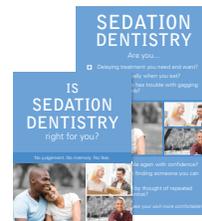
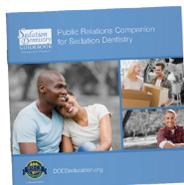
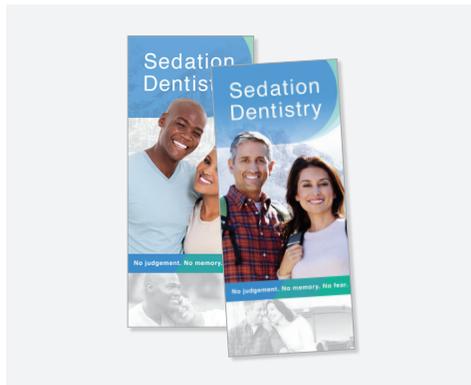
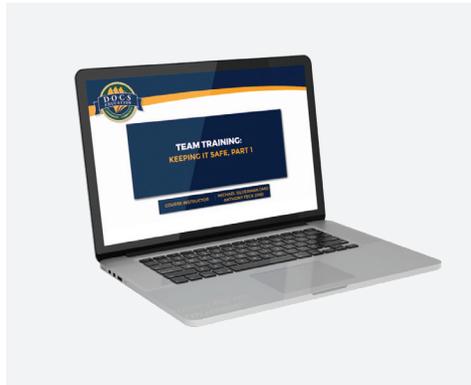


SEDATION RESOURCES

IMPLEMENTATION & MARKETING



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SEDATION DENTISTRY GUIDEBOOK

PRODUCT OVERVIEW

Expansive content library. Patient-friendly, customizable forms. Implementation training videos. Easy to use digital format!

The *Sedation Dentistry Guidebook* is a tool for launching and optimizing the sedation portion of your practice. It was designed for both new and experienced sedation dentists. Using the *Guidebook* as directed will create more time and opportunities for you to do high-value patient work. The *Guidebook* is delivered in a digital format. A hard copy can be purchased for an additional charge. Annual membership, after the first year, ensures access to continuous updates and additions.



The Guidebook's Content:

NEW in 2021: New guidance includes COVID-19 best practices. The Sedation Dentistry Guidebook contains an expanding list of 100+ documents for every stage of the patient management lifecycle. The outline of the Guidebook is intuitive; finding any document is easy.

The *Guidebook* includes a wide range of patient consent forms, disclaimers, and marketing assets. All have been vetted by a staff attorney and DOCS faculty. The attorney reviews them quarterly and, if necessary, suggests edits to best reflect current sedation law. The *Guidebook's* documents are ready to print, scan, or fax. They can be changed and personalized in Microsoft Word or Google Docs.

In addition to the user's manual, the Guidebook contains eight training videos (total run time: seven hours). The training videos provide step-by-step instructions for using the Guidebook. Team members can watch the videos to learn how to customize forms while also learning how to implement systems for greater productivity.

ADD ON: Hard copies are available for an additional \$99 plus s/h. Speak to a course advisor to order



HIGHLIGHTS

- **Efficiency.** Many of the documents in the Guidebook can be used for non-sedation, general dentistry services. Team members will save time by eliminating redundant patient forms and other clutter.
- **Reassurance.** The Guidebook's financial forms are written in plain English, without unnecessary legalese. These simple forms put patients at ease and provide clarity in making treatment decisions.
- **Wisdom.** The Guidebook was developed with input from hundreds of practicing dentists in the United States. New documents are added annually, often by member request.
- **Precision.** Candidates for sedation dentistry have very particular concerns that need to be addressed before they'll consider your services. The Guidebook offers specific messaging for reaching high-fear patients.

REGULAR

\$299

MEMBER

\$199

ORAL SEDATION TEAM TRAINING ONLINE VIDEO

PRODUCT OVERVIEW

The Oral Sedation Team Training Online Video demonstrates what open, honest, and productive communication looks like among team members. It shows ways to boost case acceptance rates and team member job satisfaction. The video includes conversations with real practitioners, procedure and equipment tutorials, and topical quizzes.



