



## **SMILE™ PROGRAM**

### FREQUENTLY ASKED QUESTIONS

#### **THE FOLLOWING ARE FREQUENTLY ASKED QUESTIONS AND ANSWERS ABOUT THE SMILE PROGRAM:**

##### **1. What does the acronym SMILE™ stand for?**

Straumann Modular Interactive Learning Program

##### **2. Who will benefit by participating in this program?**

Surgeons (surgical practices) who want to increase their referral base. General dentists who want to begin restoring implants (or currently restore less than 10 implants per year) and would like to gain confidence in evaluating patients for implant therapy.

##### **3. How many Volumes are contained in a complete SMILE™ Program set?**

There are 4 Volumes in a complete program set:

**Volume 1:** SMILE Program Manual

**Volume 2:** Straight Forward Restorative Education Multimedia DVD Series

**Volume 3:** Restorative Hands-on Materials

**Volume 4:** Patient Education

##### **4. How many sections are in the SMILE™ Program Manual?**

There are 6 tabs of content/information/handouts/references located in the SMILE Program Manual (Volume 1) that are used in conjunction with five learning DVDs and 1 Reference DVD located in SMILE Program (Volume 2).

##### **5. What is the cost of the SMILE™ Program?**

The SMILE Program is sold as a complete 4 Volume set. Please contact your Straumann Sales Representative to learn more about the all-inclusive package and pricing.

##### **6. How many kits and models are included in Restorative Hands-on Volume 3 of the SMILE™ Program?**

The kits and models included in the Restorative Hands-on Materials (Volume 3) box of this program are for 1:1 training and demonstration purposes.

**Volume 3 box contains 3 membranettes:**

1. Solid Abutment/synOcta® kit (combined)
2. Bone Level kit
3. LOCATOR® kit

**Volume 3 box also contains 3 torque models:**

1. Bone Level model
2. Tissue Level Maxilla
3. Tissue Level Mandible

## 7. How are the materials for the hands-on portion of the SMILE™ Program coordinated?

Straumann Territory Managers work with the program Host (surgeon) to plan/coordinate all of the materials (e.g. membranette kits, torque models, etc.) needed for the program. The Straumann Territory Manager will submit a Program Request Form (PRF) to the Straumann Education Department to ensure delivery of required support materials in advance of the training session(s).

## 8. Are there any of the Restorative hands-on torque models available to sell to the Hosts who request to purchase for participants in their classes?

The Host can purchase hands-on models (same as contained in SMILE™ Volume 3) by contacting Straumann Customer Service at 800/448 8168.

## 9. What tools and resources are available to help the Host with planning and coordinating the SMILE™ Program?

The Facilitator Checklist and Facilitator Guides are key to helping the program Host to effectively plan and coordinate each section of the SMILE Program in a consistent and organized manner. Furthermore, the Straumann Territory Manager will work with the Host to launch the SMILE Program and follow up with individual participants to ensure program success.

## 10. What are the key benefits to surgeons who purchase the entire SMILE™ Program?

- 4 Straumann Modular Interactive Learning Volumes with Facilitator Checklist/Guides
- A potential full year of education
- CDE (Continuing Dental Education) Credits
- Repeatable program
- Multi-purpose use
- ROI Goal of \$50-\$100K in potential practice growth
- Straumann support/solutions

## 11. How is the Straumann Territory Manager involved with the SMILE™ Program?

The Territory Manager is instrumental in helping the Host coordinate/launch the program from beginning to end; assisting with establishing a program calendar/schedule and partnering with the Straumann Education Coordinators to help fulfill the Program Request Forms to secure materials required for training. Following each segment of the program, the Territory Manager will follow up with the Host to plan future presentation and training programs, as well as meet with participants to help demonstrate/reinforce program objectives and provide further training on Straumann products.

## 12. What materials are available in the SMILE™ Program for Patient Education?

The Volume 4 box of the SMILE Program includes: (1) Patient Education 3:1 model and (1) LOCATOR® Overdenture Model to be used for demonstration. The customer is also provided with a SMILE™ Patient Education Flipchart and Brochures. The Straumann Territory Manager is available to meet with the Host's and Participant's staff members to conduct training sessions on the Straumann Dental Implant System and the use of Patient Education materials.

## 13. Is the Patient Education 3:1 model available for sale to doctors who express an interest in purchasing one?

Doctors who have an interest in purchasing a Patient Education 3:1 model (as seen in Volume 4 box of SMILE Program) can contact Straumann Customer Service at 800/448 8168.

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