

Force Balanced Dentistry & Orthodontic Pain Relief



Force Balanced Dentistry

Over 45 million Americans suffer from
chronic headaches and migraines.
National Headache Foundation



Dear Doctor,

Acknowledging that we can always learn new treatment approaches that benefit our patients is what drives the future of dentistry. Progressive dentists derive personal satisfaction by providing the most comprehensive and modern treatments possible.

Imbalanced or improper dental forces contribute to pain symptoms which can be successfully treated with TruDenta. With over 20% of the population suffering with chronic headaches, migraines, tinnitus, vertigo and TMJ/D, many of which are dental force related, the potential new patient pool is large. All of your patients immediately benefit from the technology and training provided by TruDenta, allowing instant production growth. New patients search the internet for this care far more than traditional dental services.

TruDenta is not a miraculous cure for everyone. However, by learning and implementing the TruDenta system, your patients will thank you and you can join your colleagues who are already adding well over \$100,000 in new production per year, and so much more!

TruDenta is the first system of its kind. It combines all of the newest diagnostic technologies, proven therapeutic procedures and continuing education instruction into one easy to implement system of patient care. It shows a dentist and their team how simple it can be to assess and treat all of the dysfunctions caused by unbalanced forces or indicated by range of motion disability.

Millions of patients need more care than the "one-tooth-at-a-time" fixes that never truly address the heart of the problem. **In fact, most restorative treatment is the result of some abnormal, poorly distributed, or dysfunctional forces, that wreaks havoc on the teeth. These same unmanaged and unbalanced muscle forces often contribute to severe, chronic pain and headache.**

Symptoms Treated by TruDenta

- + Headaches & migraines
- + TMJ/D (no permanent orthotic)
- + Excessive dental wear
- + Tooth breakage
- + Tinnitus
- + Clicking & popping of the jaw
- + Restricted range of motion
- + Discomfort & pain in the head, neck, face or jaw
- + Clenching & grinding (bruxism)
- + Vertigo
- + Abfractions
- + Orthodontic discomfort

The Fusion of Advanced Dentistry & Sports Medicine



You see patients every day who have tooth movement, dental degeneration, tooth breakage, tooth loss, medication side effects, sports injuries, trauma, car accidents, stress, poor posture, poor diets, etc.

By combining proven, patented, FDA cleared sports medicine technologies with advanced dentistry, dentists of all specialties can advance their level of care with new life changing treatment options. As you learned in dental school, dentistry is not just tooth maintenance, but rather overall oral systemic health.

New Patients & Practice Production from a Proven Patient Treatment Approach

- + 80+ Million patients suffer from chronic headaches, migraines and TMJ/D (NIH)
- + Treatments are primarily performed by team members, **doctor workload is limited**
- + Team members are easily trained, and eagerly embrace the inclusion of TruDenta in a practice
- + TruDenta treatment is painless, drug and needle free
- + TruDenta enhances all of your dental and orthodontic cases

Learn how to join the almost 600 practices across North America who now provide TruDenta care. Schedule a brief call to learn more. If interested, we will then connect you directly with TruDenta practitioners who will share their experiences both clinically and financially. The process is simple. **Qualified practices receive 100% Financing and a 100% Money Back Success Guarantee.**

With TruDenta, together we can develop excellent patient outcomes with our new standard of care in dentistry!

Patrick Kircher
President and Chief Executive Officer



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Cutting Edge Science for Superior Patient Care



Sports Medicine Meets Dentistry

With TruDenta, the era of undiagnosed and unintended forces on the teeth and joints is gone. Doctors can now comprehensively address and treat symptoms of muscle, force and reflex management. TruDenta is the missing piece of the puzzle to reach the heart of all pain and damage perpetuated by dysfunctional systems of chewing, swallowing, posturing and airway management.

