations

## recording script

Hello it's Doctor \_\_\_\_\_. Once you are ready to join our family of patients, schedule a new patient exam. At this visit, we will take digital photographs of your teeth and smile, along with any necessary x-rays. One of our expert doctors will take the time to perform a very thorough exam of your mouth and teeth. Together, you and the doctor will discuss your questions and concerns as well as findings from the exam. From the information gathered, we will create a customized treatment plan to achieve your goals. Your personal treatment consultant will then discuss fees and financial options with you. And together you will schedule your treatment as planned. It may be convenient for you to have a routine cleaning on the same day. Just ask and we will be happy to schedule these appointments together for your convenience. By the time you complete your new patient visit, you will already be a part of our family of patients. You will also have an assistant you know by name who will walk you through treatment and be available to answer any questions or concerns. Our patients like that they see the same faces each time they return for appointments. Please let me know if you have any questions? Have a great day!

# Flossing Technique

 recording script

Hello it's Doctor \_\_\_\_\_. What is the best way to floss? Well, let me show you how. Please let me know if you have any questions? Have a great day!

# IV Sedation

## recording script

Hello it's Doctor \_\_\_\_\_. Conscious sedation is a safe, controlled and reversible option for the reduction of anxiety, memory and time perception during a procedure. It can be administered orally or intravenously and produces a shallow state of sedation which allows the patient to maintain control of safety reflexive functions and cognitive response. This method was originally intended for use by cardiac patients with a history of heart disease in order to provide the most secure possible treatment for at-risk patients. At (Business Name), each of our patients receive the most safe and gentle sedation treatment options available. A lot of people think IV sedation may not be safe for them. Dental anxiety is actually why IV sedation was introduced into dentistry. Being scared, nervous, and having extra anxiety can trigger cardiac events. When you're under IV sedation you're very calm, mild manner, nothing is upsetting, and your anxiety level is so low that your procedure can be done in a much safer health environment. Also, if you have a high blood pressure episode, we have direct access to give you medications to keep you in a very safe, controlled level. That can't be done if you aren't on an IV. But IV sedation isn't just for folks who have medical conditions. Pure anxiety is reason enough. The first thing we'll do is meet you and find out about you, understand what you're scared about, and what your medical history is. This will allow us to treat you safely and predictably, and understand what it is that we need to do and how we can maximize your dental appointment. We'll determine if IV sedation is a good option for you when you come in for your consultation. During the procedure we'll give you a combination of medications that minimize how much you remember. Your 2-hour appointment may only seem like it takes 20 minutes! We will make you totally comfortable, and we will minimize swelling and discomfort post-procedure. Please let me know if you have any questions? Have a great day!

# IV Sedation with Implants

 recording script

Hello it's Doctor \_\_\_\_\_. I want to pass along some important information about IV sedation and implants. Despite all of the safety features we have in place, we understand the thought of implant placement can give patients anxiety, which is why we encourage our patients to take advantage of IV sedation. This makes the surgery a comfortable and forgettable experience. IV sedation is a very safe method of anesthesia, where the medications are short-acting and reversible. You'll feel like yourself again shortly after the procedure, and in case of emergency we can wake you up immediately, which is not the case in many general anesthesia procedures. Please let me know if you have any questions? Have a great day!

# Insurance Questions

 recording script

Hello it's Doctor \_\_\_\_\_. A common question we get is "Do you take my insurance?" In short, our office will help you to receive maximum 'out-of-network' insurance benefits for any treatment. We are not listed providers on any insurance provider lists. Our team is happy to submit claims for our patients who are then reimbursed by their insurance companies. (Business Name) is a fee for service office which means our patients pay for their services on the day the services are provided. We do not know in advance what services (if any) YOUR insurance company will cover and we can only guess based on what other patients' insurance companies have done in the past. All insurance companies (as well as the hundreds of different plans within each individual insurance company) vary on what they will or will not cover. As with all medical providers, many times our fees will exceed what your insurance company will pay. We make sure our patients understand the cost of every procedure before we start. Please let me know if you have any questions? Have a great day!

# Needs vs Coverage

 recording script

Hello it's Doctor \_\_\_\_\_. Prioritizing Dental Needs vs. Your Coverage can be difficult. Don't hesitate to talk to us about financial concerns. If you have limited insurance coverage and don't want to go too far above that coverage ceiling, we can prioritize your dental work so that it fits your budget and your dental coverage. If you've got a limit per year, we can schedule your needs based on that limit and could suggest the most cost effective treatments possible. For example, if you want smile improvements but can't afford porcelain veneers, we might suggest tooth bonding or Invisalign. Please let me know if you have any questions? Have a great day!

# New Patient Exams and Insurance Coverage

 recording script

Hello it's Doctor \_\_\_\_\_. What does the New Patient Exam consist of? Is it covered under my insurance? During your new patient exam our doctors will do a very thorough exam. Also, we will take photos and any necessary radiographs, and our doctors will review these with you. Afterwards, our doctors will customize a treatment plan for you. Often, insurance companies cover a portion of this visit. We do not know in advance what services (if any) YOUR insurance company will cover. We can only guess based on what other patients' insurance companies have done in the past. All insurance companies (as well as the hundreds of different plans within each individual insurance company) vary on what they will or will not cover. We are happy to submit claims for our patients who are then reimbursed by their insurance companies. We are a fee for service office which means our patients pay for their services on the day the services are provided. Please let me know if you have any questions? Have a great day!

# Options for managing dental anxiety

## recording script

Hello it's Doctor \_\_\_\_\_. I get this question a lot from patients - I am terrified of going to the dentist, but I have a LOT of work that needs to be done. Aside from 'knocking me out' is there anything that can be done for me? You are not alone in feeling this way. Millions of Americans feel tremendous anxiety concerning dental treatment. Fear, coupled with embarrassment and shame, has kept nearly half of all Americans from seeking necessary treatment for years, even decades. Fortunately, dental phobia doesn't have to keep you away from the dentist any longer. Amenities like noise-canceling headphones, laughing gas, ceiling TVs, and more conservative, gentle procedures will help take the edge off. For some fearful patients, an anti-anxiety pill is just what the doctor ordered. Most patients snooze through the appointment and feel no discomfort. Years of dental neglect are erased in just one appointment. Once-fearful and embarrassed patients chew without pain and smile with confidence for the first time in years! These benefits are often life-changing for people who have procrastinated getting their mouths healthy or enhancing their smiles. Please let me know if you have any questions? Have a great day!

# Oral HPV Testing

 recording script

Hello it's Doctor \_\_\_\_\_. Human Papillomavirus (HPV) is one of the most common virus groups in the world. According to the Centers for Disease Control, at least 20 million people in the United States are infected with HPV and there are approximately 6 million new cases each year. Oral HPV is a manifestation of the HPV virus in the mouth, and is primarily found in the oropharyngeal complex. Specific types of oral HPV are now considered to be a separate and serious risk factor for developing oral cancers. Early detection and identification of the presence or absence of oral HPV is important, as early oral HPV infections do not typically cause any clinical signs or symptoms. The OraRisk® Oral HPV test is a non-invasive, easy-to-use screening tool to identify the type(s) of oral HPV, a mucosal viral infection that could potentially lead to oral cancer. OraRisk® HPV testing enables the clinician to establish increased risk for oral cancer and determine appropriate referral and monitoring conditions. Please let me know if you have any questions? Have a great day!

# Overdentures

 recording script

Hello it's Doctor \_\_\_\_\_. So, what is an overdenture? In short, it is a denture that is essentially attached to either two dental implants or two mini-implants. You can see how this option helps to stabilize and retain the denture in the mouth. The denture will actually "click" into the two positions. Old dentures (or your existing denture) can usually be retro-fit to accommodate this new denture. This is the second best denture option for long term use. We believe almost all lower dentures should be an overdenture, because otherwise the denture will flop around, making it difficult to speak, eat, and talk. Please let me know if you have any questions? Have a great day!

# Restorations versus Cosmetic Bonding

 recording script

Hello, Dr. \_\_\_\_\_ here. Restorations versus Cosmetic Restorations are Bonding. White, tooth-colored fillings have been a preferred method of filling teeth for decades. These fillings are an excellent option for filling a small cavity, replacing a small old mercury or composite filling, and repairing an otherwise healthy broken tooth. Limitations of the bonding material exist when the cavity or old filling is large, if the tooth to be restored has cracks or fractures, or if there are heavy chewing forces on the tooth to be restored. Sometimes a porcelain filling is a better option than dental bonding. At our practice, we will discuss the pros and cons of using tooth bonding for your specific situation. We will discuss your options for fixing, filling, or improving your smile so that you have all of the information you need to decide which dental restoration is the very best for you. What is cosmetic bonding? At our practice, when we place veneers to improve your smile, we use a highly aesthetic bonding material applied directly to your teeth to fix dark or white spots, repair chips, fractures, or cracks, reshape teeth, reduce the poor appearance of crooked teeth, and whiten your smile. Our team of dentists has decades of experience along with the skill and innate talent required to achieve incredibly good-looking results using bonding to improve the appearance of your smile. We deliver results that are truly undetectable, natural-looking, and beautiful. Please let me know if you have any questions? Have a great day!

