

## **steps® Fact Sheet**

### **Practice Marketing and Management**

<b>Profile</b>	<b>steps® FCI Program</b>	<ul style="list-style-type: none"> <li>▪ What is the position of your practice in comparison with others? How adaptable is your practice?</li> <li>▪ Accurate monitoring and proactive control of the progress of the practice with FCI Cockpit, the computer-controlled analysis instrument</li> <li>▪ Professional results-based coaching with experts in the field</li> <li>▪ Patient and employee surveys</li> </ul>
	<b>steps® Communications Consulting</b>	<ul style="list-style-type: none"> <li>▪ Customized solutions</li> <li>▪ Strategic impulse workshop in your own practice</li> <li>▪ Development of a practice strategy and a customized communications concept</li> <li>▪ Coaching for the practice team to improve team identity and workplace results</li> <li>▪ Implementation of planned actions</li> </ul>
	<b>steps® Legal Consulting</b>	<ul style="list-style-type: none"> <li>▪ First aid with legal problems</li> <li>▪ Legal consulting by attorneys who specialize in advising physicians, dentists and hospitals</li> <li>▪ Advice on the following topics                             <ul style="list-style-type: none"> <li>▪ Establishing a practice</li> <li>▪ Cooperation between practices</li> <li>▪ Practice management</li> <li>▪ Medical liability law</li> <li>▪ Professional medical law</li> <li>▪ Practice transfer</li> <li>▪ Medical criminal law</li> <li>▪ Medical director law</li> </ul> </li> </ul>

# DOCUMENTATION | DENSPLY FRIADENT

	<b>steps<sup>®</sup> Practice Photography</b>	<ul style="list-style-type: none"> <li>Professional photo sessions in your own practice</li> <li>Photography as the basis of successful practice communications</li> </ul>
	<b>steps<sup>®</sup> PracticeCall</b>	<ul style="list-style-type: none"> <li>Specially trained employees at a professional medical service center receive calls for the dental practice</li> <li>Specific information such as current offers by the practice can be integrated into calls</li> <li>Acceptance of calls, report to practice by web services</li> <li>Initial filter for acute cases (for example, the cellphone number of the dentist can be left for emergencies)</li> <li>The caller's requirements are recorded when making appointments</li> <li>Optional: a team trained in dentistry is available to answer general questions</li> </ul>
<b>Patients</b>	<b>steps<sup>®</sup> Patient Information Event</b>	<ul style="list-style-type: none"> <li>Support with all aspects of event marketing</li> <li>Documentation for planning and organization</li> <li>Advertising and brochure design</li> <li>PowerPoint template</li> <li>Information material and gifts</li> </ul>
	<b>steps<sup>®</sup> Practice Magazine</b>	<ul style="list-style-type: none"> <li>24-page magazine in the corporate design of the practice published twice a year</li> <li>Customizable pages with editorial support</li> </ul>
	<b>steps<sup>®</sup> Patient Adviser</b>	<ul style="list-style-type: none"> <li>100-page publication on the topic of dental implants</li> <li>Customizable pages with editorial support</li> <li>Dentist as publisher</li> </ul>

# DOCUMENTATION | DENTSPLY FRIADENT

<b>Partners</b>	<b>steps<sup>®</sup> Implantology Partnership</b>	<ul style="list-style-type: none"> <li>▪ Partnerships for implant-surgical practices, prosthetically oriented dentists and dental laboratories</li> <li>▪ Documentation for planning and organization</li> <li>▪ Specialist presenters for practice and patient organization, prosthetics and team day</li> <li>▪ Seminar documentation</li> </ul>
	<b>steps<sup>®</sup> StudyClub</b>	<ul style="list-style-type: none"> <li>▪ Continuation of the implantology partnership</li> <li>▪ Regional expert forum with qualified continuing education events</li> </ul>
	<b>steps<sup>®</sup> direct</b>	<ul style="list-style-type: none"> <li>▪ Quick start in practice marketing for patient loyalty and patient acquisition</li> <li>▪ Online platform for customization of all actions</li> <li>▪ Services:               <ul style="list-style-type: none"> <li>▪ Design range</li> <li>▪ Logo</li> <li>▪ Practice photography</li> <li>▪ Legal consulting</li> <li>▪ Business equipment</li> <li>▪ Practice flyers</li> <li>▪ Practice web site</li> <li>▪ Name plate</li> <li>▪ Practice sign</li> <li>▪ Practice renovation and relocation package</li> <li>▪ Implant flyers</li> <li>▪ Prophylaxis flyers</li> <li>▪ Events and gifts</li> </ul> </li> </ul> <p>Online platform: <a href="http://www.steps-direct.com">www.steps-direct.com</a></p>
<b>Availability</b>	<b>Germany, Austria, Switzerland</b>	<ul style="list-style-type: none"> <li>▪ For the availability of steps<sup>®</sup> in other countries contact the <u>relevant DENTSPLY Friadent representatives</u> for more information</li> </ul>