February 8, 2016

Cambridge Dental Group

27281 W Warren Ave

Dearborn Heights, Mi 48127

Dear Kamy,

As per our conversation today, I am excited to share with you the results of our Signature Hygiene Program and a special payment plan I created for your practice.

**What would it mean to your Hygiene Department and practice if you could…**

* Achieve a 300+% ROI on Hygiene Department training
* Achieve results that last long after the training ends
* Decrease “open” time in the hygiene schedule
* Increase compliance and case acceptance from patients
* Increase rapport between providers and the patients
* Increase referrals from patients

**People think we’re crazy to guarantee our results**

We have enough pre- and post-training statistics gathered over the course of 5 years to allow us to GUARANTEE our results to any practice that ***qualifies*** for the training. Yes, I did say ***qualifies***. We do not believe in improving a practice if a department is already running at 100%. Based on the Hygiene Assessment conducted in 2015, your practice does qualify and could GREATLY benefit from our Signature Hygiene Program.

**What participants are saying**

Visit <http://www.strategicpracticesolution.com/dental-hygiene-consultants> to see what our clients and attendees have to say about their experience with the program. There is no other program in the marketplace that delivers the results like our Signature Hygiene Program.

**What is the investment you would be making to receive over 300% in ROI**

There is a baseline fee of $18,500 for the entire Hygiene Signature Training Program. It includes:

* 2.5 days of training [ all team members are invited]
* 24 Hours of onsite coaching while RDH sees scheduled patients – up to 2 hygienists
* Implementation of the RDH Daily Stats Tracker [ Each RDH will be trained to fill out and analyze the tracker to self-evaluate]
* Coaching management staff on how to monitor the RDH Daily Stats Tracker
* CE Credits through the MDA
* Hygiene attendees will received 48 CE credits [ includes 24 CE for clinical requirements by the MDA ]
* DDS Associate attendees will receive approx. 24 CE Credits
* Guarantee of the results until the ROI is 100%
* SPS coaches monitor the RDH Daily Stats Tracker and will schedule additional coaching sessions with RDH providers as needed

An additional $3,485 will be incurred for any additional hygienists beyond the 2 covered in the $18,500 base cost for the training/coaching. The additional fee is to provide 24 hours of onsite coaching per hygienist added. [Refer to Chart 1.1 for further details]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # of RDH Attending  | 2 | 3 | 4 | 5 | 6 | 7 |
| Training Cost  | 18,500 | 18,500 | 18,500 | 18,500 | 18,500 |  18,500 |
| Coaching Cost  | included | 3,485 | 6,970 | 10,455 | 13,940 | 17,425 |
| Trainer's commute\* | SPS | SPS | SPS | SPS | SPS | SPS |
| Trainer's lodging \* | SPS | SPS | SPS | SPS | SPS | SPS |
| Total Investment | 18,500 | 21,985 |  25,470 | 28,955 | 32,440 |  35,925 |

 Chart 1.1: Hygiene training/ onsite coaching fees associated with the number of hygiene attendees

 \*Trainer’s commute and lodging will be picked up by Strategic Practice Solutions

**Payment Plan**

A 5% discount is applied if payment is paid in full at the onset of the training. A payment plan is also available allowing the practice to pay the fees associated with the training with the extra revenue generated as a result of the training. Refer to chart 2.1

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # of RDH Attending  | 1-2 | 3 | 4 | 5 | 6 | 7 |
| Installment payment  | 4,500 | 4,500 | 4,500 | 4,500 | 4,500 | 4,500.00 |
| 30 days after installment payment  | 1,750 | 1,750 | 2,000 | 2,500 | 3,000 | 4,462.50 |
| 60 days after installment payment | 1,750 | 1,750 | 2,000 | 2,500 | 3,000 | 4,462.50 |
| 90 days after installment payment | 3,500 | 4,500 | 5,000 | 5,000 | 6,000 | 7,000.00 |
| 120 days after installment payment | 3,500 | 4,500 | 5,000 | 6,950 | 7,440 | 7,000.00 |
| 150 days after installment payment | 3,500 | 5,485 | 6,970 | 7,500 | 8,500 | 8,500.00 |
| Total  | 18,500 | 21,985 | 25,470 | 28,950 | 32,440 | 35,925 |

Chart 2.1: Payment Plan based on the # of Hygienists attending thetraining

**Results that speak for themselves**

I have attached 2 case studies for 2 different types of practices we have worked with. One that schedules 25 days of hygiene per week and had the training in April of 2015, and the other schedules 6 days of hygiene a week and had the training in February 2014. These case studies show what kind of impact the training had on the hygiene revenue and the longevity of the training.