# Reversing Cavities

## recording script

Hello it's Doctor \_\_\_\_\_. Today I want to share a little information tied to reversing cavities! You're probably thinking, "Yeah, right! There is no way to reverse decay!" Well, this isn't science fiction! Reversing decay has been made possible through advances made around how decay progresses in your mouth. We think proactively about your smile to provide the best care possible. We offer various rinses, toothpastes, and chewing gums made with a naturally-occurring sweetener called Xylitol. These products are designed to harden and remineralize your teeth, making your mouth a healthy place to fight bacteria. Xylitol is a healthy sugar alternative and is used in dentistry as a cavity preventative. We look forward to helping you assess your risk and find the best product fit for you! As a wellness focused practice, we provide knowledge and encouragement for patients to live their healthiest lives. We also strive to encourage optimal patient health by practicing minimally invasive dentistry for the early detection and prevention of dental problems. Please let me know if you have any questions? Have a great day!

# Root Canal Info

## recording script

Hello it's Doctor \_\_\_\_\_. Patients often want to know more about what a root canal is - so here we go! A root canal is needed when damage occurs to a tooth's pulp. This can happen due to an injury or due to severe tooth decay. A root canal is often a dreaded procedure but is often the only alternative to having a tooth extracted. Root canals are also very effective at eliminating tooth pain. While root canals can take two or more appointments, our team will work to make each appointment as comfortable as possible for you. We believe strongly in practicing gentle dentistry. Our dentists will evaluate your tooth and determine if the issue was caused by cavities, a split tooth or root, and if the nerve is in danger. Usually, if the nerve is damaged, it will require a root canal. The extent of the procedure and effectiveness will depend on how extensive the tooth damage is. During the root canal treatment, the area is assessed and then the damaged and / or dead pulp is removed and the area is then sealed. Please let me know if you have any questions? Have a great day!

# Root Canal Post-Procedure

 recording script

Hello it's Doctor \_\_\_\_\_. Today I want to educate you on what happens after a root canal procedure. In short, after a root canal, you should consider having a porcelain crown put over the tooth as this will help prevent tooth breakage. This is especially helpful if extensive restoration was done, leaving a thin shell of a tooth. If pain, swelling, and other problems occur after root canal treatment, you may need to meet with your dentist again to determine whether or not further work needs to be done. No one wants to have a root canal, but when you need one you want it done RIGHT! We offer top quality dental services and have an extensive history in performing root canals. Our procedures are performed in a nice setting, helping you be as relaxed and comfortable as possible. Our highly accredited dental professionals place top priority on quality of work and the comfort of our patients. Please let me know if you have any questions? Have a great day!

# Safe Removal of Toxic Mercury Fillings

 recording script

Hello it's Doctor \_\_\_\_\_. DID YOU KNOW that Dentists are the 2nd largest users of mercury in the United States each year. Globally around 313-411 TONS of mercury is used for dental fillings. What is Mercury? Mercury is a known toxic, bio accumulative substance – and it often finds its way into your body through dental amalgams, deceptively called “silver fillings.” Your health and the environment are paying a steep price for these fillings that not only permanently damage your tooth structure, but can also weaken it over time. The mercury they release in your body can negatively affect your brain, nervous system, kidneys, and an unborn child's brain and health. Studies have shown that only 24% of consumers are aware that “silver fillings” are primarily mercury. At (Business Name), one of the main reasons we promote porcelain restorations is that studies have shown they are the most biological compatible materials. (Business Name) is a 100% mercury free practice. In fact, we remove a lot of old mercury fillings that have broken down and caused splitting of teeth, or are just simply oxidizing in your mouth. The removal process of mercury fillings can be just as toxic as having them placed. In an attempt to thwart the negative effects we: Provide you with an alternative air source and instruct you not to breathe through your mouth. Use a cold-water spray to minimize mercury vapors. Upon request, put a dental dam in your mouth so you don't swallow or inhale any toxins. This is done by request because some people are claustrophobic. Use a high-volume evacuator near the tooth at all times to evacuate the mercury vapor. Wash your mouth out immediately after the fillings have been removed. Immediately clean your protective wear once the fillings are removed. Use micron whole-office filtration. Please let me know if you have any questions? Have a great day!

# Sealants

## recording script

Hello it's Doctor \_\_\_\_\_. Just wanted to pass along a little information about sealants, which can reduce your risk of cavities.

Sealants are a protective varnish that is placed to protect the deep grooves in your back teeth. These grooves are hiding places that allow bacteria to accumulate and cause tooth decay. The sealant eliminates the hiding place and works to prevent cavities. We encourage all adults and children to have your back teeth properly sealed. Sealants can prevent the kind of decay that starts in the deep grooves of back teeth, and we believe if you keep your teeth properly sealed, you will eliminate your risk for this kind of tooth decay. Adults are just as prone to tooth decay as children are, and this inexpensive procedure will help avoid much more expensive problems in the future. Let me know if you have any questions!

# Sedation Choices

 recording script

Hello it's Doctor \_\_\_\_\_. Did you know we our office offers 3 levels of sedation? First is nitrous oxide, which most people know as "laughing gas". Nitrous oxide only takes one or two minutes to start working and can be quickly flushed out after the operation, making it ideal for patients that need to leave the office as alert as they arrived. Another option is Oral Sedation. Oral sedation involves a tiny, safe pill that calms all nerves and takes you into a twilight sedated state, allowing you to undergo multiple procedures at once without even realizing you went to the dentist! When you "wake up" you're back home and comfortable. It's that simple! Lastly, we offer IV Sedation, the safest and most comprehensive sedation. By having direct access to your circulatory system, we can take you to a deeper level of sedation by using modern sedation medications, such as Versed, Fentanyl, and Toradol, etc. Your blood pressure, heart rate, and the amount of oxygen in your blood are continuously monitored by our team. Please let me know if you have any questions? Have a great day!

# Sensitive Teeth



Hello it's Doctor \_\_\_\_\_. I often hear this from my patients - I have always had sensitive teeth. The sensitivity is generalized, and it's not constant, but it bothers me when I drink something cold. What is the best treatment for this kind of sensitivity? Tooth sensitivity is a common problem. The reason and appropriate treatment depend on several factors. The causes for sensitivity can range from having cavities or cracks in teeth, worn teeth, sinus infections, gum recession, notching of teeth along the gumline, or other issues. Gum recession is a problem that can be caused by gum disease, aggressive tooth brushing, excessive force being applied to the teeth, or normal aging. As the gums recede, the root is exposed, and the tooth may become sensitive. In these cases, treatment can be as simple as using a toothpaste for sensitivity, regular fluoride rinses, or having your dentist apply a desensitizing agent to the root surfaces. Tooth notching can be caused by forces on the teeth, either from poor alignment, clenching or grinding, or a combination. The notches along the gumline can usually be filled in with a tooth-colored filling material, and your dentist has additional options to help prevent recurrence. Tooth sensitivity will not go away by itself, and because of the potential seriousness of the underlying causes, you should see your dentist if you have sensitivity problems. Please let me know if you have any questions? Have a great day!

# Sensitivity of our fillings

## recording script

Hello it's Doctor \_\_\_\_\_. Do tooth-colored fillings cause sensitivity? It depends who your dentist is! At (Business Name), we have record success with tooth-colored fillings. Placing tooth-colored fillings is an extremely precise, detailed procedure, which if you are not careful, will result in a filling that will cause tooth-sensitivity, and/or a filling that will leak, crack, fail, or fall out. Our dentists understand the precision needed to achieve top success using tooth-colored fillings. Because our dentists are skilled perfectionists, they perform this procedure (and all others) with the fine detail needed to ensure success. We pride ourselves on constant education about leading-edge technology and advancements, including the best bonding principles. Dentists around the country turn to our team to learn the latest and best practices in bonding. Please let me know if you have any questions? Have a great day!

# Silver Fillings

## recording script

Hello it's Doctor \_\_\_\_\_. I'm often asked, "Besides being ugly, are old silver fillings unhealthy?" The short answer - possibly. Old silver fillings are prone to leaking over time and can weaken a tooth by up to 80%. At times, bacteria can enter space between the tooth and the filling, or through cracks in thinned areas of the enamel, leading to damage and decay. Dentists have traditionally recommended a crown or "cap" to fix the tooth. Unfortunately, for a crown to fit your tooth it often needs to be ground down a significant amount. Fortunately, we now have less intense options called inlays and onlays! For these, only the silver filling and decayed tooth structure are removed before being replaced with a tooth-colored inlay or onlay. These are bonded to your tooth to prevent the leaking and cracking that plagues silver fillings. You get to keep your healthy tooth structure and restore your tooth to its natural tone. Nobody but you and your dentist will know that ever had a filling!

# When to remove wisdom teeth

 recording script

Hello it's Doctor \_\_\_\_\_. You may have wondered why we have to have wisdom teeth removed in the first place. The main reason has to do with a lack of space for these teeth. By the time wisdom teeth grow in, most adults already have a full complement of teeth and there isn't much room left in the dental arch to allow for 4 more large teeth to grow into a healthy position and alignment. The wisdom teeth begin to erupt and are blocked by the back molars, or the jaw, or both. When the erupting wisdom teeth encounter these blocks or barriers, the wisdom teeth get trapped in an awkward position, sometimes referred to as impacted teeth. Please let me know if you have any questions? Have a great day!

# Wisdom Teeth

 recording script

Hello it's Doctor \_\_\_\_\_. (Business Name) has a dream team of experienced, talented, knowledgeable dentists who know how to evaluate wisdom teeth and whether or not they should be removed. Even if the wisdom tooth isn't causing pain it should be evaluated, as by the time pain is present there may already exist severe and irreversible damage. In the case of wisdom teeth, the infection can spread to adjacent teeth and gum tissue. Waiting to extract your wisdom teeth can cause cavities in other teeth along with periodontal disease. We recommend removal of wisdom teeth before they cause damage to the rest of your mouth. Please let me know if you have any questions? Have a great day!

