

# Dr. James R. McAnally

## Big Case Marketing Systems

Dear Doctor,

**If you have been looking for a strategy for getting more implant cases that is immune to all competitors, this is it.**

### ***Why Research and Why Now?***

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

Manufacturers of dental implants are also routinely introducing new implant designs into the marketplace that rely on data from previous designs to predict success rates in clinical practice, regardless of whether those predictions are accurate. The purpose of this study is to provide a random sampling that validates whether there are significant variations in success rates with current implant designs in the private practice clinician's hands. ***The program gives you the tools to market for study participants AND has an additional benefit of other patients also deciding that YOU are the doctor to handle their implant treatment.***

### ***Expert Status & Prestige Boosts Credibility***

There is also a certain level of prestige that comes with participation. The public views those doctors participating in the study 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 they have no interest in the study itself.

### ***How It Works in Brief***

1. Clinicians apply to be designated as a Research Participant Site. They must already own and have implemented the [Maximum Case Acceptance System](#).
2. Qualified clinicians (by training) are selected from applicants as Research Participating Sites.
3. An Initiation Kit is dispensed to the selected applicants with everything needed to train their staff and the doctor on the simple protocols and to announce (market) the study to their local market.
4. Some patients inquiring qualify for the study. A small discount is offered to these qualifying patients.
5. Most patients do not qualify for the study. Of these, some opt for elective implant treatment with the participating research site. Discounts for these patients not qualifying for the study are at the discretion of the individual practice.

***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 market area means that other dentists cannot compete with this and it cannot be copied.

If this idea of adding to the body of science in the field of dental implants while simultaneously obtaining more cases for your practice appeals to you, I encourage you to submit an application immediately.



### **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.

### **Guaranteed to Work**

We guarantee that phone calls will come into your office with patients needing and wanting dental implant treatment as a result of participating in this study. **If you do not get phone calls, you can terminate your site license at any time — No questions asked.**

***Learn more about the program ( 40 Min. Video) [Click Here](#)***

***Doctor, are you ready to apply to be a designated site? For full details and application, [Click Here:](#)***

Sincerely,  
Dr. James R. McAnally