

Cosmetic Dentistry is Dead.

But for 167 Select Practices, Cosmetic Cases are UNLIMITED ...

Dear Doctor,

It is getting competitive out there. In case you have not noticed, the last recession wiped out much of the middle class, eliminated avenues for financing most dentistry and created a landscape where only the sophisticated few with marketing and case acceptance are thriving. On top of all that, there is a never-ending increase in the total number of cosmetic dentists.

There are very few holy grails left in this world, especially when it comes to ways to predictably create new cosmetic cases for a practice. If you happen to be reading this, you have stumbled upon one of those grails — Using the power of our hands-on research study to not only provide “in the field” evidence for dental materials’ durability and handling properties, but also to attract more cosmetic cases to your practice.

If you have been looking for a strategy that is immune to all competition, this is it.

If qualify to participate in the research study, you will also obtain a big component to a much bigger financial success in your practice.

What the Cosmetic Research Study Program Does:

- ⇒ **Collects success/failure data on 3 different esthetic materials for a 3 year period**
- ⇒ **Documents measurement for speed of treatment related to case planning**
- ⇒ **Documents effect of cosmetic simulations on case acceptance**
- ⇒ **Provides a never-ending supply of new fee-for-service cosmetic cases (as long as you wish to market your participation in the study)**
- ⇒ **Creates one-of-a-kind status in any local market as research sites are extremely limited**
- ⇒ **Boosts professional and financial satisfaction**

Doctors Choosing to NOT Participate Can Expect:

- ⇒ **Fewer and fewer cosmetic cases as those cases migrate to those with the strongest marketing message (a.k.a. those participating in the study)**
- ⇒ **More and more single tooth, patch and repair dentistry**
- ⇒ **Insurance only dentistry**
- ⇒ **Less professional satisfaction**
- ⇒ **More “lowest price seeking patients”**
- ⇒ **Lower incomes (with bankruptcy and career changes for many)**

FYI: If at any time, you want to reserve your place in line, jump to the back of this letter to the application, fill it out, **attach your educational qualifications** and fax it. Doctors are considered in the order of applications received.

Why Research and Why Now?

Thanks to the internet, and due to public and private entities publishing many notices/advertisements of ongoing research studies to the public, patients have become primed and ready to participate in research studies that better the understanding of health science.

Even when patients do not qualify for the specifics related to the cosmetic study many still want treatment. **All patients, can enter into treatment with the designated research site practice as a regular patient. These patients are grateful for finding a qualified cosmetic dentist to handle their needs.**

Furthermore, **expert status brings prestige that boosts credibility**, and there is a certain level of **prestige that comes with being a designated site**. The public views these doctors as more qualified than the other doctors around them. In fact, it is a major differentiator that some patients use to pick a doctor, even if the patients have no interest in the study itself.

How It Works in Brief:

- 1. Clinicians apply to be designated as a research participant site.**
- 2. Credentials are required. You must have completed a cosmetic continuum (Kois, Spear, LVI, PacLive, AACD Fellow, etc.). You must submit details of all courses attended.**
- 3. Qualified clinicians are designated as research participating sites.**
- 4. If you qualify, an Initiation Kit is dispensed with everything needed to train staff and you on the simple protocols and to announce the study to your local market (a.k.a. Market the study and your practice as a designated site).**
- 5. Patients come to your practice, inquiring as to their eligibility to be a part of your study.**
- 6. Some patients qualify for the study conditions. They are offered a small discount on their treatment.**
- 7. Some patients do not qualify for the study conditions. Of these, some still opt for cosmetic treatment with your practice. Discounts (if any) are determined by you for these patient who do not meet study inclusion conditions.**

No Competitor Can Touch This Concept

This combination of unique research message, unique position as a designated research site and use of a trademarked system to market the research study in your area means that other dentists simply cannot compete and that your advantage as a designated research site cannot be copied.

BUT ... UNDERSTAND: This also is not for just *any* doctor ...

Let's be honest about a few things. Unveiling harsh dentistry realities are something that I am well known for (a.k.a. shedding light on things that most in the profession prefer to pretend don't exist). If you are going to move up the ladder of practice sophistication by participating in the study, there are some things that **MUST** already be in place.

If you are a novice clinician *without advanced training in cosmetic dentistry and experience treating cases*, **do not think** of attempting this.

In addition, here are further realities:

One: You need a decent personality, and you must have decent leadership and sales skills. If you have ZERO sales skills or are incapable of leading your team, then being around other dentists with strong leadership traits to copy — something that can be achieved through our Elite Program — would be a better fit for you.

Two: Your staff must be decent on the phone because phone calls are going to roll in. The message used to let patients know you are involved in this study creates a lot of phone calls.

Three: You must use a systematic case acceptance system. This is so important that every marketing program at Big Case Marketing requires your investment in the Maximum Case Acceptance System™ in order to participate in the marketing program.