# Wisdom Teeth Removal

 recording script

Hello it's Doctor \_\_\_\_\_. QUICK FACT to start out here: Did you know WISDOM TEETH GOT THEIR NICKNAME FROM THE AGE WHEN THEY TYPICALLY GROW IN? Wisdom teeth are actually called third molars. So why do people call them wisdom teeth? The third molars do not grow in until the dental arch becomes larger, which generally occurs around the age of 17-25, a time also referred to as the "age of wisdom." Great improvements in dentistry now allow wisdom tooth extraction to be gentle, comfortable and easy for the patient. When you hear you have to have your wisdom teeth taken out, it doesn't sound like good news, but we make it easy! We offer wisdom teeth removal for patients of all ages. When you have your wisdom teeth removed at (Business Name) you will be treated by an expert who understands the leading-edge technology that makes the procedure comfortable and easy for you. Please let me know if you have any questions? Have a great day!

# Dental Anxiety Management

 text message

Hello {{firstName}}! It's {{doctorLastName}}. I wanted to send quick text to let you know that we provide safe and simple solutions in the event you have dental anxiety. We take our patients through a consultation that covers medical history, anxiety history and a discussion of concerns and fears. We manage anxiety using three methods including conscious sedation, pre-op preparation and nitrous oxide. To encourage relaxation and provide a comfortable, relaxing environment, we provide noise-cancelling headphones, shaded eyewear and HD TVs. Hope this was helpful! Have a great day.

# Dental Financing

 text message

Hello {{firstName}}! If some or all of the services you want won't be fully covered by your insurance policy, ask about dental financing. We offer dental options including interest-free financing, reducing the burden by giving you a small monthly payment to make instead of a large lump sum. Click here to see our Dental Financing page. - {{doctorLastName}}

# Diagnodent for Early Detection

 text message

Hello {{firstName}}! It's {{doctorLastName}} Just an FYI, we offer a solution called Diagnodent that helps us detect cavities quicker. A measurement above "25" means it's typically time for a small filling. Remember early detection = less drilling!

# Invest in Your Smile

 text message

Hello {{firstName}}! Yes, certain dental services aren't covered by basic dental insurance, but the difference they could make to your smile and your confidence levels could result in an amazing return on your investment. Certain dental procedures might even cost less than you expect. Why not set up a consultation with us and find out what your options are? You might be surprised by what we can do! - {{doctorLastName}}

## Quick Fact - Oral Cancer Detection

 text message

Hello {{firstName}}! Just a quick fact - When oral cancer is detected early, the survival rate is 80 – 90%. Unfortunately, most oral cancers are not detected until a late stage, which is why the death rate from oral cancer is high (45% five years after diagnosis). Please get a cancer screening soon if you need one. - {{doctorLastName}}

# Referral Program

 text message

Hello {{firstName}}! Our patients RAVE about the experience at (Business Name). Whenever we have patients who refer their friends and family to our office we want to reward that loyalty. Once your referred friend or family member makes and honors an appointment with us, we'll send you an email with an option to choose one of several gift options. The more people you refer, the more gifts you earn! - {{doctorLastName}} Reply STOP to unsubscribe

# Tooth Decay

 text message

Hello {{firstName}}! HERE'S A FUN FACT: Decay is actually caused from by-products of bacteria, not from the bacteria themselves. These by-products of bacteria are very acidic, and acidity is enamel's #1 enemy! - {{doctorLastName}}

# Talk to Your Dental Insurance Company

 text message

Hello {{firstName}}! Before having extensive work done, we recommend you consider approaching your insurance company with your quote for dental work to find out exactly how much will be covered. There may be areas you're not sure of and your insurance company can confirm how much they will cover. This way, you won't be left with any unpleasant surprises. - {{doctorLastName}}

## Reversing Cavities

 text message

Hello {{firstName}}! Just wanted to pass along a quick text about how you can reverse cavities! Did you know that acid from bacteria by-products, and from food and beverage with high acidity, slowly etches through your tooth's enamel surface and down into the second layer of your tooth structure, called dentin? By killing this acid-causing bacteria and then creating a healthy environment in your mouth, the tooth can actually start to remineralize and repair itself provided the damage has not reached too deep into your tooth. - {{doctorLastName}}

# Toothbrush Recommendations

 text message

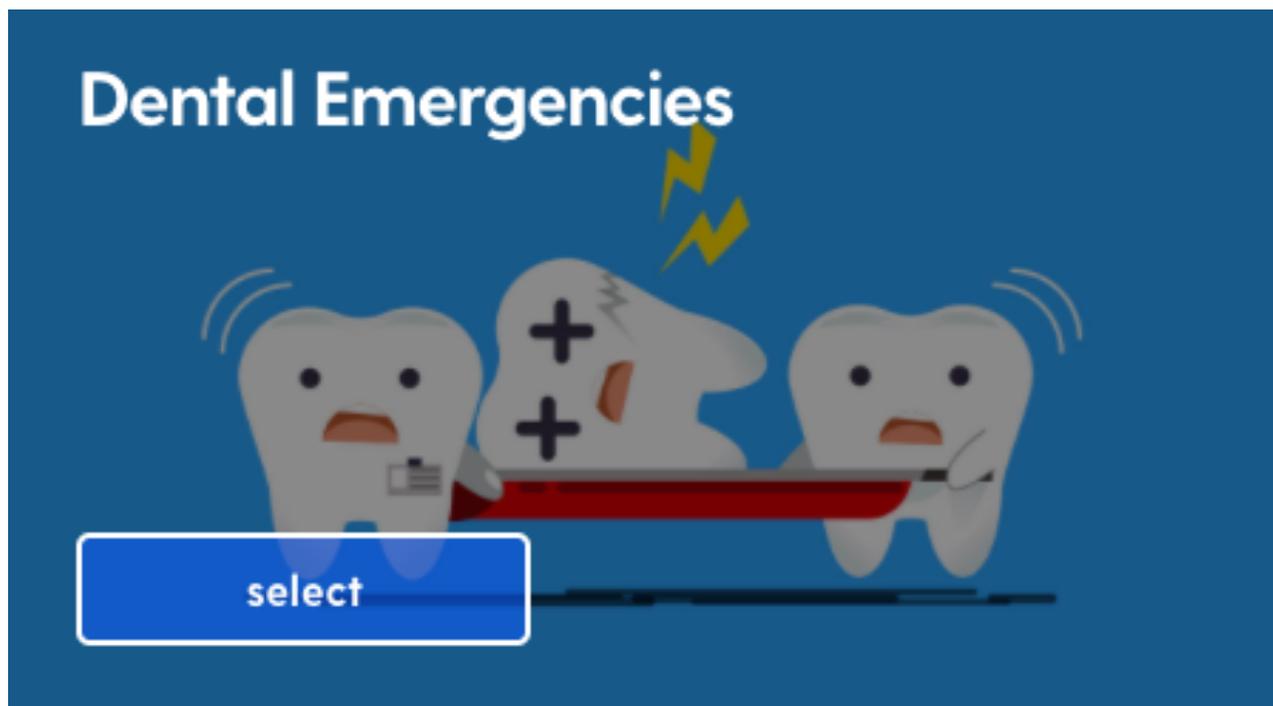
Hello {{firstName}}! Picking your toothbrush is really important. There are many good options available. I recommend these toothbrushes in the links below. Please let me know if you have any questions? Have a great day!-  
{{doctorLastName}}



# Dental Emergencies

4 topics

Select the script that you want to use in your video, or choose a plain text message script.



# Emergencies vs. Tooth Pain

 recording script

Hello it's Doctor \_\_\_\_\_. Emergencies tend to happen at the most inconvenient times. Especially tooth pain, which seems to happen when we least expect it, such as when you're heading out of town for vacation, on your way to a special event, or trying to get through your work day. Don't worry! We are here to provide you with quality emergency dental care. We will assess your level of pain, and how long you've been in pain. Then we'll get you scheduled for an appointment with our highly qualified team. We will take an x-ray of the area in pain and one of our gentle dentists will perform an exam to diagnose the source of the problem. Tooth pain can mean many different things. Teeth needing root canals or extractions often cause a lot of pain, but just because your tooth hurts doesn't mean a root canal or extraction is necessary. If it is determined that one of these services is necessary, we have a dentist on staff that specializes in root canals and extractions. Please let me know if you have any questions? Have a great day!

# Emergency Dental Care

 recording script

Hello it's Doctor \_\_\_\_\_. Nobody can plan for an emergency. Unfortunately, emergencies happen. Perhaps you experience an extreme toothache on the weekend, or a crown falls out. In case of emergency, we have staff members on call so we can provide the help you need. When you call us over the weekend and indicate you have an emergency, a doctor is available to get you the care you need. If your emergency happens during our office hours we will do whatever we can to get you on our schedule, and out of pain. We don't want you to suffer! Please let me know if you have any questions? Have a great day!

# Emergency Procedure

 recording script

Hello it's Doctor \_\_\_\_\_. Today I want to tell you how we handle emergencies. In short, we will get you checked out as quickly as possible and then assess what we can do to control your discomfort prior to any further visits with our specialized dentists. If you need a filling, crown or bridge we can typically start treatment the same day! If your pain is due to infection or other unforeseen circumstance for which we cannot complete in the same day, we will appoint you for another day that fits your busy schedule. At this time your expert dentist will assess what is necessary to curb your discomfort until we are able to complete treatment. Please let me know if you have any questions? Have a great day!

# Minor Emergencies

## recording script

Hello it's Doctor \_\_\_\_\_. We never want our patients to be in pain, especially if we can prevent it. We always recommend seeing your dentist as soon as possible if you chip a tooth or lose a restoration. Occasionally, we can re-cement a crown for you as long as the crown still fits and the tooth structure underneath is healthy. Fortunately, this can be done without numbing or drilling! Please keep in mind, leaving these minor emergencies untreated can result in a bigger problem. Please let me know if you have any questions? Have a great day!



