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# PROTECTION PLAN PRICING

30% OFF RETAIL PRICE

| RO_ _RET (your initials) | PAYMENT IN FULL | END OF TREATMENT PAYMENT PLAN |
|---|---|---|
| UPPER & LOWER | ~~$1250~~ $880 | 6 months of $153.33 |
| ONE ARCH ONLY | ~~$625~~ $440 | 3 months of $153.33 |

- For patients who are enrolling provide your discount code (above) to give them access to the discounted rate
- $20 service fee per arch is applied to all payment plans

# PROTECTION PLAN PRICING
## FOR NEW PATIENTS

30% OFF RETAIL PRICE

| RO_ _NPRET (your initials) | PAYMENT IN FULL | NEW PATIENT PAYMENT PLAN |
|---|---|---|
| UPPER & LOWER | ~~$1250~~ $880 | $880/x months |
| ONE ARCH ONLY | ~~$625~~ $440 | $440/x months |

- For patients who are enrolling provide your discount code (above) to give them access to the discounted rate
- For patients enrolling in the New Patient Exam, Retainers For Life will match your patients treatment payment plan

# STEPS TO SUCCESS

## 1

Educate your patient on the program and send the link
a) Discuss wear and care & reasons why you would need to replace
b) Discuss In House cost and protocol VS Retainers for Life
c) Send patient with information

## 2

In 1 week follow up with your patient to see if they have any questions,
or need any assistance with enrollment.

## 3

If your patient has not signed up at the time of the next appointment,
offer to enroll them in office.

# ENROLLING YOUR PATIENT IN RETAINERS FOR LIFE

## AT THE BEGINING OF TREATMENT

### 1 At the NP Exam: discuss RFL as a treatment upgrade option

As your doctor wraps up the new patient exam, it is important he/she recommends RFL:

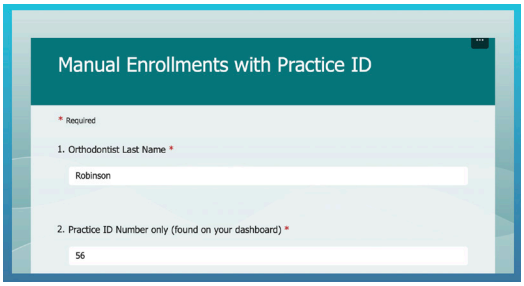
"Most of our patient's sign up for Retainers for life because it's the best way to protect your investment. It's not if but when you'll need a replacement, and this replacement program is the most convenient and affordable way to replace them. Signing up now gives you access to the lowest monthly payment available and locks you in at this price. Instead of paying $X amount for each replacement in the office, you'll be able to order them online for only $43 and ship them straight to your house! "

Even if your patient does not enroll at the NP exam, when they hear about it at the end of treatment they are more likely to enroll.

DOCTOR CONSULTATION

### 2 Enroll your patient through the Manual Enrollments form on your dashboard

If your patient would like to enroll, submit your patient's information to the Manual Enrollment form using the coupon code RO_ _NPRET. Let your patient know that the payment for RFL will be separate from their treatment, similar to a third party insurance for a plane ticket. Be sure to choose the option "No, I will order the Retainer seperately on Scan Day" on the questions that asks "Is a Retainer Order Needed Now or In the Future?".




### 3 Update your patient's status to RFL Member in your charting software

This will make sure your team knows that this patient's debond retainer is free for the practice with thier membership.

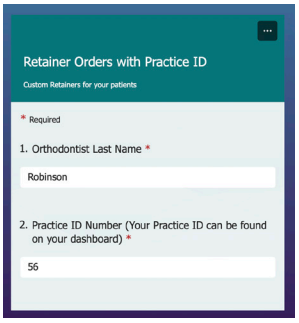
### 4 At the Check For Removal Appointment

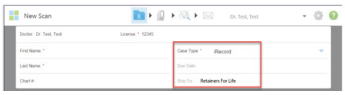
Patients in braces:

For patients who enrolled in Retainers For Life, remove all wires and bands and scan your patient. Send your patient's scan to the RFL Lab directly from your scanner, and submit a Retainer Order RX through the RFL Dashboard for their retainer to be delivered to office for Removal day.

Patients in aligners:

"For patients who enrolled in Retainers for Life, remove all attachments and scan for debond retainers. Send your patients scan to the RFL lab directly from your scanner and submit a Retainer Order RX through the RFL Dashboard for their retainer/s to be delivered to your office for retainer delivery.



### 5 On Debond Day

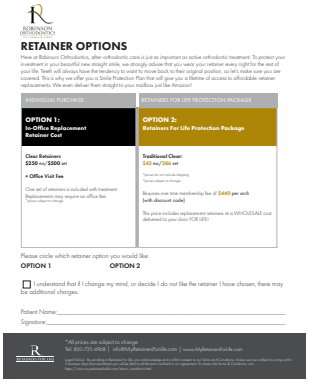
Deliver your patient their retainers. For patients who enrolled in RFL, send your patient home with an RFL Patient Giftbag with retainer wear and care instructions. Rescan your patient for Retainers For Life at Debond OR at the 1st retainer check after their gums have settled for any future retainer replacements.