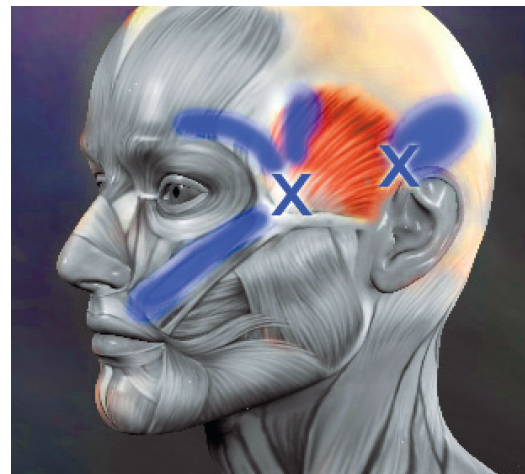
Extensive research has proven that dental forces associated with the muscles, nerves, tendons and ligaments within the dentomandibular region, contribute to a number of patient symptoms. Most dentists and orthodontists **are not currently equipped or trained to properly diagnose and treat these forces today, which creates opportunity for those who are.**

Proven Effective at Attracting New Patients

TruDenta has been providing benefits for dental patients for over five years. Doctors consistently report 95%+ positive case outcomes. Most patients show immediate, objectively measured improvement in range of motion and report less frequent or eliminated pain. TruDenta doctors report in post clinical patient reviews that in case after case, the relief is long lasting.

Upon completion of the comprehensive rehabilitation, virtually all patients report continued satisfaction with their results. They become enthusiastic new patient referral sources.

Patients are eager to find symptom resolution without drugs, needles or use of a permanent orthotic. An orthotic is used in the TruDenta system during the term of treatment, but is not a permanent element of lasting relief. TruDenta actually resolves the underlying causes of the symptoms.



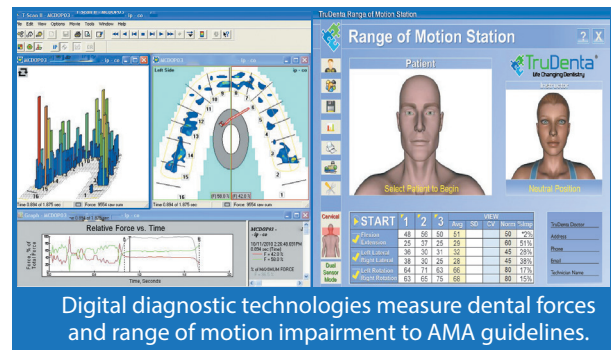
There is a migraine sufferer in 25% of all U.S. households.
NIH, National Institute of Neurological Disorders and Stroke

A Predictable Method of Diagnosis & Treatment



Assessment & Diagnosis

Team members quickly screen and assess patients for force related dental conditions utilizing TruDenta technologies. The objective, digital examination and assessment results are combined with the doctor's TruDenta specific exam, producing consistent diagnosis leading to predictable outcomes.



Digital diagnostic technologies measure dental forces and range of motion impairment to AMA guidelines.

Dental Force Measurement

Bite forces are digitally measured on a tooth-by-tooth basis both dynamically and statically utilizing the TruDentaScan by Tekscan. Bite balance is also calculated to identify potential issues within the overall chewing system. The TruDentaScan produces a “movie of the bite” with objective measurements critical during diagnosis and treatment.

Cervical Range of Motion Impairment

The TruDentaROM is a system of hardware and software that digitally measures cervical range of motion (ROM) impairment based upon AMA guidelines. ROM impairment is another “red flag” which assists doctors in accurately diagnosing symptoms that could be dental force related. This data enhances medical insurance collections and the collaboration with referring MDs.

Treatment Modalities

The FDA cleared technologies utilized in TruDenta therapy are all commonly used in sports medicine to rehabilitate muscles, tendons, nerves and ligaments. TruDenta combines proven modalities with proprietary, advanced dental techniques. Treatments are performed by team members in sessions of less than one hour. **Doctors typically spend less than one hour on an average \$4000 to \$5500 case.**

Please call to learn ALL of the specific treatment methods and modalities utilized in TruDenta care and to receive the e-book, *Understanding, Assessing & Treating Dentomandibular Sensorimotor Dysfunction*.