# Teeth Whitening

10 topics

Select the script that you want to use in your video, or choose a plain text message script.



# About Teeth Whitening

 recording script

Hello it's Doctor \_\_\_\_\_. Teeth whitening is by far the most popular cosmetic dental procedure. Dental whitening procedures are known to be budget-friendly and fast-acting, but there is a difference between teeth whitening and teeth bleaching. Whitening comprises polishing teeth to remove stains caused by staining foods and beverages such as berries, coffee, wine, tea, etc. This polishing process whitens teeth back to their naturally white state. Bleaching refers to lightening a tooth from the inside-out using peroxide. Bleaching brightens the inside (dentin) of the tooth, thereby making the whole natural tooth whiter. Please let me know if you have any questions? Have a great day!

# Custom Take-Home Whitening Trays

 recording script

Hello it's Doctor \_\_\_\_\_. Whitening with custom trays is the system that has been most widely used over time and is now considered the gold standard for teeth whitening. We make models of your teeth and fabricate a clear plastic tray that fits perfectly. You are given syringes of whitening gel which goes in your trays, then you wear your trays with the gel in them for 30 minutes to an hour. The peroxide gel enters your teeth and, through the same process as other professional whitening systems, whitens your teeth from the inside-out. These trays are great for touch-ups, since once you run out of product you simply need more gel, rather than an entirely new tray system. That means this system is perfect for those months that involved a little more coffee or wine than usual! Please let me know if you have any questions? Have a great day!

# OTC Whitening Products

## recording script

Hello it's Doctor \_\_\_\_\_. With all of the whitening products advertised lately, we're surprised nobody is selling morning coffee with whiteners. Do any of these over the counter products they work? The short answer is: sort of. Toothpastes contain abrasive particles that help scrub stains from teeth. Whitening gels like that found on strips contain formulas that whiten teeth from the inside. They are less concentrated than those prescribed by your dentist. Your results will vary depending on the color of your teeth, types of stain, and overall oral health. It won't hurt you to try these products, and some people get pretty good results. But don't expect a dramatic difference. If you're looking for significant color changes in your teeth and a more long-lasting result, your best bet is to see your dentist, who has access to new whitening technologies. Please let me know if you have any questions? Have a great day!

# Teeth Whitening and Bleaching

## recording script

Hello it's Doctor \_\_\_\_\_. I'm often asked by my patients, "Am I a good candidate for teeth whitening?" Almost everyone is a candidate for teeth whitening or teeth bleaching. However, some dark teeth are much more resistant to whitening procedures. Teeth that are discolored with dark gray or reddish shades are the most resistant to teeth whitening; an example of this type of dark shade appears in teeth affected by tetracycline. Still, even these dark teeth will whiten to some degree with long-term care. Depending on the results you desire, whitening may be an option for dark (gray/red) teeth. Otherwise, porcelain veneers are an excellent option, allowing you to choose how white your smile will be. Please let me know if you have any questions? Have a great day!

# Veneer Whitening

 recording script

Hello it's Dr. \_\_\_\_\_. I get this question a lot - can I whiten my veneers? The simple answer is no. One of the best benefits of porcelain veneers is they provide a beautiful, white smile. Porcelain is a lot like fine china, in that it will not fade or wear over time. Veneers can be polished, but not whitened. If it looks like your veneers have discolored over time, chances are the tooth behind the veneer has changed, or you're seeing discoloration that has occurred between the veneer and the tooth. If you have concerns about your smile losing whiteness please contact us and we'll work through the various treatment options with you. Let me know if you have any questions!

# Whitening Effectiveness

 recording script

Hello it's Doctor \_\_\_\_\_. How white will my teeth get? You can expect that with our professional whitening system your teeth will get on average 3 to 5 shades whiter. If your teeth are already very bright to start with, they may only get a couple of shades lighter as there is a limit to how white natural teeth can get. Until you reach this plateau, the more you whiten, the whiter your teeth will get. For people who want their teeth whiter than nature will allow, or people who want the maximum results immediately, porcelain veneers or no-prep veneers are an excellent treatment option. Porcelain veneers are not limited to nature's plateaus, and they give you the freedom to choose any shade you desire for your smile. Please let me know if you have any questions? Have a great day!

# Whitening Longevity

 recording script

Hello it's Doctor \_\_\_\_\_. How long do whitening results last? The best answer to this question is: it depends. Some people smoke. Some people drink tea or red wine every day. Some people drink only an occasional coffee drink. These foods, beverages, and habits will stain your teeth. A good rule of thumb is that if it will stain a white shirt, it will stain your teeth. So, if you never do things that stain your teeth, then your whitening results will last a long time. If you do, the results will more quickly fade over time. The bright side (pun intended!) is that after a teeth whitening procedure, the insides of your teeth will not likely ever return to the dark shade where they began. We also offer inexpensive touch-ups and whitening polishes that will quickly and easily get your teeth back to their whitest shade. Please let me know if you have any questions? Have a great day!

# Whitening Timelines

 recording script

Hello it's Doctor \_\_\_\_\_. How long will it take to whiten my teeth?

The answer depends on which system you are using, how dark your teeth are to start with, and how white you want your teeth to be. If you are using an at-home system, the typical systems require you to whiten every day for 10 days to 2 weeks. If your teeth are very dark to begin with, it may take several weeks of wearing trays while you sleep. Finally, if you are using an in-office system, it takes on average 3 procedures to reach maximum brightness. Sometimes, patients will use the in-office dental whitening procedure as a jump-start to an at-home teeth whitening procedure in order to maximize the results. Please let me know if you have any questions?

Have a great day!

# Whitening: Opalescence Boost

## recording script

Hello it's Doctor \_\_\_\_\_. Here is some quick information for you with regards to our in-office teeth whitening. Opalescence Boost (TM) uses a high-concentration hydrogen peroxide gel that absorbs quickly and thoroughly into the teeth, whitening teeth from the inside-out. For several years, Boost has been proven to be the most effective in-office dental whitening procedure available. It far surpasses Zoom! in whitening studies and competitions of all kinds, and it is what we recommend it. At your whitening appointment, we'll place protective barriers and coatings on your lips, cheeks, and gums so that the strong peroxide only contacts your teeth. Your job is to sit back, relax with noise-cancelling headphones and your choice of TV programming, and enjoy. After two or three cycles of the peroxide gel, your teeth will get shades whiter in just one hour. It takes an average of 3 in-office dental whitening procedures to get your teeth to the whitest shade your teeth can attain. It does not work better than the trays or strips, it just works faster. This system is great for people who prefer to not wear trays or strips for an hour every day. We do it for you in our spa-like office, so you don't have to do the work at home. Please let me know if you have any questions? Have a great day!

# OTC Whiteners

 text message

Hello {{firstName}}! Here's a little dental knowledge for you today! Are over-the-counter products like Crest White Strips effective? Crest Whitestrips do work, but not as well as the professional systems that we can provide. Crest Whitestrips use a lower concentration peroxide gel in pre-formed strips that you stick to your teeth. It's like a prescription: you can buy an over-the-counter aspirin for your headache and it will help the pain, however your doctor can prescribe a much stronger pain killer. Have a great day! - {{doctorLastName}}



# Implants

18 topics

Select the script that you want to use in your video, or choose a plain text message script.



# Candidates for Full-Mouth Reconstruction

 recording script

Hello it's Doctor \_\_\_\_\_. Who should consider full mouth reconstruction? Full mouth restoration is a complex and comprehensive treatment which requires a lot of experience. We can correct orthodontic problems, congenital tooth defects, and even years of neglect, abuse, or wear. While the initial aesthetic improvements can be seen very quickly, this treatment is by no means an instant makeover. It is complex and comprehensive treatment which requires a lot of experience, as well as thoughtful planning and precise attention to detail in order to achieve a highly aesthetic, healthy, functional, and long lasting result. Our top dentists have decades of experience in full mouth reconstruction cases and have developed a systematic, phased approach to full mouth reconstruction & restoration treatment. Starting with a consultation visit, thorough exam and numerous detailed measurements and records, we create a diagnostic wax-up (or blueprint plan) of the entire procedure. We plan the aesthetic and functional outcomes before we even begin your actual treatment. Only after we have this comprehensive plan in place do we start the work on your teeth and mouth. This procedure is one of the most advanced treatments available in dentistry, and it requires a lot of experience, knowledge, and skill on the dentist's part. If you are planning a large dental procedure, it is important for you to understand your dentist's qualifications. It is wise to schedule several consultation appointments so you can interview dentists until you find the one you feel most comfortable with doing this advanced procedure. At your consultation visit with us, we will show you numerous cases where our dentists have successfully performed full mouth reconstructions (see our client testimonials). We will go so far as to give you a list of our patients' phone numbers who have had this procedure completed by our team and who are willing to share their experiences with you. Please let me know if you have any questions? Have a great day!

# Dental Implant Consultation

 recording script

Hello it's Doctor \_\_\_\_\_. At the beginning of your dental implant journey you will complete an oral evaluation and consultation. The doctor will use a state-of-the-art 3D scan and evaluate your bone to make sure you are a good candidate for dental implants. A virtual surgery can be done on a computer to plan exactly what size, position, depth, and angulation your implant should be, which helps determine if you require or would benefit from any bone or gum grafting before or during implant placement. At this point we're able to discuss all of your treatment options and indications as well as answer any and all questions you may have. Please let me know if you have any questions? Have a great day!