Four: Be prepared for many competitors to envy your selection for being a part of this limited program. It is simply the nature of things. While most markets have room for multiple research sites, there is a limit to how many dentists are eligible to participate in the program, depending on the size of each local area. *(Want to have market exclusivity? Be aware that if you choose to enter our Elite Program, your market area is completely protected and additional doctors are barred from entering within a zone of 500,000 to 600,000 people).*

To Protect Your Results:

Dentistry is a small world (don't ever forget it), and attempts are made to copy successful doctors. For your protection we enforce a "veil of confidentiality" rule related to financial data reported back from research sites. Each doctor participating also signs a confidentiality agreement, promising that they will not share their financial results with any doctor or consultant outside the program. Additionally, we have legal protection of our processes.

More Risk Eliminators that Guarantee Successful Results

Staff Training

As part of the license, we include a special phone tracking number that allows you to track the total number of calls from your marketing and records inbound phone calls for internal staff training. Everything is internet based, so you simply log-in, look at the number of phone calls and play back recorded calls. If you want the best results, an optional Phone Success Program is available.

Media Buyer

Why do we have a media buyer? One very effective component of letting the public in your area know about your participation in the study is via radio. Unless you are an expert or have one on your staff who has handled radio stations before, issues easily arise. If you do not know what you are doing, the radio station will take more of your money than necessary for running your radio ads related to the study. To minimize your risk, you get access to an exclusive media buying expert that knows when, where and how often to run the research spot in your local market for optimum results. They will deal with the radio stations so you do not have to and so you do not get taken.

Training DVDs

Cosmetic simulations and the Template Technique are requirements for cases coming from the study. Training DVDs by **Dr. Martin B. Goldstein** are provided to bring each clinician up to speed on the techniques that increase case acceptance, improve treatment efficiency and provide predictable esthetics for the end result.

MasterMind

A special quarterly MasterMind coaching call is included, just for this program.

Limited Availability and Market Exclusivity

Total research sites are limited to 167 nationally, based on population of local areas. However, you may choose to join our [Elite 20-Month Program](#), where a population area of approximately 500,000—600,000 people is walled off for you, thereby preventing other doctors in your area from entering this program.

Everything is Included for Designated Sites:

- A Quick Start presentation to get your whole team going
- Step-by-step directions on what to do and when to do it, related to marketing the study in your area
- The Ads (Print, Direct Mail, and Radio) that Generate Inquiries for the Study
- Media Buyer for radio
- 3 [Ad-tracking phone numbers](#) to track your ads and train your team.
- Patient informational materials to explain the study to inquiring patients
- A tracking system for follow-up on those patients inquiring about the study (Included in the Maximum Case Acceptance System)
- A one-page web site for your designated site
- Annual subscription to Big Case Member's Only Elite Docs Strategies Letter
- Quarterly Q&A calls for all designated sites with Dr. McAnally

The Benefits:

- Bettering the science of esthetics
- Creating additional cosmetic cases in the highly competitive fee-for-service environment
- More recognition in your market as an expert
- Creating patients in a way that competitors cannot duplicate
- Recognition in peer-reviewed publications as data enters the research body of information

If this idea of adding to the body of science in the field of esthetic dentistry while simultaneously obtaining more cases for your practice appeals to you, I encourage you to submit and application within 7 days of receipt of this letter.

Sincerely,
Dr. James R. McAnally
CEO, Big Case Marketing
Director, Cosmetic Research Study Program

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.

Cosmetic Research Study Program (CRSP)

Documenting Private Practice Clinical Success Rates of New Dental Materials

Purpose:

Manufacturers of dental cosmetic restorative materials routinely introduce new materials into the marketplace that purport clinical benefits of longevity, fracture resistance and strength. Often times the purported evidence is carried out in very small study groups or even simply in the laboratory under non-clinical conditions. Seldom does the data reflect success and failure rates of the material over a broad sampling of clinical practices where the material is clinically in use on a daily and weekly basis. The purpose of this study is to provide a random sampling of success and failure data from the private practice environment for a three (3) year period for three (3) specific laboratory fabricated materials commonly available in the market place.

Selection of Research Participant Practices:

Dentists known to attend ongoing clinical education in the preparation and placement of indirect cosmetic restorations and to be active in the treatment of cosmetic cases are solicited to enroll as data collecting entities on an ongoing basis.

Materials and Methods:

The three restorative materials to be evaluated are 1. E-max (Ivoclar), 2. pressed glass or 3. porcelain or pressed glass to Zirconia restorations. It is up to the practitioner to pick which material to evaluate.

For patients that meet study criteria (four (4) or more units in a single arch), lab work may be done by any lab certified in the [Smile-Vision Template Technique](#).

Smile-Vision [cosmetic simulations](#) are a requirement for each patient qualifying for the study.

A tracking database file is provided to each site to log data related to material and patient. Clinicians are free to choose restorative materials from the three types approved for the study.