Treatment Modalities

- + Therapeutic Ultrasound
- + Super-Pulse Low-Level Cold Laser Therapy
- + Microcurrent Electrotherapy Stimulation
- + Temporary Intraoral Orthotics

Increase Your Production & Practice Value



Many practices earn over \$100,000 in new production from TruDenta, some over \$1,000,000.
See excerpts from dentist interviews on back cover.

TruDenta is designed to enhance the patient care and financial growth already enjoyed by successful practices. You will not see a TruDenta practice on every corner. We select practices which can achieve complete success from existing patients alone, however, new patients are actively seeking this care daily.

According to our member practices, 100% of their patients benefit from TruDenta training and technologies. About 20% of your patients are symptomatic from dental force related conditions today. With TruDenta, doctors who may have once avoided treating these types of patients can now predictably treat them.

Qualifying practices may receive an exclusive territory, **100% Financing, 100% Tax deductibility and a 100% Money Back Success Guarantee.**

Team Members are Passionate Supporters

Many team members suffer from the conditions resolved by TruDenta. Once treated, the productivity and attitude improvements within an office are noticeable. New-found team enthusiasm, and truly life changing treatments for patients, result in more satisfied doctors, team members, and a more profitable practice.

Praise From Team Members

"TruDenta allows us to take them [patients] to the next level of complete care."

"Easily incorporated into our office."

"Surprising how quick the results are after treatment."

"We will be able to help so many more people."

"Seeing how this changes other people's lives is great. Makes me feel like a hero just telling them about it."

- + Over 90% of the TruDenta exam and treatments are performed by team members. Doctors are more efficient in their use of time and practices are more profitable. **Less than one hour of doctor time is required for a multi-thousand dollar case.**
- + TruDenta doctors can now warranty comprehensive dental restorations by managing unintended forces.
- + Prospective doctors are urged to speak with an existing TruDenta practice, in order to fully understand the operational and financial benefits they have experienced.

Pain Management for Orthodontic Patients



Orthodontists Are Exceptionally Successful with TruDenta

Orthodontists use TruDenta technology and training in EVERY new case start. The pain management technologies of TruDenta are utilized to reduce the discomfort of orthodontic care whether conventional braces or Invisalign®, pediatric and adult. TruDenta also enables doctors to achieve better orthodontic case outcomes and finally help patients who have deferred orthodontic care due to their ongoing pain symptoms.

A New Profit Center and Marketing Tool

Patients are eager to have a more comfortable orthodontic experience. Practices trained and equipped with the TruDenta system regularly **charge more for a less painful experience**. Practices can provide the Pain Management Program in the overall case fee, or offer it with an optional fee paid over the term of the case with a 90%+ acceptance rate. A nominal number of orthodontic case starts each month more than offset the entire TruDenta investment.

Doctors of all types offering TruDenta have a unique marketing differentiator to attract new patients. TruDenta practices are perceived by patients as offering the latest technological advancements.

New Patients for TruDenta Care are Sitting in Your Lobby

Orthodontic providers report that the mothers of their pediatric patients are their #1 source of new patients for TruDenta care. Word of mouth referrals for this care are powerful as TruDenta doctors have exclusive territories.

"Providing TruDenta gives my team and me joy. We received over 250 new patients for TruDenta from word of mouth alone in the first 12 months."

- Sheila Birth, DDS, MS



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"TruDenta gives us the ability to properly balance our finished orthodontic cases like never before. TruDenta force value detailing finally gives us the tools to perfectly finish our cases for maximum stomatognathic function and stability. It's a dream that has finally become a reality."