# Dental Implant Eligibility

 recording script

Hello it's Doctor \_\_\_\_\_ here. Did you know that with modern technology and advanced procedures, most patients are now candidates for dental implants. People of almost every age and from all walks of life can take advantage of the benefits of implants. In the past, too little bone was an impediment to having implants placed. Now, with superior bone reconstruction methods and the precise nature of implant placement using 3D technology, most patients can receive dental implants. Furthermore, age is not a barrier to receiving dental implants as long as the jaw has fully developed. In the case of a teenager, this occurs around age 17 for boys and ages 14 to 16 for girls. I would be happy to provide you with more information upon request. In the meantime, let me know if you have any questions! Have a great day.

# Dental Implant Procedure Timelines

 recording script

Hello it's Doctor \_\_\_\_\_. How long is a dental implant procedure? The answer varies depending on the patient's individual scenario. We can provide a more qualified answer during the initial consultation. Bone healing takes roughly 3-6 months depending on a number of factors: age, gender, size of tooth, if infection was present, health history, etc. From the day an implant is placed to the day a tooth can be attached is usually around 4 months. There are plenty of instances where a tooth or arch full of teeth is attached to implants the very same day the implants are placed. For individual teeth this is more common in the anterior portion of the mouth where the biting forces are weaker and it is safer for the implant. If a tooth needs to be extracted prior to implant placement, that bone often needs to heal for 3-4 months before it is strong enough to support an implant. In these cases, the full timeline in many patients who need a tooth extracted is 8-10 months. Again, this varies greatly depending on the scenario. CT scans, intraoral exams, and bite assessments allow us to develop a timeline specific to each patient during their consultation. Please let me know if you have any questions? Have a great day!

# Dental Implants

 recording script

Hello, Dr. \_\_\_\_\_ here. Today I wanted to just pass along some quick information about dental implants. A dental implant is a replacement root for a new tooth. It is made of pure titanium, a metal that is particularly suited to integrate into the bone, and has long been proven to be completely safe for the body. Dental implants look and act like natural teeth. People don't usually notice the difference between their teeth with implants and their natural teeth. Dental implants are the strongest and longest-lasting tooth replacement solution. They can last a lifetime with just normal care. Dental implants allow you to talk, chew and exert pressure, just like with real teeth. Lastly, dental implants have a high success rate, especially when placed using cutting edge 3D technology. Hope you found this helpful and please let me know if you have any questions!

# Dental Implants vs. Dental Bridges

 recording script

Hello, Dr. \_\_\_\_\_ here. Today I wanted to pass along a few details about dental implants vs. dental bridges as you never know when a friend or family member could use this type of information. A dental bridge is used to replace one or two missing teeth. With a bridge, a false tooth or teeth are supported by the two adjacent teeth. The adjacent teeth need to be cut down and capped as part of the procedure. Grinding down these teeth compromises their integrity, opening them up for decay and possible failure as supporting teeth. The average lifespan of a bridge, per a study published by the American dental Association, is only 10.1 years. A dental implant is almost always the more ideal replacement option for a single missing tooth. Hope this was helpful and as always, please let me know if you have any questions! Have a great day!

# Experts At Restoration

## recording script

Hello it's Doctor \_\_\_\_\_. At (Business Name), we have several providers that have focus in many different areas. This allows us to comprehensively take care of all of our patients' needs. Our doctors have a range of experience and expertise, so we can handle everything from inlays and onlays, to veneers, to dental implants. Our restorative dentists work to restore your teeth to their proper function and fit. Our skilled cosmetic dentists have the ability to transform your smile into a beautiful smile that you've always dreamed of. By having a range of focused doctors within one office, we allow for better results and the best service, and the ultimate in convenience. Please let me know if you have any questions? Have a great day!

# Guided Surgery with Implants

## recording script

Hello it's Doctor \_\_\_\_\_. Once we've developed a personalized treatment plan for you and decided on the positioning of the implants, we use surgical guides on as many procedures as possible to help ensure that every implant is placed exactly how we want it. These guides are made from the CT scans and are 3-D printed to have a very high accuracy for safety and predictability every time. Guides can be used for a variety of procedures, ranging from implant placement, to bone reduction, to proper positioning of restorative components such as "screw-in" or "hybrid" dentures. Please let me know if you have any questions? Have a great day!

# IV Sedation with Implants

 recording script

Hello it's Doctor \_\_\_\_\_. I want to pass along some important information about IV sedation and implants. Despite all of the safety features we have in place, we understand the thought of implant placement can give patients anxiety, which is why we encourage our patients to take advantage of IV sedation. This makes the surgery a comfortable and forgettable experience. IV sedation is a very safe method of anesthesia, where the medications are short-acting and reversible. You'll feel like yourself again shortly after the procedure, and in case of emergency we can wake you up immediately, which is not the case in many general anesthesia procedures. Please let me know if you have any questions? Have a great day!

# Implant Dentures

 recording script

Hello it's Doctor \_\_\_\_\_. Today I want to educate you on implant dentures. This type of denture technically isn't a denture at all, it's more like a fixed bridge. Typically 4 or 6 dental implants are placed on the upper and lower arch. The denture hybrid (implant denture) is actually fixed to the implants in the mouth. This is the most stable option and does not need to be removed each night. Some other names for this type of denture are "All on 4" or "Teeth in an Hour." The advantage to implant supported dentures is that they are the most stable and aesthetic option; they are the best! However, due to their complex nature and the amount of dental implants necessary to support them, they are also the most expensive. If you know someone who may need dentures, have them contact us today! Please let me know if you have any questions? Have a great day!

# Implant Pain

## recording script

Hello it's Doctor \_\_\_\_\_. Do Implants hurt? For any patient who has not had an implant before, pain is usually heavy on their mind. Fear not! It's truly a daily experience for us to hear how easy the process was or how shocked someone is with the lack of discomfort and swelling. Bone itself has very little feeling. Gums have feeling, but discomfort in these areas is very easily controlled with mild medication. The same often holds true for implant surgeries, especially when they are CT guided which is the preferred method here. When able to work in a small space, the discomfort is essentially limited to the tiny area of gums around where the new implant is, which is very easy to manage. With the help of IV sedation to make your visit a stress-free experience, we are able to give medication that help make the first 48 hours extra easy. The best part is your body produces that medication naturally, so no one is allergic to it and it's very safe! We strive to make every procedure as comfortable as possible. Please let me know if you have any questions? Have a great day!

# Prettau Implants

 recording script

Hello, it's Dr. \_\_\_\_\_. It's time to move on from dentures! Nobody has ever had a truly perfect relationship with their dentures - they're uncomfortable, they slide around, you can't bite hard, and unfortunately, they often look fake. On top of that, nobody likes taking them out for bed every night. (Business name) is proudly offering major step forward in restorative dentistry: the Prettau Bridge! The Prettau Implant Bridge is a major development for restorative dentistry, a permanent and individually-customized solution for patients that require full-mouth teeth replacement. The bridge is made of one solid piece of zirconium, a smooth and natural-looking material that is also incredibly strong. That means that your Prettau Bridge won't break and chip, unlike your dentures or veneers. Because this bridge is permanent, it eliminates typical denture bulkiness AND the big plastic piece that inhibits taste, allowing you to enjoy your meals more. Please let me know if you have any questions? Have a great day!

# Replacing Single Missing Teeth

 recording script

Hello, Dr. \_\_\_\_\_ here. Today I wanted to share a little information with you in case you have a friend or family member who has a tooth missing. Did you know single missing teeth are replaced by an implant topped with a porcelain crown, as shown here? [INSERT IMAGE] If a tooth has to be extracted, the implant can be placed right away and usually also the crown. People with a long-term missing tooth or soft bone sometimes require bone grafting and a period of waiting time to allow the implant to integrate fully into the bone. Hope this was helpful and please let me know if you have any questions! Have a great day.

# Same-day teeth replacement

 recording script

Hello there, it's Doctor \_\_\_\_\_. Did you know that patients with broken-down teeth that are beyond saving, or who wear dentures, can get lifelike new teeth in just one day? At our practice, we can give you or someone you know who need a full-arch teeth replacement new teeth in one day using a comfortable and minimally invasive procedure. It's the modern alternative to dentures. With this stable, economical and lasting teeth replacement option, bone is preserved and patients can eat what they want. This is a great gift for a loved one perhaps celebrating a special birthday or anniversary. Let me know if you have any questions!

# Snap-In Dentures

 recording script

Hello, it's Doctor \_\_\_\_\_ here. I wanted to pass along a little information about snap-in dentures, as maybe you have an older family member or friend that could use some more education about this type of solution. The most economical full-arch replacement option is dentures that snap onto implants and are removable. Dentures can be made with as little as two implants in an arch. In order to eliminate the false upper palate, we place three to four implants in the upper arch. We can create well-fitting, natural-looking dentures with snaps, or they can retrofit a patient's existing denture if they are in fairly good condition. Snap-in dentures can provide from 50-75 percent of normal chewing power, depending on the number of implants used. Hope this was helpful and please let me know if you have any questions! Have a great day!

