

The Business Impact of NuCalm®



“I was able to attract many new patients to my practice last year because of referrals from patients I offered NuCalm. It allowed me to do full mouth rehabs on 7 male patients who would not even go to the dentist at all until they experienced NuCalm. Those 7 cases alone resulted in over \$200,000 in production I would have never realized without NuCalm relieving their fear and anxiety. Last year I increased my bottom line by 9% in a \$3M annual practice because of NuCalm. If you want to make dentistry fun again, make more money, and be a hero to your team and patients, get NuCalm and you will never look back.”

— Dr. Peter Harnois, Chicago, IL

The Dental CEO

According to the *Harvard Business Review* top executives in the U.S. work 72 hours per week. Research shows that dentists have only 3.2 hours available per week to lead their business. You may not have time to act like a CEO, but you need results like a CEO. How can you achieve maximum results in less than one hour of executive work per day? **You must find ways to improve efficiencies, enhance the patient experience, improve clinical outcomes, and create a brand that differentiates your practice from your competition.** It's imperative that you leverage the right technologies and systems to help you grow your business.

NuCalm - Changing Dentistry in 4 Minutes

NuCalm® is a perfect fit for dentistry. NuCalm is a patented, clinically proven neuroscience technology that enables clinicians and their team members to safely control the most complex, unpredictable, and unreliable part of dentistry – the patient. By stopping stress at its source in the midbrain, NuCalm improves your dentistry and your business. NuCalm takes less than two minutes to administer and fully relaxes your patients within four minutes.

NuCalm Business Advantages

By improving the patient experience, you naturally ignite your business. Here's how:

- Fee for service
- Reduce procedure times by 26-37%
- Increase patient satisfaction and referrals
- Increase case acceptance
- Differentiate your practice from the competition

NuCalm's patented neuroscience technology has been used by over 650,000 dental patients across five continents with zero reported adverse events and an exceptional record of satisfaction:

- **95%** would use NuCalm again
- **98%** would recommend NuCalm to family and friends



NuCalm Return on Investment (ROI)

NuCalm provides four primary ways to generate revenue:

- Fee for service
- Reduce procedure times
- Increase patient referrals
- Increase case acceptance

Fee for Service

With NuCalm, you are providing a uniquely positive and exceptional service and you should charge for it. Your patients respect you and are willing to pay for exceptional care. The average patient fee for NuCalm is between \$45-\$125. The cost per NuCalm application can be as low as \$3.28.

Reduce Procedure Times

NuCalm creates quiet, cooperative, and still patients. Say good bye to gagging, tongue battles, excessive saliva, clutching and grabbing, stalling tactics, and burning through local anesthetic. The results: 26-37% time savings in procedure times ... more dentistry in less time.

Increase Patient Referrals

You already know that patient referrals are the best way to attract more patients. A surprisingly relaxing and positive dental experience will inspire people to talk about you. If you maintain the industry average of 10 NuCalm patients per day, you will reach 2,200 patients per year. With 98% of patients reporting they would recommend NuCalm to their friends and family, that equals 2,156 patients recommending you every year - that's a big sales force.

Increase Case Acceptance

55% of Americans state that fear is their number one obstacle for dental treatment. 82% state they have some level of fear or anxiety about dentistry. NuCalm naturally relaxes the patient, improves satisfaction, and increases case acceptance. NuCalm eliminates fear and builds trust.

Fee for Service ROI

| GOLD PACKAGE | | | |
|--------------------------------|----------------------|-------------|-------------------|
| 2 NuCalm systems - \$8,995 USD | | | |
| NuCalm patients per day | NuCalm uses per year | Fee charged | Annual production |
| 10 | 2200 | \$45 | \$99,000 |
| 10 | 2200 | \$85 | \$187,000 |
| 10 | 2200 | \$125 | \$275,000 |

| PLATINUM PACKAGE | | | |
|--------------------------------|----------------------|-------------|-------------------|
| 3 NuCalm Systems - \$9,995 USD | | | |
| NuCalm patients per day | NuCalm uses per year | Fee charged | Annual production |
| 15 | 3300 | \$45 | \$148,500 |
| 15 | 3300 | \$85 | \$280,500 |
| 15 | 3300 | \$125 | \$412,500 |

