

# Dr. James R. McAnally

## Big Case Marketing Systems

### **The Medical-Perio Referral Marketing System™ & Healthy Heart Dental™ Program**

Greetings Fellow Doctor,

The oral-body inflammatory connection is scientifically now well documented. The smartest dentists in the profession are moving to be THE expert in their community in this arena.

Physicians are waiting for you (or an even smarter colleague) to enter into a discussion with him about how both can make your mutual patient's much healthier. Think about it, physicians outnumber us!

**There are dozens of physicians that you can automatically start interacting with tomorrow via your existing patients in hygiene IF you have the right tools to do so and know the right steps to take.**

Once those medical colleagues understand your grasp of the science, they will support any recommendation you make that betters your mutual patient's health which includes the potential to live longer.

Additionally, those physicians are also looking for someone in your area to be THE local oral-body inflammatory expert to whom they can send countless patients to beyond the existing patients you currently share!

If it isn't you, it will be someone else—I guarantee it! This program can ensure that you are that expert if you choose to do it.

AND this isn't just about perio.....

In addition to perio services, these patients almost always have restorative needs including fixed prosthodontics and implants. The first movers in this arena will be the most recognized expert for decades in their local market with their practice benefiting greatly.

As a courtesy to you, we will not accept another doctor's application in your area for the next 7 days.

[By the way, we have Elite Program members and alumni reporting this year's results that are better than last, even with one of the worst US recessions ever. A number of them directly because of their participation in programs just like this one for practice success.]

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**Dr. James R. McAnally**  
CEO, Big Case Marketing



## Ultimate Benefits of the program

- Creating a new market for your practice
- Claim expert status in an area in dentistry (remember cosmetics, implants, sedation:how ONE doctor became the expert in your area and probably still is that expert!)
- Creating additional prosthetic and implant cases in a fee for service environment
- For specialists, advertise directly to the public without being seen as a “threat” to your referring doctors
- Creating patients in a way that competitors can not easily duplicate
- Recognition in peer-reviewed publications as data flows back from the Medical-Perio Health Study being conducted in conjunction with this program.

I look forward to you joining us in this exciting new area in dentistry.

To you and your patient’s whole body health,

Dr. James McAnally  
CEO, Big Case Marketing  
Director, Healthy Heart Dentistry™ Program

**If you are interested in market exclusivity, consider applying for the [Elite Program](#).** The Medical-Perio Referral Marketing System™ & Healthy Heart Dental Program™ are automatically included in the Elite Program which offers exclusive marketing areas to it’s members.

**Big Case Marketing cannot accept new Perio members in areas where Elite Members hold an exclusive marketing area.**

For specialists, if you wish to use the Program in a Study Club environment contact Big Case Marketing

[Click here](#) for a discussion of the Science of Medical Perio

[Click here](#) for an overview of the program

[Click here](#) for a technical paper

[Click here](#) for an application and pricing

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## More Details: Everything is Included for Members in This Program

### Deluxe Medical-Perio Referral Marketing System includes:

- Scientific rationale and literature on the science behind the oral-inflammatory connection
- Scientific review presentation on DVD
- A Quick Start DVD Presentation to get your whole team on board
- Step by Step Directions on What to Do and when to do it related to immediately building your physician referral & expert status in your area for:
  - Existing Patients and their physicians
  - Targeting New Physicians
- How to plan a successful free oral-inflammatory screening day including: materials for existing patients, referring physicians, prospective referring physicians, radio public service announcement, radio Ad script, press release, and direct mail postcards
- Media buyer access for radio ads
- All of the in-office forms and materials for patients related to treatment and referrals to and from physicians & cardiologists
- All physician office forms and materials for existing patients, soliciting referrals, and engaging the physician to contact other physicians on your behalf
- Discussion of the gate keeper at physicians office and how to deal with such.
- DNA testing protocol manual and DVD.
- Announcements for your existing patients (direct mail card and newsletter announcement)
- Mailer for physicians soliciting referrals
- Mailer for cardiologists soliciting referrals
- Hygienist section of basic treatment protocols.
- **Database of local physicians and cardiologists** for targeting and building your referral network
- Referral coordinator how to's and templates (stationary with cards/templates) and bonus discussion
- Administrative procedures and how to implement
- Patient informational materials to explain the science in lay terminology
- Tracking System for physicians and for patients referred for physician blood testing
- Research Study Option (submitting blood test results) to elevate your practice above all others
- Sleep apnea discussion
- A [personal web site](#) for your designation as a Healthy Heart Dentistry™ Practice
- Listing on the [Master Healthy Heart Dental Program™ web site](#) for all designated doctors
- Annual subscription to the [Elite Docs Strategies Letter](#)
- Quarterly Medical-Perio Program coaching and Q&A calls with Dr. McAnally
- The [Maximum Case Acceptance System™](#) (\$ 3,997 value - Gold version).
- Quarterly case acceptance coaching call dates/times with Dr. McAnally

### Basic Medical-Perio Referral Marketing System:

- Contains ALL of the above EXCEPT:
- No Medical-Perio Program Coaching and Q&A Calls with Dr. McAnally
- No Maximum Case Acceptance System™
- No Case Acceptance Coaching Call Dates/Times with Dr. McAnally

[Click here](#) for pricing and an application

# Risk Eliminators that Guarantee Successful Results with Big Case's Medical-Perio Referral Marketing System

## Dental Media Buyer (An expert at buying media for dentists):

Why do we have and provide a media buyer? One very effective component of letting the public in your area know about your expertise is by way of periodic radio commercials. Unless you are an expert or have one on your staff who has handled radio stations before, costly issues easily arise.

If you don't know what you are doing, the radio station will take more of your money than necessary for running your radio ads. To minimize your risk, you get access to an exclusive media buying expert that knows when and where and how often to run the Medical-Perio spot in your local market for optimum results. They will deal with the radio stations so you don't have to *and* you don't get taken.

## Coaching with Deluxe Program:

Questions can be inevitable whether they are from doctor or staff. For those that feel they will need more attention and guidance, quarterly coaching is included with the Deluxe Program.

## Case Acceptance with Deluxe Program:

If you do not have a case acceptance system designed to guide patients through the complex case acceptance process (quadrant dentistry through full mouth reconstruction), then you will have a problem with any of your cases that require substantial fees. The deluxe version of the Program comes with the Maximum [Case Acceptance System](#) to give you a **systematized approach to case acceptance.**

## Case Acceptance Coaching with Deluxe Program:

For those who opt for the Deluxe Program it also includes quarterly Case Acceptance Coaching and Q&A time.

## Scientific Updates:

As the science evolves, updates are automatically distributed to Members.

## Research Study Contribution:

The Program is also designed to allow the reporting of post-treatment results related to blood markers for medical risk arising out of dental disease. These results will be compiled into articles for peer-reviewed publication. Doctors and practices are recognized as contributing to science. This gives you a one of a kind clinical status in addition to being referenced in the publications arising from the results.

### **No Long Term Commitment**

**There's No Long Term Commitment. You Can Return All of Your Materials and Give Up Your Site Designation at Any Time. Be Aware, that We Usually Have Doctors on Waiting Lists for Sites to Open Again for New Participants.**

### **Referrals are Guaranteed**

*If you follow the marketing protocols as listed and are not generating referrals within 6 months, you may terminate your site license and cancel the Program—no questions asked.*

[Click here](#) for pricing and an application