Tracking Data Includes:

	Insertion	Insertion	Certified lab	Parafunction	Wear		
Patient ID	Date	# of units	Time	Material	Initials	(Y/N)	(Y/N)

Patient Inclusion Criteria:

1. Requires at least four (4) coronal restorations (full coverage onlay, veneer or full coverage crown) in a single arch
2. At least 18 years old
3. Willing and able to give informed consent
4. Willing to participate in the study

Patient Exclusion Criteria:

1. Patients with uncontrolled caries
2. Patients with more than two (2) carious lesions in the past three (3) years
3. Patients with genetic malformation of enamel and/or dentin complex
4. Mental illness
5. Debilitating TMJ pathology
6. Prisoner

Follow-Up:*Success Criteria:*

After restorations have been in function for 1, 2 and 3 years, a follow-up evaluation is performed which includes total number of restorations in acceptable function. Acceptable function is defined as an absence of fracture that requires clinical replacement.

Report of Findings:

Data will be reported to the certified Dental Idea Lab by December 15th annually.

Prospective patients without the clinical conditions requiring four (4) restorations in a given quadrant and who do not qualify for inclusion in the study data can still enter treatment outside of the study as regular patients in the participating site doctor's practice.

[Click here](#) to listen to a 20-minute interview with Dr. Larry Brooks, CEO at Smile-Vision which originally appeared as a podcast for the AGD web site. Listen carefully and your perspective on approaching anterior dentistry will be altered forever. (*Left click on the icon "agd.mp3" to listen or right click and choose "save link as" to download for your iPod for the gym or to make a CD for the car.*)

[Click here](#) to learn what your colleagues are saying about Smile-Vision...

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.

Big Case Marketing
Cosmetic Study Research Program™
Letter of Understanding

Dear Doctor,

We are excited and very pleased that you wish to join the **Cosmetic Study Research Program™!** **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.

Letter of Understanding

This Agreement is made between Dental Idea Lab-Big Case Marketing Systems (“BIG CASE”) and the undersigned doctor (“Client”). BIG CASE has developed the **Cosmetic Study Research Program™** for the purpose of generating patients via marketing materials through the Program for elective dental treatment. The 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 Cosmetic Study Research Program™ according to the terms of this Agreement. Upon the execution, the Client will pay the agreed upon initiation fee. On or before the fifth (5th) day of each month, the Client shall also 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.**

Use of Sales System: Client agrees to adhere to sales process illustrated and taught via The Maximum Case Acceptance System™.

Elite Members: The Cosmetic Study Research Program™ is provided to you as part of the Elite 20 Month Program. At the conclusion of the Elite Program you must maintain status in a Big Case Alumni Program to continue using the Cosmetic Study Research Program™ or continue monthly site fee payments.

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 Cosmetic Study Research Programtm 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—Non-Elite Members: Big Case guarantee’s that this Program will work or we’ll return double your initiation fee. Client has up to 6 months to return the Program. To obtain the refund, simply do the following:

- Write to us stating that you instituted the system into your practice
- Include a statement that you followed the Maximum Case Acceptance Systemtm
- Send us your “shock & awe” information and consultation packets modified for use with this Program
- Send us a audio recording of a case presentation made in the prescribed format
- Show to us that you actually did the prescribed marketing from your Program for at least 45 days

Write in a few sentences why you think things didn’t work

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 the Cosmetic Study Research 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 Cosmetic Study Research Programtm shall be returned to BIG CASE. 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 Cosmetic Study Research Programtm.

Doctor Signature _____

Doctor’s name (please print _____ Date: _____

Fax to 206-260-8851

Quick Start Cosmetic Research Intake Sheet
Cosmetic Research Study Program™
FAX Back to 206-260-8851

Dear Doctor and Team,

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

Preferred Doctor Name for Promotion: _____

Preferred Practice Name for Promotion: _____

Main Contact in Practice: _____

Best Phone for Contact: _____ Fax: _____

Best Email for Contact: _____

Internal Phone Line where you want calls to arrive: _____

If you haven't designated a "marketing hotline" which doesn't 'roll' into your regular phone lines, you should do so. This line is a number different than the one your regular patients use for calling in for regular and routine appointments, different than the one printed on stationary/cards, etc. We will set-up a measurement and recording system phone number that rings directly to this designated line. When your designated line rings you will KNOW it is coming from external promotion.

Web site Linkage: You will receive a study web site. On that site, a link will be made, to your main practice website. If you have a cosmetic section on your website, the link should go to that specific section. Otherwise, provide your home page.



If you look at the web browser address bar (as shown here), the link to use will be shown when you are on the desired page.

List your desired link: http://_____

Sincerely,

Amber (206-240-3370)
Program Implementation Specialist

Membership Application Cosmetic Research Study Program^t

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

To participate in the Cosmetic Research 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 Cosmetic Research Program's wait list.

The fee to purchase the Cosmetic Research 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.