

Dr. James R. McAnally

Big Case Marketing Systems

The Medical/Dental Perio Referral Marketing System™

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.

[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.

Dr. James McAnally
Big Case Marketing



Dr. James R. McAnally
CEO, Big Case Marketing

More Details: Everything is Included for Members in This Program

**Applicants must own the [Maximum Case Acceptance System™](#)
and have implemented it prior to acceptance in this program**

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
- Annual subscription to the [Elite Docs Strategies Letter](#)
- Quarterly Medical-Perio Program coaching and Q&A calls with Dr. McAnally
- Quarterly 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* so you don't get taken.

Coaching:

Questions can be inevitable whether they are from doctor or staff. Quarterly coaching is included with the Program.

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.

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