

Advertising The 'magic' Wand in your practice

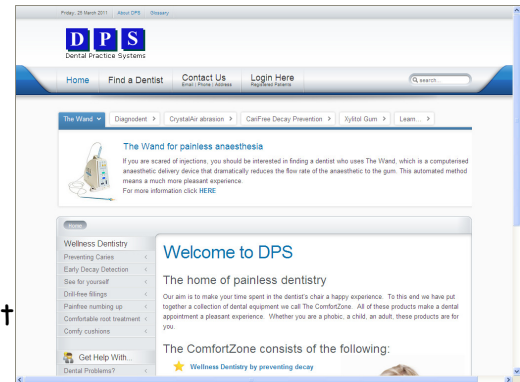


Three steps to 'syringe free' dentistry

Step 1. Advertise The 'magic' Wand on your website

Most of you have a website advertising your services - bleaching, implants, etc, but maybe you haven't thought about advertising the fact that you have invested in The 'magic' Wand.

The syringe is the thing that puts most people off visiting their dentist and you have invested in something that makes the syringe a thing of the past. If more patients knew about the availability of The Wand, syringes would no longer exist.



Patients who are attracted by syringe free injections are not all phobics. I can cope with a syringe, I am not a shivering wreck when faced with the syringe, but I wouldn't go to a dentist who doesn't use The Wand.

Join our Website for the public & increase your new patients!

In 3 months we have been contacted by 186 members of the public wanting to change their dentist to one who uses The Wand.

We have designed a new website purely for the public, specifically to help the public to find you : www.painfreedentistry.uk.com

Link your website to it so that your patients can get a patient friendly view of The Wand.

We also have 'Find a Dentist' so that they can search for a dentist in their area.

Step 2 - Put up posters in the waiting room.

A3 Posters

We provide A3 posters FOC. As we know that everyone has their own view on wording, you can choose whatever you want. We can even personalize them for you, ie put your logo or name on.

A1 Posters

We can also provide you with A1 posters, however as we cannot produce them in-house, there is a charge of £19 inc. VAT each.

Patient Handouts

We can supply you with a Word file so that you can personalize the flyers and get them printed at your printers.



Pavement Stand

If you have pavement presence we can supply you with an ecoflex pavement banner. Again you can choose your wording. This is a brilliant way of catching the eye of passersby. The price is £116.40 inc. VAT and delivery.

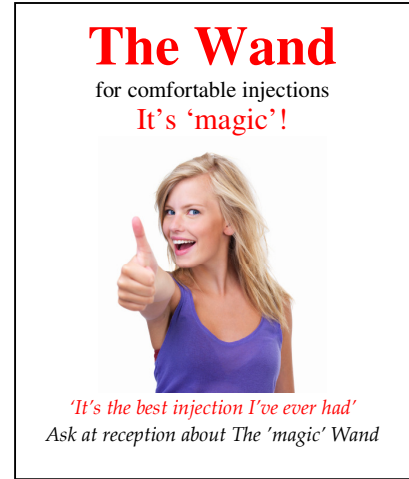
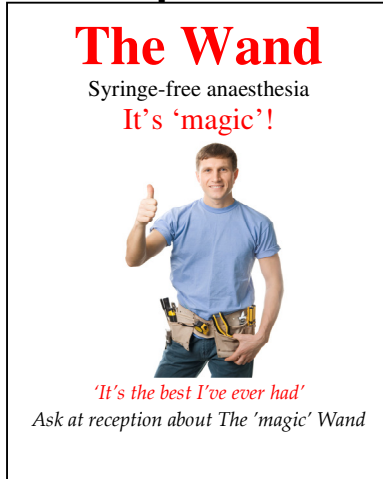
Step 3 - Create video clips of your patient's experiences

Some of you might have a Flip camcorder which allows you to easily take video shots of your patients' reaction to The Wand. You can see some captured by Dr Arfan Rashid's nurse on our website: www.d-p-s.uk.com. These are great to have in your waiting room to reassure patients about the anaesthesia they will be having.



If you would like to implement any of our ideas please fill in and fax this form to us on:
01438 821425

Poster options:



A3 (free) Man Child or Lady

Wording: Syringe-free anaesthesia
for computerised anaesthesia
for comfortable injections
Wording of your choice
Please specify:

A1 (£19) Man Child or Lady

Wording: Syringe-free anaesthesia
for computerised anaesthesia
for comfortable injections
Wording of your choice
Please specify:

Pavement Banner (£116.40) Man Child or Lady

Wording: Syringe-free anaesthesia
for computerised anaesthesia
for comfortable injections
Wording of your choice
Please specify:

If you want your logo included we will need a high res. jpeg.

Please fill in your details below:

Name:

Practice Name:

Telephone number:

Address:

Email:

To create a link from your website to
www.painfreedentistry.uk.com

You need to create a hyperlink as follows:

In Word, type some text eg:

Visit The Wand site here

Highlight the text, right click on the text and select Hyperlink from the dropdown.

In address: type

<http://www.painfreedentistry.uk.com>

Now when you click on [Visit The Wand site here](http://www.painfreedentistry.uk.com)

It will go to the patient site.

Email us at info@d-p-s.uk.com

Filename: advertising the wand in your practice