

# WHITENING BENEFIT PROGRAM

The whitening benefit program is extended to patients who have proven themselves as individuals who take their oral hygiene and general dental health seriously. We believe it is extremely important to maintain recommended hygiene care appointments and receive necessary dental treatment to maintain a healthy and beautiful smile. In fact, patients who maintain regular hygiene appointments and receive recommended treatment spend less money on dental care (on average) than those who only see the dentist when a problem exists. All too often, people who wait until there is a problem have irreversible damage to their teeth and gums.

We pride ourselves on the smiles that leave our practice. We also pride ourselves in knowing our patients are maintaining the best possible oral health. The whitening benefit program was developed for those patients who are already taking their dental health seriously, and as an incentive for those who need a little help keeping up with their dental care. For an initial fee of \$495, patients will receive one set of professional, custom-made whitening trays and four whitening syringes. Compliant patients will receive two whitening syringes at each hygiene appointment.

This program does require some rules, which are described below. Please review this entire policy and sign below, acknowledging receipt and understanding of compliance of said policy. We do insist that all rules are followed in order to receive this benefit.

Should any of the rules fail to be met, you will immediately be disqualified from the program and provided the opportunity to re-enroll for a \$99 re-activation fee.

#### Patient Activation Rules:

1. Must be at least 16 years of age.
2. Must complete initial hygiene cleaning, x-rays, doctor's exam, and re-appoint for six month re-care.
3. Must comply with minimum required dental care as treatment planned by the doctor.
4. After all necessary dental treatment has been completed, patient will have impressions taken for professional whitening system and trays will be made and delivered.
5. Must make all scheduled appointments. Cancellations will be made with a minimum 48-hour notice and original appointment rescheduled within the next two weeks.
6. Must not have any outstanding bills with East Madison Dental.

#### Lifetime Maintenance Rules:

1. Must maintain minimum continued care as treatment planned and appointed by East Madison Dental, its doctors, and team.
2. Must maintain continued hygiene care (six-month hygiene appointments).
3. Must comply with all East Madison Dental policies regarding payment and broken appointments.
4. A maximum of two whitening solution refills will be rewarded at each re-care appointment.
5. Lost or destroyed applicator trays will be replaced at cost to patient.

Disclaimer: East Madison Dental, its doctors and staff have the right to refuse offer if deemed necessary based on patient health conditions, misuse, abuse, or any other factor deemed necessary to void offer. Minimum gum and teeth health required to receive professional whitening.

I, \_\_\_\_\_ hereby certify that I agree to the terms and conditions outlined above. I also acknowledge receipt of East Madison Dental's Broken Appointment Policy. I understand that the 'Free Professional Whitening Benefit Program' is a privilege only bestowed to individuals who meet and maintain all of the rules and regulations pertaining to said program.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date