

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

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.

***Membership Application
Medical/Dental Perio Marketing Program^t***

___Yes! James, I'm ready to apply for using this exclusive concept to both better the science of periodontics and to increase the numbers of elective cases coming into my practice.

To participate in the Periodontal Program you must be an active Member of the Maximum Case Acceptance System (www.CaseAcceptance.com) and have been a member for at least 4 Mos. That's because this program will deluge you with calls and you'll need to be ready to accept them and channel the right prospects to your door.

Some market areas are not open as our Elite Members have exclusive market areas reserved. Should your market are already be occupied, you will be notified of such, your card will NOT be charged, and you will be put on the Periodontic Program's wait list.

The fee to purchase the Periodontic Program is:

One-time Initiation Fee: \$1,997

Monthly License Fee: \$297

[Click here](#) to Purchase

Questions? [Click here](#) or call 800-897-3984
to arrange an appointment to talk with Dave Senior

No Long Term Commitment

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

Big Case Marketing

Dear Doctor,

We are excited and very pleased that you wish to join the Medical-Perio Referral Marketing System™! **The first step in the process is to complete the Letter of Understanding and fax it back to us.** Once we have received it, we will send you the materials you will need to get started.

Larry Brooks

Letter of Understanding

This Agreement is made between Dental Idea Lab-Big Case Marketing Systems ("BIG CASE") the undersigned doctor ("Client"). BIG CASE has developed the Medical-Perio Referral Marketing System™ and the Healthy Heart Dental Program™ for the purpose of generating patients via referral from medical doctors and via other avenues for elective dental treatment and Client has applied to use the System and Program for that purpose.

Site License: Upon execution of this document and payment of the initiation fee, BIG CASE shall grant to the Client a Site License to implement the Medical-Perio Referral Marketing System™ according to the terms of this Agreement. Upon the execution, the Client will pay the agreed to initiation fee and on or before the fifth (5th) day of each month, the Client shall pay the agreed upon site fee. **Client acknowledges that this System and Program is available for use only as long as Client is an active monthly subscriber to the program.** If client chooses to no longer subscribe to the monthly program or falls more than 30 days in arrears for the monthly site fee, client will **cease promoting the System and Program to the public and existing patients and will immediately return all materials to Big Case at Client's expense.**

Elite Members: The Medical-Perio System is provided to you as part of the Elite 20 Month Program. At the conclusion of the Elite Program, member must maintain status in a Big Case Alumni Program to continue using the Medical-Perio System.

Intellectual Property: All materials provided by BIG CASE pursuant to this Agreement are the copyrighted, exclusive property of BIG CASE and are protected by international copyright law. Nothing in this Agreement shall be construed to transfer or assign in any manner the ownership or any of the rights associated with these materials, and materials may not be used in any manner other than as authorized by this Agreement, without BIG CASE's written permission. The Client shall not rent, lease, resell, sublicense, assign, redistribute, export, or otherwise transfer the materials provided by BIG CASE to any third party.

Confidentially: Client shall hold the materials and all oral or written communications relating to the Medical-Perio Referral Marketing System™ and Healthy Heart Dental Program™ in the strictest confidence, and shall not under any circumstances disclose the materials and communications to any third person, firm, or corporation. This provision shall continue in force and effect after termination of this Agreement.

Guarantee: Big Case Marketing guarantees to the client that if client follows the marketing protocols as listed in the Program guide and if the client fully implements the program and has not received referrals within 6 months, client may terminate the site license and cancel the Program.

Client Indemnification: Client agrees to indemnify and hold Dental Idea Lab, BIG CASE and Dr. James R. McAnally's, their officers, directors, employees, contractors agents, and representatives harmless from all claims, losses, expenses, and fees that result from breach of this Agreement and/or the acts or omissions of Client or Client's employees, agents, or representatives in providing services to third parties related to Medical-Perio Referral Marketing System™ and Healthy Heart Dental Program™.

Termination: The Client may terminate this Agreement at any time with at least thirty (30) days written notice. Upon termination, all materials, including but not limited to printed, digital, and email communications, pertaining to the Medical-Perio Referral Marketing System™ and Healthy Heart Dental Program™ shall be returned to BIG CASE and/or be deleted from the Client's computer systems. During the term of this Agreement and for three (3) years after termination or expiration of this Agreement the Client shall not have any interest, directly or indirectly, in any capacity, in initiating or conducting a similar program to the Medical-Perio Referral Marketing System™ and Healthy Heart Dental Program™.

Doctor Signature

Doctor's name (please print)

Date

Fax to 206-260-8851

Quick Start Intake Sheet
The Medical-Perio Referral Marketing System™
FAX Back to 206-260-8851

Dear Doctor and Team,

The **faster** the below items are returned to us the faster we can help you. Please complete the below and Fax back to 206-260-8851.

Thanks!

Preferred Doctor Name for Promotion: _____

Preferred Practice Name for Promotion: _____

Main Contact (Emissary) in Practice: _____

Best Phone for Contact: _____ Fax: _____

Best Email for Contact: _____

Internal Phone Line where you want your referral calls to arrive: _____

If you haven't designated a "marketing hotline" that doesn't 'roll' into your regular phone lines, you must do so. This line is a number different than the one your regular patients use for calling in for regular and routine appointments and different than the one printed on 'regular' stationary/cards, etc.

Practice Website Linkage: You will receive a Healthy Heart Dental Program™ website. On the site, a link will be made, to your main practice website. A contact form will also be listed which generates an email to you when someone wishes to have a screening exam. If you have a perio section on your website, the link should go to that specific section. Additionally, your website's perio content should be updated to reflect your affiliated with Healthy Heart Dentistry™ Otherwise, provide your home page.

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List your desired link: http://_____

List desired email address to send patient inquires: _____

Listing on Master Study Website: You will also be listed on the master website www.healthyheartdental.com. We will use the same link listed above unless you do not have a practice website, in which case, we'll use your site provided as part of the program as your website.

Sincerely,
Amber Fax: (206-260-8851)