This video series encourages cooperation by helping team members communicate productively. The two-hour program uses a variety of teaching methods to emphasize the importance of teamwork in a sedation practice.

The second video segment contains further reference information and exams to help your team implement sedation dentistry. Successful completion of the exam portion of the program entitles all participating team members to receive three continuing education credits (through DOCS Education).

****In-depth training on the use of the pulse oximeter, AED and portable positive pressure oxygen are also included.***



HIGHLIGHTS

- **Introduction**
- **Anxiolysis Case**
- **Single-dose Case**
- **Incremental-dose Case**
- **Special Situations: Part 1**
- **Special Situations: Part 2**
- **Sedation Consult**
- **Keeping it Safe: Part 1***
- **Keeping it Safe: Part 2***

REGULAR

\$695

MEMBER

\$495

SEDATION DENTISTRY GUIDEBOOK & TEAM TRAINING COMBO

SUCCESSFUL IMPLEMENTATION BEGINS WITH YOUR TEAM!

PRODUCT OVERVIEW



Oral Sedation Team Training Online Videos - 128 Minutes

Train your team to provide first-rate sedation dentistry with these dynamic lessons containing actual patient experiences.

Original Standalone Price~~\$695~~



Sedation Dentistry Guidebook

The SDG is a practice management guide that supports you in converting first patient contacts and inquiry calls into new patients.

Original Standalone Price~~\$299~~

Doctors and team members who complete and submit the included test will receive 10 hours of CE.

HIGHLIGHTS

- Consent Forms
- Learning Modules
- Phone Training
- Patient Preparation
- Patient Financing
- COVID-19 Best Practices

COMBO PACKAGE

REGULAR	MEMBER
\$799	\$599

A WALK IN THE PARK: A PATIENT'S GUIDE TO SEDATION DENTISTRY

STREAMING WEB VIDEOS

PRODUCT OVERVIEW

High resolution production. Stellar narration. Genuine, enthusiastic patients. Easy-to-read text. Short, impactful story.

Introducing ***“A Walk in the Park: A Patient's Guide to Sedation Dentistry,”*** two videos (short and long versions) that presell viewers on the benefits of sedation dentistry. The videos are high-definition, beautifully edited, with professional narration and real patients. The tone is friendly and empathetic, ending with a gentle nudge to the viewer to make that call.

Add the videos to your practice's website by inserting a single line of code for each video. Use the short video to introduce sedation and the longer version to support case acceptance. The license to show the videos renews annually.



HIGHLIGHTS

- **Short Video:** 2:47
- **Long Video:** 17:40

SPECIAL PRICE*

\$199

***Includes both versions**

PATHWAY TO MORE SEDATION PATIENTS

PROMOTE YOUR PRACTICE THROUGH EDUCATION

PRODUCT OVERVIEW

This is a value-based bundle. Each component can be purchased separately.

Eye-catching brochures. Prewritten marketing communication. Professional educational videos. Intriguing posters.

Pathway to More Sedation Patients is a comprehensive marketing package. It's designed to increase patient flow and profitability for your sedation practice. When used together, the components in this package create more touchpoints with prospective patients. It serves as an introduction to your services while also educating them on the advantages of sedation dentistry.

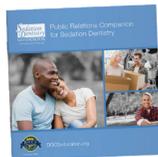
You Will Receive:



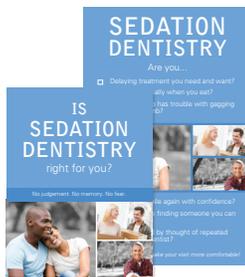
The Waiting Room Guide for Sedation Dentistry Video



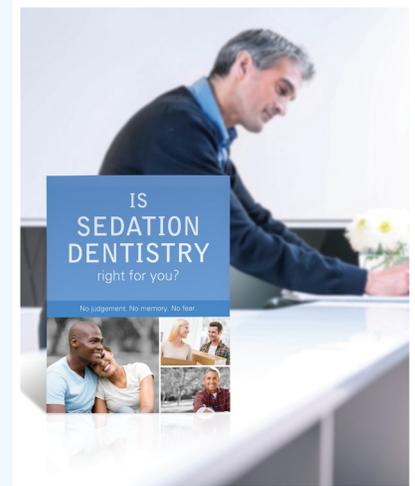
Sedation Brochures



Public Relations Companion CD



Sedation Posters



NOTE 1: Pathway to More Sedation Patients ships via FedEx Ground. Allow 7-10 business days for arrival. For express shipping, please contact your DOCS representative.