- Ronald Cohen, DDS, MSD



Grow Your Business

Every practice has 100+ existing symptomatic patients.
A single TruDenta patient per quarter
will pay for the entire system



Marketing Support

Practices are assisted with a multi-channel and multi-media approach to marketing. Existing patients are informed with emails, lobby brochures, in-office signage, video and other tools to notify them of your new capabilities. New patients are attracted through a combination of social media, local media exposure and traditional marketing tools of direct mail, web, radio, TV and print advertising. TruDenta provides customizable templates, and the in-house creative and marketing team works directly with you at no charge.



Because Dental Headache Care is “new and unique” to the media, TruDenta practices have been featured in thousands of local print and web articles. TV feature stories across the country are increasing awareness and driving new patient inquiries from trusted sources.

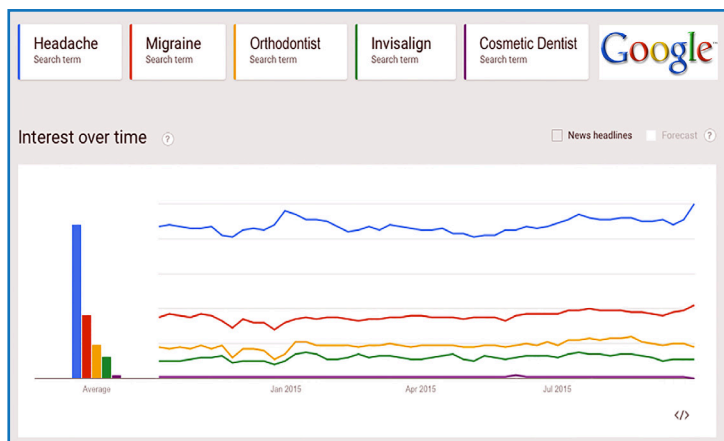
Custom Practice Website, Focusing on Symptoms TruDenta Can Resolve

Practices receive a custom website dedicated to their practice which focuses on search terms for symptoms TruDenta practices can now treat. Before and after patient video interviews are edited by TruDenta at no charge and drive up search results and new patient inquiries.

Provide the Care Your Patients are Actually Searching For

The custom website included with TruDenta will highlight your practice’s capabilities. The site is optimized for search terms associated with head, face, neck and jaw pain.

Websites including terms chronic headache, migraine, vertigo, tinnitus, TMJ/D and other pains of the head, neck, face and jaw receive **20X** the visitors vs. sites with typical dental terms of cosmetic dentist, dental implants, and whitening. Patients searching for TruDenta related symptom terms are then exposed to all of your services. **Pain relief is in far greater demand than whiter or straighter teeth.**



Complete, All Inclusive System

While state of the art patient care is our number one goal, the business rewards of TruDenta are impressive. Some of the key practice-building attributes of TruDenta:

1. Doctors typically recoup their entire investment in less than 12 months treating existing symptomatic patients alone.
2. Less than one hour of doctor chair time is required per typical case. Teams are trained by TruDenta to provide the majority of care.
3. Medical insurance can be collected without in-office complexity using outsource partners.
4. New patients are attracted by a proven treatment option needed by 80 million patients.

Clinical, Business & New Patients

TruDenta provides dentists with everything necessary to achieve clinical and business success. In addition to the patented, diagnostic and treatment hardware and software, practices receive ongoing implementation and marketing assistance. From exam and diagnosis through billing, TruDenta is easily implemented.

Medical Insurance Billing

Most TruDenta practices operate on a fee-for-service basis. Those treating 10+ cases per month typically access medical insurance reimbursement. Claims submissions can be completed internally, though most practices use a medical billing specialist for a nominal fee per case. Reimbursement rates vary widely by policy and insurer.



