



Scripts for Patient Education and Case Presentation

Conversation Topic: Periodontal Pocketing

Before Probing: “We are going to measure your gum and bone health with this instrument. Any number you hear higher than 3 means there are pockets developing in your mouth that you are not able to keep clean at home. Tooth brush, rinse and floss can only reach about 3mm below your gumline. The space between your gums and teeth is called the sulcus. It is the space where infection develops into gum disease, which is the number one cause for tooth loss. Think of the sulcus like the space between your fingernail and finger, in that you probably don't notice it until your fingernails grow out and dirt builds up underneath.”

After Probing: “There are (#) areas under your gumline you can't reach with your current homecare routine. Patients who cannot get their numbers down to a healthier level will need surgery to reduce them.”

Shhh...(wait quietly, let them think about the problem, see if questions arise)

Present Solution: “The best way to manage this with non-surgical treatment is prescription Perio Trays®. These trays are a prescription because the lab will make them to the exact conditions of your mouth, pocket to pocket, all the way around, which is different than an over-the-counter bleaching tray or mouth guard. This will drive medication directly to the source of infection and keep it there until the bacteria are eliminated. This will allow you to protect your body daily. Right now you are completely dependent on the 3-4 times a year we eliminate bacteria from under your gums for you because your homecare tools cannot reach. Tooth brush, rinse and floss can only reach about 3mm below your gums and you have many areas where there are deeper pockets.”

Conversation Topic: Bleeding on Probing

Before probing: “Every point that bleeds when we probe shows an area where there is enough inflammation for the infection and bacteria in your mouth to enter your bloodstream. Once its in your blood, your heart pumps it all over your body and we have no control over where it goes. This is very dangerous. This instrument [*probe*] should never cause gums to bleed. If your gums bleed when we use this, that means bacteria are able to get into your blood at any time. It is likely happening when you brush your teeth and even when you're chewing.”

Shhh...(wait quietly, let them think about the problem, see if questions arise)

Perform Probing

Present Solution: [See the solution in Periodontal Pocketing above.]

Conversation Topic: Restorative Work

[Note any areas of bleeding or pocketing, refer to above narrative.]

“You have invested a lot of money into your mouth. (You can estimate this number). We want to help you keep all of those investments. Every filling, crown and veneer has tiny grooves and margins for bacteria to grow. Once the bacteria work their way under the fillings and crowns, it becomes loose and eventually painful. We replace fillings and crowns in this office every day for that exact reason.

Shhh...(wait quietly, let them think about the problem, see if questions arise)

Present Solution: “The easiest way to keep your investments clean and protected - and all of your teeth - is prescription Perio Trays®. The trays are made to push a bacteria-killing medication into every area you missed with your toothbrush. Prescription trays don't miss anything because they are a customized and sealed design. This will protect your investments for years to come and minimize the likelihood you will need more fillings or crowns.”

Scripts for Specific Patients

Fearful Patient

"Perio Trays® are flexible and comfortable to wear. They gently push the medication down into your pockets to fight chronic infection."

"You won't need so much scraping on your teeth because the medication softens the deposits, making them very easy to remove. There will also be significantly less bleeding while I am working, which allows me to get more vision and complete my work faster."

"Our bodies make hydrogen peroxide every day in our liver and lungs. It is also in our white blood cells and mother's breast milk. This is a gentle and natural way to treat your infection. Hydrogen peroxide is an anti-microbial rather than an antibiotic so there's no risk of bacterial resistance."

Cost Barrier Patient

"Remember, you will be wearing your Perio Trays® every day for 365 days for 5 plus years. If you average the cost of the trays and Perio Gel over a five-year period, it is pennies a day (40-50 cents). You'll have fresher breath, whiter teeth and a healthy mouth and body."

"Think of the trays as an insurance policy for your gums. You may never need to go through the deep cleaning/ scaling again. Instead you can simply enjoy and maintain the health you've achieved."

Whiter Teeth Patient

"I know that you have always wanted whiter teeth. The traditional whitening products we've tried just caused you too much sensitivity. Let's try new prescription Perio Trays® that deliver a lower concentration of hydrogen peroxide that will comfortably and slowly whiten your teeth over 5-6 weeks, then maintain that brightness through daily 15-minute treatments. Plus, you'll have healthier gums and fresher breath!"

Fresher Breath Patient

"I know that you have been struggling to keep your breath fresh. We now use prescription Perio Trays® that deliver minty medication under the gums to kill the bacteria causing your bad breath. You will finally have the fresh breath you've always wanted."

Patient Recently Diagnosed with Periodontitis

"What we now know about these bacteria is that we must keep their numbers down between visits to keep your teeth and gums healthy. Traditionally, we would do a deep cleaning in several visits to remove the hard deposits, then have you return every 3 months to keep the infection under control. We have found that by giving you the tools to decrease the number of harmful bacteria at home every day, we can assist you in maintaining your health between visits and even avoid more serious treatments in the future."

"The newest proven technology that Dr. and I are using are Perio Trays®. They are form-fitted to your gums to deliver a low dose of hydrogen peroxide to the base of your pockets. The peroxide will oxygenate the pockets, killing inflammatory bacteria, as well as soften any deposits under the gum line."

Patient of Record in Maintenance Therapy

"Steve, we have been keeping your periodontal infection under control and you've done everything we've asked you to do at home to get your gum health to where it is. I know you are frustrated you aren't getting the results you want. Dr. and I have found a technology that far surpasses other homecare tools and techniques. We are now using prescription Perio Trays®. They are form-fitted to your gums to deliver a low dose of hydrogen peroxide to the base of your pockets. The peroxide will oxygenate the pockets, killing inflammatory bacteria, as well as soften any deposits under the gum line."