NOTE 2: Some states require the dentist to possess an active sedation permit before advertising "sedation dentistry." DOCS Members can check with our Regulatory Counsel for guidance.

REGULAR	MEMBER
\$699*	\$497*

***Plus S/H**

PATHWAY TO MORE SEDATION PATIENTS

PROMOTE YOUR PRACTICE THROUGH EDUCATION

CAMPAIGN INCLUDES

A Walk in the Park: There are two versions: short (2:47) and long (17:40). The videos are high definition, beautifully edited, with professional narration and real patients. The tone is friendly and empathetic, ending with a gentle nudge to the viewer. Add the videos to your practice's website by inserting a single line of code for each video. Use the short video to introduce sedation and the longer version to support case acceptance.

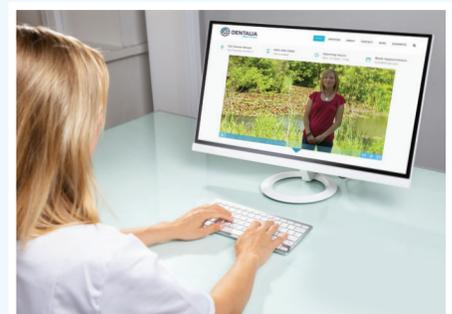
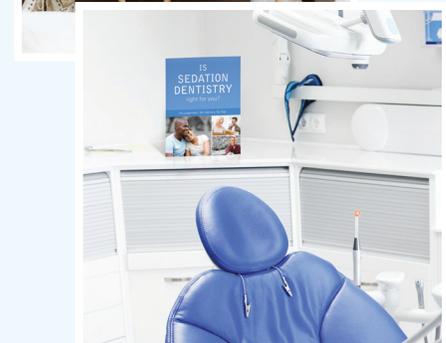
The Waiting Room Guide to Sedation Dentistry: This 18-minute waiting room video is broken into six steps that make sedation easy to remember. It includes testimonials from real-life sedation patients who influence viewers to visualize an easy, comfortable dental experience of their own.

Sedation Brochures: These beautifully designed trifold brochures are hard to ignore. The dominant color is a bright blue, signaling calm, cleanliness, credibility, knowledge, and professionalism. The story is hopeful, positive, and winsome. The brochures provide answers to the most common questions patients have about sedation. They also suggest a next step, with space for inserting contact information. Packet of 50 brochures included.

Informational Posters: Two posters, featuring smiling, beautiful people, ask the viewer thought-provoking questions. They come in two sizes: tabloid (11 x 17) and letter (8.5 X 11). The posters are glossy, which means their colors will appear crisp and bright, even in soft lighting.

Print Materials: Ready-to-print artwork for a postcard is included. It uses the same look and feel of the other pieces to make a cohesive marketing plan and a consistent message – patients will find a safe and comfortable experience at your practice. Print ads are also included to send to local magazines.

Public Relations Companion CD: Communicate with prospects and patients about your sedation services without agonizing over what to say. The content is prewritten and fully customizable, requiring only minor edits to add things like your practice name. It contains templates for email campaigns, newsletters, and website content. The content, both written copy and graphic elements, are delivered in Microsoft Word and come with clear instructions.



SEDATION DENTISTRY MARKETING

POSTER SET & BROCHURES

PRODUCT OVERVIEW

SEDATION POSTERS

Your patients will ask you about Sedation Dentistry when they see these posters displayed in your office.

You never know when a patient is delaying treatment due to fear and will say YES when they know they can be treated comfortably with sedation dentistry. Or they may have friends or family who are afraid of the dentist. That executive in the waiting room may want veneers but can't take repeated visits off. Give them a reason to accept treatment.

The package comes with two posters. One foam backed 11"x17" for your waiting room wall, and an 8.5"x11" glossy easel back poster for your operatory counters or front desk display.

Allow 7-10 business days for arrival. For express shipping, please contact your DOCS representative.