Easy to Learn, Simple to Implement



In-Office Training

The training process for learning the reasons behind TruDenta as well as the Assessment and Rehabilitation therapy protocols is broken up into two parts. The first part of training includes an outline of steps that will take you through the basics of TruDenta. These steps include:

- Watching online Training Videos
- Reading from the Resource Manual
- Filling out TruDenta forms as part of the own assessment, wherein each team member will complete several measurements and tests that will allow them to assess where their chewing system balance now exists
- Opportunities for learning how to perform in-office rehab therapy protocols, delivering Home Care systems and Rehab Orthotics, and managing dental forces will be covered as well.
- Online webinars with TruDenta trainers

Once these initial steps have been completed, you are ready for Part 2 of training. We will send two of our experienced trainers to your practice to 'tie all of these pieces together' for you. Through presentations with a high emphasis on 'hands-on' learning, you will be guided and instructed through each process to improve on the skills you have practiced heretofore. Trainers will also share ideas from the most successful TruDenta practices in regards to therapy room setup, patient flow processes, marketing inside and outside of your practice, and anything else you have questions about! As the trainers see the inner workings of your practice, they can offer suggestions and ideas for helping you integrate TruDenta into your space and schedule.

And we can design the length and topics of said training based on YOUR needs and team!

In the past we have been limited as to how many team members could attend workshops and be involved with the training at dental schools because of seating space. We are very excited about this new opportunity of having trainers come to you because that space limitation no longer exists! Listening to our doctors wishes to have us come to their space so their entire team could be involved in this phase of training adds a new dimension to the overall goal of helping our doctors realize the vision they had when they joined TruDenta! And we couldn't be more thrilled about it!

Praise From Doctors

"We have been successfully treating migraine and headache patients for about a year and a half. After going through the program and training, I can honestly say I would probably not be comfortable practicing dentistry if you took it away from me." - **Christian Yaste, DDS, from North Carolina**

"In our first year, we collected over \$194,000 for direct TruDenta care and more than that for the follow on dentistry. I have had 100% success with my patients,

which I am excited about." - **David Porter, DDS, from Wyoming**

"December was my biggest month in 35 years of practice, I did over \$50,000 of TruDenta production. I should have done this a long time ago. In all these years, this is the best thing I have ever done for my patients and my practice." - **Richard Hughes, DMD, from Utah**



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"TruDenta makes me a better orthodontist, and I got 260 new patients from WORD OF MOUTH ALONE for TruDenta care in my first 12 months." - **Sheila Birth, DDS, MS**



"Dentists can create a pathway of care that offers predictable, reliable, and long-lasting relief from pain and restored function to patients suffering from the symptoms of DMSD. Additionally, as in the case presented here, restoring balance, function, and overall well-being to the lives of long suffering patients provides dentists and their teams with pride and professional satisfaction." - **Robert Harrell, DDS**



"Never before have dentists been able to simply and effectively assess the functional elements of the head, neck, and oral cavity in a way that connects and corrects the actions of the musculoskeletal and dentomandibular health. Using the TruDenta system, dentists can provide exceptional care by delivering an objective, visually engaging diagnosis and offering scientifically proven, systematic, and predictable treatments for patients suffering from the symptoms of dentomandibular sensorimotor dysfunction." - **Ron Ritsco, DDS, MS**



"In our practice, we have been able to provide approximately 95% of chronic headache and migraine sufferers with relief in 90 days or less without referring them to others. The potential economic impact of adding this therapy to a dental practice is significant. My conservative prediction is that we can add \$300,000 to \$500,000 in added production and collections to our practice in the next 12 months based on our initial success with the TruDenta system." - **Steffany Mohan, DDS**



"TruDenta gives us the ability to properly balance our finished orthodontic cases like never before. TruDenta force value detailing finally gives us the tools to perfectly finish our cases for maximum stomatognathic function and stability. It's a dream that has finally become a reality." - **Ronald Cohen, DDS, MSD**

Stellar Service & Support

Doctors and their team members receive acclaimed service and support 24/7. In addition to an extensive online training and support portal, practices receive on-going assistance from executives, staff and coaches, and have personal access to TruDenta staff doctors.



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