# Tooth Replacement

 recording script

Hello it's Doctor \_\_\_\_\_. I get this question a lot. I recently had a tooth removed. Do I need to replace it, and if so, what should I do? The short answer is Yes, you need to replace it. Replacing that missing tooth is important to prevent neighboring teeth from shifting. Shifted teeth create areas that are difficult to keep clean and that can lead to gum problems and tooth decay. Also, shifted teeth no longer fit together properly, which causes excessive wear, headaches, and many other problems. Ideally, missing teeth are replaced by dental implants or bridges. Dental implants replace the root of the tooth. Implants are made of a bio-compatible titanium alloy and are placed in the jaw bone, where they fuse to the bone. A crown is later placed on the implant. Implants typically last a long time, they won't decay, and they are the best restorations in cases where the neighboring teeth are healthy and properly aligned. A bridge may be your best option if the neighboring teeth are unhealthy. Also, in some cases a bridge will offer better aesthetics. Replacing a tooth with a bridge involves reshaping the neighboring teeth to which the bridge will attach. It usually takes two to four weeks to have a bridge fabricated. The cost of a three-tooth bridge will probably come close to the combined cost of the implant placement and implant crown. Obviously, many considerations are taken into account with each patient. Ask your dentist what they would do if they were in your situation. That will help you with your own decision. Please let me know if you have any questions? Have a great day!

# Upcoming Teeth Replacement

 recording script

Hello, Doctor \_\_\_\_\_ here. Hope your day is going well. Today I'm sharing a few things about what you can expect at your upcoming teeth replacement appointment. First off, please don't be worried, everything will go great. The surgery is actually minimally invasive. Using 3D images, we have carefully planned your treatment ahead of time and created a surgical guide to place over your gums. This ensures the implants are precisely placed. This also eliminates unnecessary cutting or suturing. Your surgery will be very efficient and post surgery discomfort will be minimal. Our staff will make sure your comfortable throughout the procedure and it will be over before you know it. If you have any questions, please feel free to text me back and we will answer any concerns you may have as soon as possible. Thanks again and look forward to seeing you soon.

# Full Mouth Reconstruction

 text message

Hello {{firstName}}! Did you know that full-mouth reconstruction is a process where we rebuild what has been lost by Mother Nature over years of wear, tear and destruction. With a combination of artistry, science, and technology, we take mouths that have been worn down through years of clenching, grinding, and other destructive processes; we rebuild them back to where Mother Nature intended them to be. We make the chewing system work the way it was designed to work. Let me know if you have any questions! - {{doctorLastName}}



# Aligners

7 topics

Select the script that you want to use in your video, or choose a plain text message script.



# Invisalign Answers

 recording script

Hello it's Doctor \_\_\_\_\_. I'm often asked, "Am I a candidate for Invisalign?" Almost everyone is a great candidate for Invisalign, but my answer hinges on a few questions of my own: how complicated is the case, how old are you, and how dedicated are you to correcting your smile? Invisalign can treat many cases, including crowded and crooked teeth, closing gaps and spaces, misaligned and deep bites, protruding teeth, and gummy smiles. However, Invisalign is not always the best option for the most complicated cases. Sometimes more advanced orthodontic procedures are required for issues like large overbites, or in cases where the jaws need to be shifted. Whereas age is concerned, Invisalign is perfect for older teenagers and adults. The preference for transparency is obvious for any person, but doubly-so in uncomfortable teenage years. Children and younger teenagers, however, do not always make good candidates for Invisalign because their mouths and teeth are still growing. Invisalign takes a bit of commitment, and it's easy to stray from the path with the benefit of removable trays. Although you can take your trays out for eating and brushing, your trays must remain in your mouth for no less than 22 hours per day. For patients with braces, they are instructed to wear a retainer shortly after removing their braces. However, it's not uncommon for patients to neglect their post-treatment obligations, leading to the teeth shifting back to their original position. Invisalign is the same way - if you are not dedicated to your treatment, you won't get the results you want. Please let me know if you have any questions? Have a great day!

# Invisalign Info

 recording script

Hello it's Doctor \_\_\_\_\_. What is Invisalign? Invisalign is a system of clear plastic trays used as orthodontic devices; essentially Invisalign acts as clear braces. Invisalign trays fit precisely over your teeth and move your teeth gradually to an ideal arch-form, bite alignment, and beautiful smile. Invisalign typically moves your teeth more quickly than traditional braces, and it does so invisibly. Other people will not know you are wearing braces because Invisalign trays are almost invisible. Please let me know if you have any questions? Have a great day!

# Invisalign Preparation

## recording script

Hello it's Doctor \_\_\_\_\_. What do I need to know prior to Invisalign treatment? It starts with Aligners – For invisalign to work properly, you must wear your aligners 22 hours a day and not go more than one hour at a time without wearing the aligner. Attachments – These are small, tooth colored shapes that are attached to the teeth. They help the aligners to grab and position the tooth. Adjustment – If the teeth are very crowded, it may be necessary to reduce a small amount of tooth structure (tenths of a millimeter) between the teeth to create more room and speed up movement. Additional Aligners – After your first full set of aligners, if your teeth are not exactly where we want them, it may be necessary to add additional aligners, called over-correction aligners. This is included in your case fee. After – Retainers are needed after you complete your treatment. We recommend that our patients wear their retainers 22 hours a day for the first 3-6 months, and then every night thereafter. Along The Way – Continue your recommended hygiene schedule in order to ensure the best tooth movement and protect the gum and bone during treatment. Please let me know if you have any questions? Have a great day!

# Invisalign vs. Traditional Braces

 recording script

Hello it's Doctor \_\_\_\_\_. What are the benefits of Invisalign vs. Traditional Braces? Is it worth the difference in cost? Here at (practice name) we believe that there are a few key differences between traditional braces and Invisalign that make tooth straightening a much more comfortable experience. One of the biggest draws of Invisalign is the appearance - or lack thereof! Simply put, clear aligners look better than metal brackets and wires. Adults fixing their teeth prefer to not look like overripe teenagers, and teenagers have enough discomfort in their adolescent years without the addition of braces. Invisalign aligners are virtually invisible, meaning tooth correction doesn't equal a self-esteem hit. Another great feature of Invisalign is that it's removable. This means that your aligner won't be ruining your favorite meals! Additionally, the ability to remove your aligner provides huge hygiene benefits since it allows people to brush and floss regularly. This reduces instances of inflamed gums, white spots, and other problems introduced by the permanence of braces. In addition to the flexible comfort of keeping your current look and hygiene routine, the elimination of brackets and wires means less pain and eliminates the possibility of injury due to broken wires and brackets. Finally, Invisalign offers the benefit of simple predictability. Patients are able to see their predicted end result and estimated treatment time from the start of the process. Anybody familiar with braces knows that it can be a trial-and-error process that often lacks clear timelines. To us, the benefits of Invisalign far outweigh the singular negative of cost difference. With tooth straightening, you really get what you pay for! Please let me know if you have any questions? Have a great day!

# Post-Invisalign Maintenance

 recording script

Hello it's Doctor \_\_\_\_\_. What do I need to do AFTER Invisalign treatment? Do I have to wear retainers forever? Retainers are very important, whether you've used traditional metal braces or Invisalign. At first you will be required to wear your retainers 22 hours per day. This recommendation is based on many factors, including the severity of your initial problem, your age, and whether we are using the retainers to finalize a few tooth positions. The majority of our patients are on this schedule for 3-6 months. If the plan is followed then they can be reduced to wearing only at nighttime for 6 months. Nighttime only is highly recommended until 12 months of daily retainer wear has been accomplished. After 12 months of continuous retainer wear, we often recommend that you continue to wear your retainers at night 3-5 times a week for life. The reason we recommend this cycle of wear is due to the slow shifting of teeth forward and inward as we get older. This movement occurs very slowly and in general takes decades to occur. However, it can be prevented through continued and consistent wear of retainers. We recommend that you replace your retainer every year to keep your smile looking the same way it looked the day you completed Invisalign. We can create enough retainers in advance so that you never have to worry about losing them, breaking them, or wearing them out, and it also saves money! We offer Vivera retainers from Invisalign. They are a set of four clear retainers, so you can use them or keep them for future use. Please let me know if you have any questions? Have a great day!

# Starting Invisalign

## recording script

Hello it's Doctor \_\_\_\_\_. I'm often asked how can I get Invisalign? In short, Invisalign is one of the simplest smile enhancements you can choose. The process starts with a consultation with one of our Invisalign dentists. At your consultation visit, we will take several digital photographs of your teeth/smile and use our iTero digital scanning system to create fast, precise, 3D digital images of your teeth. We then map out a precise treatment plan, including the exact movements of your teeth and how long your treatment will be. You'll even get to see how your teeth will move and preview your new beautiful smile! Digital scanning produces a much more accurate, seamless fit, which shortens your treatment time and allows us to better predict and manage your new, straight smile! Together, you and our experienced team will look over your photos and 3D scan and discuss the outcome you desire for your smile. We are expert listeners and will customize your plan to achieve your desired results. If you like your predicted "after" image of your smile, then you can choose to start treatment. This is a major benefit of Invisalign: you get to see the "after" images before you invest in the treatment! Please let me know if you have any questions? Have a great day!

# Cleaning Invisible Aligners

 text message

Hi , worried about bad breath with your new aligners? No worries, it's absolutely normal to feel a little self conscious after the first few days.

Keeping aligners clean is important for good breath AND for overall dental hygiene. Here's a link with 5 easy ways to clean your aligners:

<https://blog.smiledirectclub.com/5-easy-ways-clean-your-aligners/>



# Sleep Apnea

5 topics

Select the script that you want to use in your video, or choose a plain text message script.

## Sleep Apnea



select

# Sleep Apnea

## recording script

Hello it's Doctor \_\_\_\_\_. What are the effects of Sleep Apnea? The trickiest part is, most people don't realize that they're suffering from OSA. Usually a bed partner or family member can hear the loud snores or gasps and push their loved one to pursue treatment, so keep an ear out when the ones you care about are sleeping! That feeling of exhaustion isn't limited to just that, your organs are worn out too! During those periods of not breathing, the amount of oxygen that is present in your heart, liver, kidneys, brain, and other organs plummets, and those very important tissues start to suffer. Think of it like your insides are aging faster than your outsides. With that comes more systemic issues such as generalized inflammation which causes diabetes, blood pressure, and weight gain, among other things. Many patients who have been frustrated with their inability to control their blood sugar or blood pressure have found they are finally able to do so after being diagnosed and treated for sleep apnea. Please let me know if you have any questions? Have a great day!

