

# New Patient



## 1 Sign new patient contract

As your doctor wraps up the new patient exam, it is important he/she recommends RFL:  
 "Most of our patient's sign up for Retainers for life because it's the best way to protect your investment. It's not if but when you'll need a replacement, and this replacement program is the most convenient and affordable way to replace them. Signing up now gives you access to the lowest monthly payment available and locks you in at this price."

## 3 At the Final Adjustment, remove all wires and bands and take an intra-oral scan of your patient. Send the scan to the RFL Lab. Submit a Retainer Order RX to RFL to be delivered to the office for debond day

## 2 Register the patient through the 'Manual Enrollments'

## 4 On Debond Day, Deliver the RFL Retainers to the patient with an RFL Giftbag. Be sure to get a final intra-oral scan of your patient after brackets have been removed and send to RFL Lab for future retainer orders



# In Treatment

## 1 First mention of RFL in final wires using flyer

“Now that you’re in your final wires, we are getting closer to discussing your retainer options. I’m going to send you home with a RFL flyer so you can get an idea of how this works.”

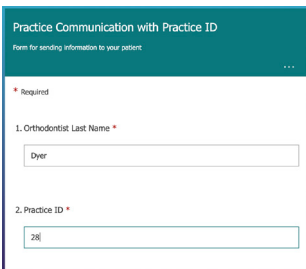


## 2 At the Debond Consult, discuss Retention using the RFL Debond sheet and use the RFL Puppy Postcard to Explain how Retainers For Life works. If your patient would like to enroll in RFL, let them know if they submit a Google Review at that appointment they will get an extra \$20 off per arch. If they submit a google review, enroll your patient through your dashboard using the coupon code DDGR



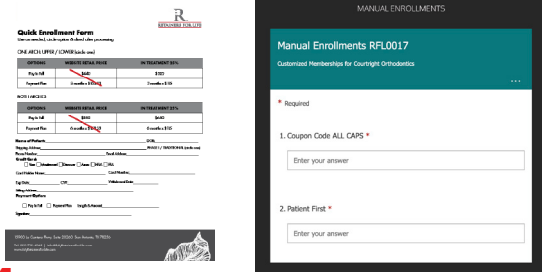
The image shows two documents: a 'Debond Sheet' with text and checkboxes, and a 'Puppy Postcard' with three numbered steps: 01 BECOME A RETAINER FOR LIFE MEMBER, 02 WHEN YOU LOSE YOUR RETAINER, and 03 DELIVER TO YOUR DOCTOR'S OFFICE. The postcard also features the RFL logo and a puppy illustration.

## 2 If the patient still needs time to decide on whether or not they'd like to enroll, use the Patient Communication form on your dashboard to send them a text with your personal coupon code.



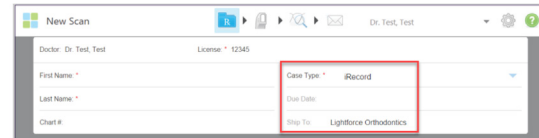
The form is titled 'Practice Communication with Practice ID' and is used for sending information to a patient. It includes two required fields: '1. Orthodontist Last Name' (with 'Dyer' entered) and '2. Practice ID' (with '28' entered).

## 3 From the text link your patient can enroll online using your coupon code OR In office using the End of Treatment contract and assistant registering patient through manual enrollments on the dashboard

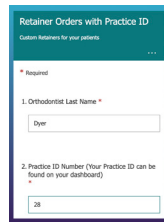


The image shows two screenshots from the RFL dashboard. The left one is a 'Quick Enrollment Form' with fields for patient name, date of birth, and phone number. The right one is the 'Manual Enrollments RFL0017' interface, which has a 'Required' section with two fields: '1. Coupon Code ALL CAPS' and '2. Patient First'.

## 4 At the Final Adjustment, remove all wires and bands and take an intra-oral scan of your patient. Send the scan to the RFL Lab. Submit an Retainer Order RX to RFL to be delivered to the office for debond day.



The screenshot shows the 'New Scan' interface. It includes fields for 'Doctor: Dr. Test, Test', 'License: 12345', 'First Name', 'Last Name', and 'Chart #'. A red box highlights the 'Case Type' dropdown menu, which is set to 'Record', and the 'Step To' dropdown menu, which is set to 'Lightforce Orthodontics'.



The screenshot shows the 'Retainer Orders with Practice ID' interface. It has a 'Required' section with two fields: '1. Orthodontist Last Name' (with 'Dyer' entered) and '2. Practice ID Number (Your Practice ID can be found on your dashboard)' (with '28' entered).

## 5 On Debond Day, Deliver the RFL Retainers to the patient with an RFL Giftbag



## 6 At the first retainer check, take a final scan of your patient and send to the RFL Lab for future retainer orders

# In Retention



## 1 Present cost of one replacement retainer vs RFL

“You can get replacement retainers for \$XXX amount today, or you can sign up for our lifetime replacement program for for \$325 plus \$39 per retainer - this is the best way to protect your investment for the most affordable and convenient replacement retainers in the future”

## 4 From the text the patient can enroll using your coupon code OR In office using the Quick Enrollment form and assistant registering patient through manual enrollments on the dashboard.

## 2 Check for and submit the scan to RFL. If there is no scan on file, schedule the patient for a scan and send to RFL lab

Doctor: Dr. Test, Test License: 12345

First Name: Last Name: Case Type: **iRecord** Due Date: Ship To: Lightforce Orthodontics

Form for sending information to a patient of Wood Orthodontics

1. What would you like to do? \*

I want to send email a link to our Practice Page with a Coupon Code

I want to text our Congratulations Page to a Patient before Deband Day

2. Coupon Code \*

Enter your answer

## 3 Send patient text using the "Patient Communication" form on your dashboard

Retainer Orders with Practice ID

Custom Retainers for your patients

\* Required

1. Orthodontist Last Name \*

Dyer

2. Practice ID Number (Your Practice ID can be found on your dashboard) \*

28

**Quick Enrollment Form**

ONE ARCH UPPER / LOWER Lock-out

OFFERS	WEBSITE RETAIL PRICE	IN-TREATMENT 20% OFF
Pay to Lab	\$400	\$320
Payment Plan	3 months - \$133.33	2 months - \$160

BOTH ARCHES

OFFERS	WEBSITE RETAIL PRICE	IN-TREATMENT 20% OFF
Pay to Lab	\$800	\$640
Payment Plan	6 months - \$133.33	6 months - \$160

15001 G Center Plaza, Suite 20000, San Antonio, TX 78238

MANUAL ENROLLMENTS

Manual Enrollments RFL0017

Customized Memberships for Courtright Orthodontics

\* Required

1. Coupon Code ALL CAPS \*

Enter your answer

2. Patient First \*

Enter your answer

## 5 Don't forget to include a retainer order with the membership if you are enrolling in-office. Do this by selecting "Yes, Let's process a retainer order now" on the Manual Enrollment Form. The included retainer can be shipped to the patient's home for convenience

MANUAL ENROLLMENTS

Manual Enrollments RFL0011

Customizing Enrollments for Melcher Orthodontics

\* Required

1. Coupon Code ALL CAPS \*

Enter your answer

2. Patient First Name \*

Enter your answer