NOTE: Some states require the dentist to possess an active sedation permit before advertising "sedation dentistry." DOCS Members can check with our Regulatory Counsel for guidance.

SEDATION BROCHURES (50 PACK)

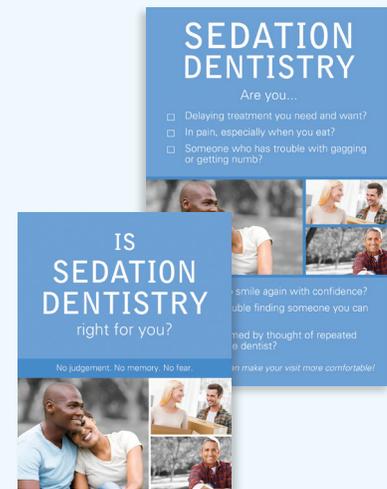
These brochures entice your patients to make sedation dentistry a part of their treatment plan. Packed with information that educates and encourages, this easy tool helps patients choose to have much-needed treatment completed comfortably. Included are answers to commonly asked questions, facts about safety and much more!

50 pack of brochures are available in a variety of covers with healthy happy patients that reflect your patient demographic.

To save on larger orders, or to find out more about custom printing options, contact a DOCS representative.

Allow 7-10 business days for arrival. For express shipping, please contact your DOCS representative.

NOTE: Some states require the dentist to possess an active sedation permit before advertising "sedation dentistry." DOCS Members can check with our Regulatory Counsel for guidance.

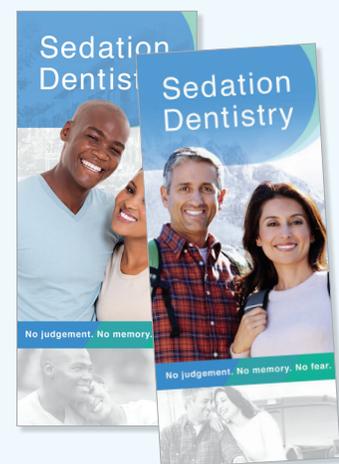


REGULAR

\$70.30

MEMBER

\$63.81



REGULAR

\$56.25

MEMBER

\$41.25

LEXICOMP® ONLINE™ & ON-HAND BUNDLE

PRODUCT OVERVIEW

This 1-year subscription provides all of the features included in the Lexicomp Online for Dentistry package and more.

Good dental health and high-quality patient care go far deeper than a grin full of pearly whites. Whether they realize it or not, the patient in the chair is counting on you to efficiently diagnose their conditions, then safely and effectively treat those oral health concerns.



That's why Lexicomp Online for Dentistry is here.

In a few easy clicks, Lexicomp Online for Dentistry provides industry-leading reference information and screening tools to help answer your prescribing, diagnosis, and treatment questions. Your patients' safety is enhanced when you're backed by Lexicomp Online for Dentistry. With dental-specific pharmacology information on over 8,000 prescription drugs, OTCs, and natural products—plus tools like an unsurpassed drug interactions screener and state-of-the-art lesion diagnosis aid—Lexicomp has what you need to keep your patients safe.

The powerful combination of an extensive medical library and concise, specialist-developed clinical information helps you improve diagnostic accuracy, develop a patient-specific differential diagnosis, and quickly confirm a diagnosis using images. All of this leads to better, safer dental care for your patients.

With the On-Hand Bundle, you can access industry-leading drug information and clinical content from Lexicomp directly from your smartphone or tablet with the Lexi-DENTAL COMPLETE app. The mobile apps are compatible with iPhone®, iPod touch®, iPad®, and Android™.

FEATURES

- **Dental-specific pharmacology information**
- **Herbal and natural products included in the database**
- **Medication alerts for review**
- **Drug interaction screening before prescribing a new medication**
- **Drug allergy and duplicate therapy screening**
- **Medication safety check**
- **Daily content updates**
- **Dental reference library**
- **Clinical videos from the extensive library to view**
- **Mobile and smartphone access**
- **Lesion diagnosis**

REGULAR

\$500

MEMBER

\$459

ORDER FORM

OSD Full Service Start-up Kit

SPECIAL SEMINAR PRICING



Includes: EDAN X10 or EDAN X12 Patient Monitor with Capnography, EDAN Roll Stand, Lexicomp® Drug Interaction Software for Dentistry, Team Training Online Video, Sedation Dentistry Guidebook, Ultimate Cheat Sheets, Aluminum Companion Chair, DEA Drug Cabinet, PPPO Kit, Dental Chair Overlay and Pathway to More Sedation Patients Campaign.