# Signs of Sleep Apnea

 recording script

Hello it's Doctor \_\_\_\_\_. Obstructive sleep apnea (OSA) is the most common type of sleep apnea which occurs when a person's airway closes and prevents them from taking a breath for at least 10 seconds. Think about this: the average person breathes 12-14 times per minute; that's once every 4-5 seconds. The typical pause in breathing that happens during sleep apnea lasts for 20-40 seconds. That's only two or three breaths every minute! Now imagine if you spend a good portion of your night breathing like that; you'd be exhausted! And in fact, waking up feeling tired is one of the main signs of obstructive sleep apnea. Daytime sleepiness, loud snoring, restless sleep, morning headaches, elevated blood pressure, anxiety, depression, unexplained weight gain, acid reflux, night sweats, and irritability are all common signs and symptoms. Please let me know if you have any questions? Have a great day!

# Sleep Apnea - OSA

## recording script

Hello it's Doctor \_\_\_\_\_. Obstructive sleep apnea (OSA) is the most common type of sleep apnea which occurs when a person's airway closes and prevents them from taking a breath for at least 10 seconds. Think about this: the average person breathes 12-14 times per minute; that's once every 4-5 seconds. The typical pause in breathing that happens during sleep apnea lasts for 20-40 seconds. That's only two or three breaths every minute! Now imagine if you spend a good portion of your night breathing like that; you'd be exhausted! And in fact, waking up feeling tired is one of the main signs of obstructive sleep apnea. Daytime sleepiness, loud snoring, restless sleep, morning headaches, elevated blood pressure, anxiety, depression, unexplained weight gain, acid reflux, night sweats, and irritability are all common signs and symptoms. Please let me know if you have any questions? Have a great day!

# Sleep Apnea Oral Appliance

 recording script

Hello it's Doctor \_\_\_\_\_. A sleep apnea oral appliance is very similar to night guards worn for clenching and grinding, and most patients find that they're not only comfortable but surprisingly effective. If you think you or someone you know may be suffering from sleep apnea or heavy snoring, call us to discuss your options. There's even a way to avoid doing the expensive, miserable hospital sleep studies, just ask how! Please let me know if you have any questions? Have a great day!

# Treating Sleep Apnea

 recording script

Hello it's Doctor \_\_\_\_\_. How To Treat Sleep Apnea? There are a few ways, and some are more pleasant than others. Some patients undergo surgeries to try to open their airway more, but those are very painful experiences that are not only costly, dangerous, and unpleasant, but have limited success as well. There are less invasive ways to treat sleep apnea, including continuous positive airway pressure (CPAP) devices. These are typically considered the gold standard, but the problem is patient tolerance and compliance. Most people can't stand to wear the device all night so they either don't use it as often as they are supposed to, or not at all, or they take it off during the night without even realizing they did so. The majority of CPAP machines are bulky, uncomfortable face masks that look like something out of Top Gun and constantly blow air in your mouth. Doesn't sound very comfortable, does it? It's not! Luckily, there's an alternative called an oral appliance. Please let me know if you have any questions? Have a great day!



# Veneers

8 topics

Select the script that you want to use in your video, or choose a plain text message script.



# Advanced Porcelain Veneers

## recording script

Hello, it's Dr. \_\_\_\_\_. Hope your day is going well! Did you know that veneers today are far more advanced than they were in the past? You may have seen veneers that look obviously artificial, appearing almost like Chiclets. This is a sign of old-school dentistry techniques, which required either very opaque and monochromatic porcelain OR a porcelain crown fused to metal. The veneers we use today are better in every way! They're stronger, more translucent (like your natural teeth), and super thin, making them your best option for a beautiful, natural smile. Let me know if you have any questions! Have a great day.

# Are Veneers Expensive?

## recording script

Hello, it's Doctor \_\_\_\_\_ here. Here at (practice name) we understand that cost is a big concern when it comes to veneers. Since veneers are cosmetic in many cases, they aren't typically covered by insurance. The cost of a high-quality veneer is approximately \$1500 -2000 per tooth. Cost depends on a few factors, such as materials used, case complexity, and cosmetic choices. With cosmetic dentistry, skimping on cost is never a great choice. It's unfortunate how frequently we need to remove cheap \$800 veneers that are uncomfortable, unsightly, or simply unhealthy. As an additional problem, oftentimes cheap veneer preparations remove far too much tooth structure as a result of dentist education or skill level. The old adage is true – you get what you pay for. Let me know if you have any questions!

# Are Veneers Painful?

 recording script

Hello, Dr. \_\_\_\_\_ here. Are veneers painful? It depends. The amount of pain corresponds to the amount of tooth reduction. Old-school dentists often cause a lot of destruction in the veneer process, and it can really be quite painful. At (practice name), we pride ourselves on being as conservative as possible in reducing your tooth. Taking this more refined approach with our dentistry means your teeth preserve their natural enamel and don't become sensitive. Please let me know if you have any questions! Have a great day.

# Porcelain Veneer Process

## recording script

Hello, it's Doctor \_\_\_\_\_. At (Office Name) we have transformed thousands of smiles and placed tens of thousands of veneers. We use science, experience, skill, and art to make sure every case is a perfect 10! Our doctors have over (X) years experience combined and they've created systematic methods so every case runs smoothly – every time. We begin with the end in mind – a gorgeous smile! Our process includes a few different elements, starting with an in-person interview and consultation. Next we create a blueprint! Once we've established the cosmetic plan for your smile we make impressions (models) of your mouth and teeth. These are sent with detailed instructions to a Master Ceramist. We choose the best ceramists in the country, based on your specific plan. We communicate with them every step of the way to give you the results you want. The wax-up serves two purposes: 1) It allows you and the doctor to preview the end result BEFORE we ever start working in your mouth, and 2) provides a template from which we will design your temporary veneers. The wax-up gives us a great starting point for forming your temporaries in the most conservative way possible. Your temporaries will look beautiful,

# Porcelain Veneers

 recording script

Hello, Dr. \_\_\_\_\_ here. Today I wanted to pass along a little information about Porcelain veneers. You can think of a porcelain veneer a lot like a contact lens, but for your teeth! Porcelain veneers are extremely thin, only .3 millimeters, which is about the thickness of a business card. In short, they are sheets of porcelain that are bonded to the front of your tooth. Porcelain is the material of choice because it most naturally replicates human enamel. They are used to change the shape, color, size, and symmetry of the teeth and smile. Please let me know if you have any questions or if you have someone in mind who might be a good candidate for them. I would be happy to help! Have a great day.

# Veneer Whitening

 recording script

Hello it's Dr. \_\_\_\_\_. I get this question a lot - can I whiten my veneers? The simple answer is no. One of the best benefits of porcelain veneers is they provide a beautiful, white smile. Porcelain is a lot like fine china, in that it will not fade or wear over time. Veneers can be polished, but not whitened. If it looks like your veneers have discolored over time, chances are the tooth behind the veneer has changed, or you're seeing discoloration that has occurred between the veneer and the tooth. If you have concerns about your smile losing whiteness please contact us and we'll work through the various treatment options with you. Let me know if you have any questions!

# Veneers vs Natural Teeth

 text message

Hi {{firstName}}! Per our conversation, porcelain veneers should look and feel as natural as your teeth. This means you can brush, floss, and eat all of the foods you love. Your veneers will not stain nearly as quickly as your natural teeth would, and we have specialized polishing agents that your experienced Dental Hygienist will use when you have your teeth cleaned. This will ensure that your porcelain veneers remain as shiny and new as they were on the day you got them. - {{doctorLastName}}

## Veneer Lifespan

 text message

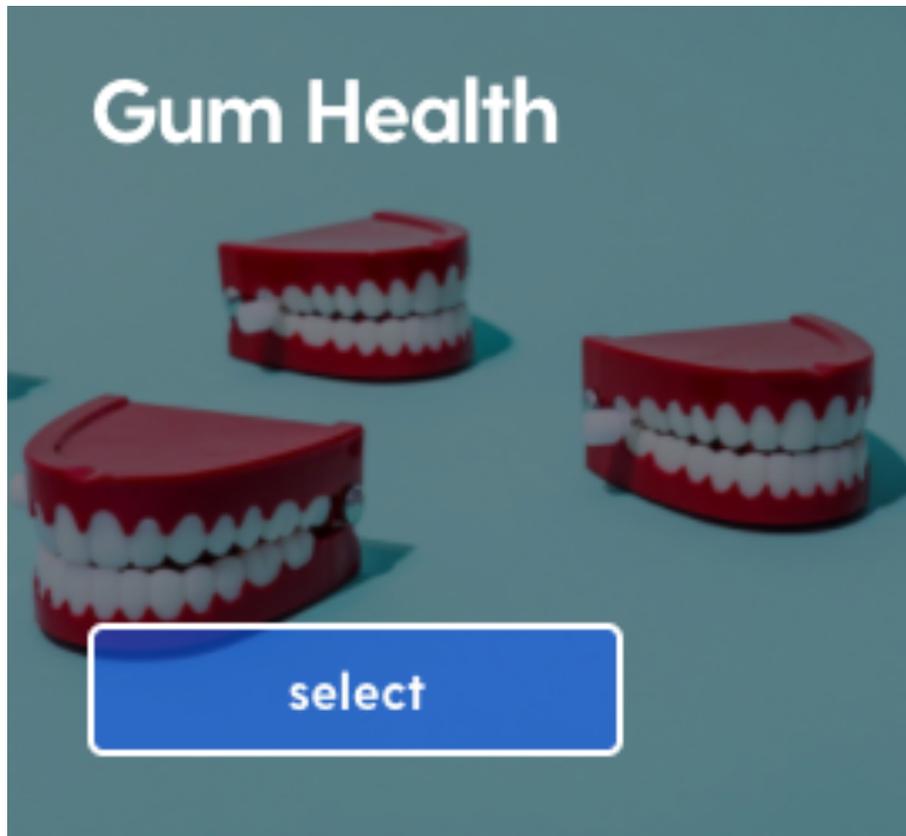
Hi {{firstName}}! Did you know that with proper home care and a bite guard, veneers should last anywhere from 15 to 20 years. Like most things we have in life, the better we take care of them, the longer they will last. This doesn't mean that you're limited in the foods you eat, like corn on the cob or biting into an apple. Veneers should be an enhancement to your day-to-day, not a limitation. Hope this was helpful! - {{doctorLastName}}



# Gum Health

11 topics

Select the script that you want to use in your video, or choose a plain text message script.