I will reach out to you at the end of the week to see if you would like to schedule a face to face meeting so I may address any questions you may have and/or show you other case studies

Tricia Casasanta

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Strategic Practice Solutions

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| Case Study #1 [ Practice with 25 days of hygiene/week] |
|  |
| Hygiene | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | TOTAL |
| 2012 | $76,720 | $79,595 | $74,397 | $69,776 | $75,965 | $74,430 | $77,897 | $82,507 | $61,789 | $80,073 | $78,285 | $72,321 | $903,755 |
| 2013 | $86,292 | $76,641 | $77,590 | $84,856 | $79,752 | $70,936 | $84,886 | $88,277 | $79,899 | $96,961 | $85,513 | $82,336 | $993,939 |
| 2014 | $89,110 | $91,854 | $91,466 | $85,056 | $76,416 | $77,090 | $81,948 | $85,326 | $78,204 | $86,764 | $75,133 | $76,843 | $995,210 |
| 2015 | $80,576 | $71,543 | $85,870 | $85,971 | $74,889 | 102,359 | $107,210 | $104,592 | $98,992 | $98,772 | 86,000 | 100,888 | $998,890 |
| Increase in Production post training |  |  |  | Training | OnsiteCoaching | $25,269 | $25,262 | $19,266 | $20,788 | 12,008\* | 10,867\* | 24,045 | $137,505 |
| * Areas highlighted in yellow are results of increases in the hygiene department’s gross production post training
* Total increase in hygiene production post training is $137,505 [ 6 month period ]
* October and November of 2015 the practice terminated 2 newer RDH and rehired for the positions. Production was a little lower in these months as the new RDH were going through the Onboarding process.
* The dentist in this practice is totally engaged with the practice and holds the team accountable
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| Case Study #2[Practice with 5-6 days of hygiene/week] |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Total Hygiene Stats**  | Jan  | Feb  | March  | April  | May  | June  | July  | Aug. | Sept. | Oct.  | Nov.  | Dec.  | Total |
| 2011 | 14,132 | 14,835 | 21,584 | 19,234 | 17,212 | 18,624 | 16,058 | 22,243 | 16,781 | 16,885 | 19,056 | 17,812 | 214,456 |
| 2012 | 17,114 | 19,340 | 15,552 | 17,205 | 18,681 | 15,648 | 17,462 | 20,073 | 16,655 | 21,892 | 18,983 | 16,611 | 215,216 |
| 2013 | 18,905 | 18,343 | 17,855 | 20,947 | 19,408 | 17,551 | 19,638 | 18,694 | 19,287 | 22,004 | 18,929 | 18,178 | 229,739 |
| 2014 | 16,921 | 18,134 | 23,938 | 29,486 | 27,534 | 27,765 | 30,668 | 27,197 | 27,441 | 32,810 | 26,875 | 31,904 | 320,673 |
| Increase in Production post training | Training  | Onsite Coaching | 6,083 | 8,539 | 8,126 | 10,214 | 11,030 | 8,503 | 8,154 | 10,806 | 7,946 | 13,726 | 93,127 |
| 2015 | 27,027 | 26,565 | 30,155 | 32,603 | 31,147 | 29,861 | 26,717 | 28,267 | 33,923 | 28,200 | 30,000 | 30,113 | 354,578 |
| Increase in Production 1 year post training | 10,106 | 8,431 | 12,300 | 11,656 | 11,739 | 12,310 | 7,079 | 9,573 | 14,636 | 6,196 | 11,071 | 11,935 | 127,032 |

* Areas highlighted in yellow are results of increases in the hygiene department’s gross production post training
* Total increase in hygiene production compared to the production numbers in 2013 is $220,159 [ 22 month period]
* The practice is needing to add 1- 2 additional hygiene days per week for the 2016 calendar year. This would increase the current hygiene production
 anywhere between $46,200 – $80,000
* In this particular practice the Dentist is not engaged and does not hold the team accountable; therefore, the results of the training would have yield even ***HIGHER*** results.