PSP Campaign:

- Waiting Room Guide to Sedation Dentistry DVD
- Walk in the Park Patient Education Videos (long & short versions)
- Public Relations CD
- Sedation In-office Posters
- Sedation Brochures (50)
- Print Ready Artwork for Postcards & Full Page Ads

With EDAN X10 Monitor

- À la carte.....\$9,185
- Member\$8,224
- Seminar Special.....\$7,649

With EDAN X12 Monitor

- À la carte.....\$9,685
- Member\$8,724
- Seminar Special.....\$8,114

Education Materials

THEME	DESCRIPTION	NON-MEMBER	MEMBER	S/H	ITEM#
	Sedation Dentistry Guidebook	\$299.00	\$199.00		SD53010
	Team Training Online Video (with exams; eligible for 3 CEU)	\$695.00	\$495.00		SD52300
	Sedation Dentistry Guidebook & Team Training Combo	\$799.00	\$599.00		SD59927a

Adult Sedation Brochures

STEP 1	Select a Brochure Cover <i>Sedation: A - SD50011, B - SD50012, C - SD50013, D - SD50014</i>				
STEP 2	Select a Quantity (<i>Packs contain 50 brochures each</i>)	ITEM#			
	1 <input type="checkbox"/>	\$56.25	\$41.25	A	
	2 - 9 <input type="checkbox"/> Desired Quantity: _____	\$42.81	\$35.06	A	
	10+ <input type="checkbox"/> Desired Quantity: _____	\$45.00	\$33.00	A	

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ORDER FORM

THEME	DESCRIPTION	NON-MEMBER	MEMBER	S/H	ITEM#
	Pathway to More Sedation Patients Campaign <input type="checkbox"/> Oral Sedation Version	\$699.00	\$497.00	B	SD51665
	Waiting Room Guide to Sedation Dentistry <input type="checkbox"/> Oral Sedation Version <input type="checkbox"/> IV Version	\$249.95	\$239.95	A	SD51663 SD52103
	Walk in the Park Patient Education Videos (long & short versions)	\$199.00	\$199.00	N/A	SD51660
	Public Relations CD for Sedation Dentistry <input type="checkbox"/> Oral Sedation Dentistry <input type="checkbox"/> IV Version	\$43.21	\$32.39	A	SD51661 SD52107
	In-office Posters* - SET <input type="checkbox"/> Sedation	\$70.30	\$63.81	A	SD50018

Sedation Essentials					
	<input type="checkbox"/> Lexicomp Online™	\$400.00	\$369.00	N/A	51422
	<input type="checkbox"/> Lexicomp Online™ & On-Hand Bundle <input type="checkbox"/> Apple <input type="checkbox"/> Android Email: _____	\$500.00	\$459.00	N/A	51425

SHIPPING & HANDLING

A = \$10 B = \$25

C = \$40 D = \$55

Up to four items can be combined in category A

PRODUCT RETURN POLICY

Product must be returned unopened within 45 days from the date of shipment. 15% re-stocking fee will apply. The customer is responsible for the cost of return shipping.

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HOW TO ORDER

1

CHOOSE

Peruse the Sedation Resources Catalog and make notations by any products you have questions on.



2

CONTACT US

Call or email our Course Advisors, who will walk you through the various sedation implementation or marketing product offerings and answer any questions you may have.



3

REVIEW ORDER

Finalize your order based on your needs.



4

PLACE ORDER

Place your order with our Course Advisors. Call us at 888.520.2337 to make the order over the phone.



THAT'S IT! WE WILL HANDLE THE REST.



NOTE: Financing options available! Three (3) and six (6) month, no-interest payment plans are available. Must be a DOCS Member in good standing. Valid on new purchases only. Other terms and restrictions may apply.

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