# Gum Disease and Heart Disease

 recording script

Hello it's Doctor \_\_\_\_\_. Periodontal bacteria travel from the oral cavity into the blood stream, causing systemic inflammation. The presence of dangerous oral bacteria is a root cause that drives systemic inflammation and damages the blood vessel lining: the first step toward heart attack and stroke. Pro-inflammatory mediators are released in response to periodontal disease driving insulin resistance, which causes arterial damage and CVD. Periodontal disease is the only known disease to increase LpPla2 which increases plaque vulnerability and plays a direct role in CVD progression. Please let me know if you have any questions? Have a great day!

# Gum Disease and Heart Disease

 recording script

Hello it's Doctor \_\_\_\_\_. A common question I get from my patients is, "I've heard there is a link between unhealthy teeth and gums and heart disease, is that true?" Well, You heard right. Studies implicate gum disease as a risk factor for developing heart disease. These studies show the bacterial infections of gum disease are associated with bacterial infection of the blood, inflammation, and a strong immune response, all of which are significant risk factors for the development of heart disease. Also, the most common strain of bacteria in dental plaque can cause blood clots that induces heart attacks when they escape into the bloodstream. Beyond heart disease, gum disease in pregnant women is considered a risk factor for low birth-weight babies. Proper brushing and yes, of course, flossing, combined with routine visits to your dentist help to reduce your risk of gum disease. Ask your dentist and hygienist if you are at risk for gum disease and what you can do to eliminate it. Please let me know if you have any questions? Have a great day!

# Gum Lift or Contouring Limitations

 recording script

Hello it's Doctor \_\_\_\_\_. You may have asked yourself, "Is a gum lift or contouring right for me?" The limitations in a gum lift procedure have to do with just how much sculpting we can do with our laser since there is a certain amount of gum tissue required around your teeth in order to have a healthy tooth-gum balance. The best way to find out if we can fix your gummy smile is to schedule a consultation appointment with our team. At this appointment we will take digital photos and review them with you. We will also make measurements of your gums to find out how we can best achieve the results you desire. Some of our most dramatic and beautiful smile results are accomplished with this simple, conservative and gentle procedure. If you have a gummy smile that can not be improved with the laser alone, there are other options available. Please let me know if you have any questions? Have a great day!

# Gum lifts and contouring

## recording script

Hello it's Doctor \_\_\_\_\_. Did you know there are options for reducing a gummy smile? A gum lift or gum contouring procedure involves gently removing excess gum tissue by contouring and shaping the "gummy" section of your smile. Using a gentle diode laser, the dentist will sculpt the gum level to remove the gummy part and reshape the smile. The result is a much bigger, whiter, and more gorgeous smile. This procedure is also very often used in combination with a smile makeover using porcelain veneers. The gum lift helps to ensure symmetry and smoothness to the overall smile result. Please let me know if you have any questions? Have a great day!

# Gummy Smiles

## recording script

Hello it's Doctor \_\_\_\_\_. I'm often asked What Causes A Gummy Smile? When too much gum tissue grows down and starts to cover the teeth, the smile appearance can become too gummy and the teeth appear smaller. This often happens while wearing braces, because of hormone changes, or as a side effect of medication. Your smile is made up of more than just teeth. All the aspects of a smile should be in balance and harmony for the smile to be at its best. One of the most overlooked and misunderstood part of the smile is the gums. At (business name), we recognize that if the gums grow too far down or if they're uneven, your smile is not going to be as good as it can be. Through this simple diode laser procedure we can even cut the gums and get them in better harmony and make your smile perfect. We can create a much better balance with your smile using this option. It's very conservative and easy, and we do it as part of all of our smile designs. Please let me know if you have any questions? Have a great day!

# Laser Therapy

 recording script

Hello it's Doctor \_\_\_\_\_. Laser Therapy is commonly referred to as Laser Assisted Periodontal Therapy (LAPT). Certain lasers can be used for soft tissue treatment only, while others can be used for both soft and hard tissue applications. The diode laser that performs LAPT is an important and extremely effective therapy used by (Business Name) to treat gum disease through the process of tissue regrowth rather than cutting. The diode laser can specifically target unhealthy gum tissues that constitute gum disease. The technology was developed and perfected to be patient-friendly, and successful. How does it work? The treatment works by harnessing the laser's energy and conducting it through a very thin fiber that can effortlessly access infected periodontal pockets and deliver instant treatment. Due to the tremendous accuracy of the laser, the connective tissue is spared and healing and regeneration can occur rather than the formation of a pocket seal. Stimulation of existing stem cells permits the formation of new root surface coating and new connective tissue formation on tooth roots. Please let me know if you have any questions? Have a great day!

# Laser Therapy Advantages

 recording script

Hello it's Doctor \_\_\_\_\_. What are the benefits of using Laser Therapy? Here are some of the major benefits associated with laser dentistry: Procedures performed using soft tissue dental lasers may not require sutures (stitches). Certain laser dentistry procedures do not require anesthesia. Laser dentistry minimizes bleeding because the high-energy light beam aids in the clotting of exposed blood vessels, thus inhibiting blood loss. Bacterial infections are minimized because the high-energy beam sterilizes the area being worked on. Damage to surrounding tissue is minimized. Wounds heal faster and tissues can be regenerated. Please let me know if you have any questions? Have a great day!

# Laser Therapy for Gum Disease

 recording script

Hello it's Doctor \_\_\_\_\_. Because gum disease is a chronic inflammatory disease caused by a bacterial infection and can lead to more serious diseases, the detoxifying effect of laser treatment is most valuable in treating the patient. There are no signs of thermal side effects in any of the patients treated. Most all studies have specifically indicated no adverse tissue events thereby demonstrating the safety of the diode laser. The diode laser's very effective bactericidal action on periodontal pathogens makes the adjunctive use of antibiotics sometimes unnecessary. This eliminates the problem of bacterial resistance and systemic side effects engendered by antibiotic use. The laser is a safe and effective treatment. The fear of treating gum disease is quickly dissolved when the patient realizes there are no scalpels or sutures involved. LAPT is patient friendly, offering a treatment plan that promotes health without anxiety, discomfort, or dread. Please let me know if you have any questions? Have a great day!

# Laser Therapy for Gum Disease

 recording script

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# Laser Treatment Plan Process

 recording script

Hello it's Doctor \_\_\_\_\_. What is the Laser Treatment Plan Process? Laser Assisted Periodontal Therapy (LAPT) combines the traditional periodontal tartar removal or debridement techniques with laser therapy. There are advantages to using laser therapy in conjunction with other therapies such as Scaling & Root Planing (SRP) treatments because their combined effort treats the disease with all the tools in the dentists' arsenal. The precision of the laser is unmatched, as it only removes diseased tissue and limits the discomfort to the patient. It also positions your mouth to become an optimal environment for rapid healing. The doctors at (Business Name) determine the need for laser therapy on a case-by-case basis. Of course, when a patient has gum disease, visits that are more frequent are recommended in order to manage the disease as efficiently and effectively as possible and to prevent any further damage to the teeth and supporting tissue structures (bones and gums). Please let me know if you have any questions? Have a great day!

# Oral DNA Testing

 recording script

Hello it's Doctor \_\_\_\_\_. What Can Your Genes Reveal? Oral DNA testing shows us the exact kinds of bacteria present in your mouth. This information tells us if you are more susceptible to certain kinds of gum disease and tooth decay. If we find that certain dangerous and destructive bacteria are present in your mouth, we can use specific antibiotic therapy to target and destroy these bacteria. Sometimes patients have a chronic infection, chronic gum disease, or problematic bad breath that they can't seem to get rid of. We use Oral DNA testing to find out if there is a bacteria that is the underlying cause of these problems. Also, gum disease has a genetic link, and Oral DNA testing indicates if you are genetically susceptible to developing gum disease. Please let me know if you have any questions? Have a great day!

# Gum disease links

 text message

Hello {{firstName}}! Did you know that gum disease can lead to other serious diseases such as diabetes and cardiovascular disease. Please let me know if you have any questions? - {{doctorLastName}}



Digital care creates great referrals,  
organic reviews, increased customer  
retention, and attracts new clients

For more information about how to seamlessly utilize these video scripts and text message templates in the digitalcare100 platform, contact Amy Jones at [amy@digitalcare100.com](mailto:amy@digitalcare100.com)