# ENROLLING YOUR PATIENT IN RETAINERS FOR LIFE

## DURING ACTIVE TREATMENT

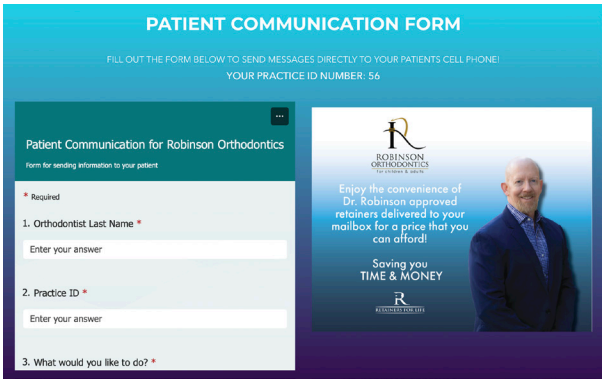
### 1 At the appointment BEFORE the Check For Removal Appointment, discuss RFL

Remind your patient that while they are in active treatment, they are able to enroll in Retainers For Life at a discounted rate with payment plan options. Discuss the importance of wearing their retainer and how often they may need to replace them. Talk to your patient about RFL as an affordable and convenient solution for replacement retainers in the future. Let your patient know that its not if but WHEN they'll need replacements, and with Retainers For Life they can replace their retainers at wholesale cost and have them shipped straight to them. Give your patient the RFL puppy post card and Retainer Options form.



### 2 Send your patient the RFL Text

If your patient needs time to think about enrolling, use the Patient Communication form on your dashboard to send your patient a text with a link to enroll with your coupon code (RO_ _RET). This allows your patient to enroll at the comfort of their own home from the text link. Your patient can also enroll in-office using the Retainer Options paper form and the assistant registering patient through manual enrollments on your dashboard.




### 3 At the Check For Removal Appointment

Remind the patient that today is the last day to enroll at the biggest discounted rate (This is the last chance for the practice to receive the debond retainer from RFL at no charge).

Patients in braces:
For patients who enrolled in Retainers For Life, remove all wires and bands and scan your patient. Send your patient's scan to the RFL Lab directly from your scanner, and submit a Retainer Order RX through the RFL Dashboard for their retainer to be delivered to office for Removal day.

Patients in aligners:
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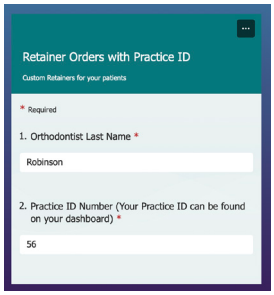
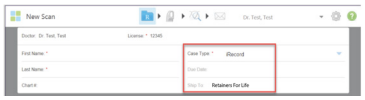
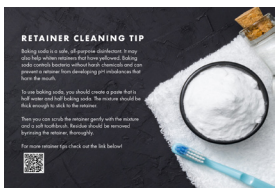



### 4 On Debond Day

Deliver your patient their retainers. For patients who enrolled in RFL, send your patient home with an RFL Patient Giftbag with retainer wear and care instructions.
Rescan your patient for Retainers For Life at Debond OR at the 1st retainer check after their gums have settled for any future retainer replacements.



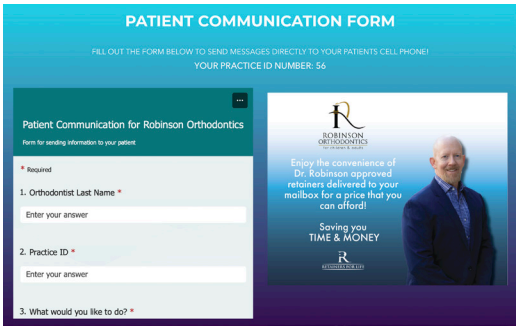
# ENROLLING YOUR PATIENT IN RETAINERS FOR LIFE

## DURING RETENTION

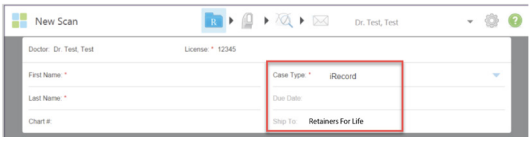
**1 When your patient needs a new retainer: Present cost of one replacement retainer vs RFL.**

"You can get replacement retainers for $XXX amount today, or you can sign up for our lifetime replacement program for $440 per arch and it includes your first retainer(s) - this is the best way to protect your investment for the most affordable and convenient replacement retainers in the future"

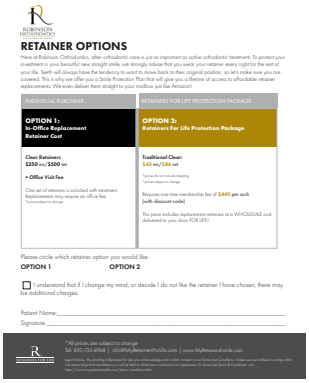
**2 Send patient text using the "Patient Communication" form on your dashboard.**

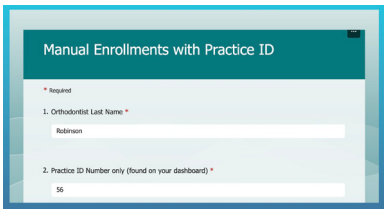



**3 Check for and submit the scan to RFL. If there is no scan on file, schedule the patient for a scan and send to RFL lab.**

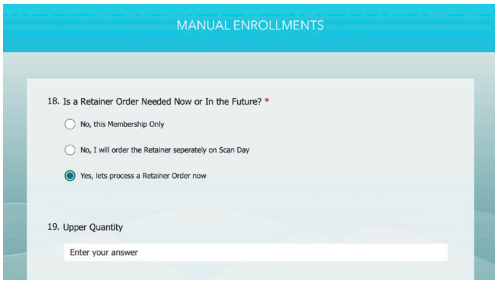



**4 From the text the patient can enroll using your coupon code OR In office using the Retainer Options paper form and assistant registering patient through manual enrollments on the dashboard.**




**5 Don't forget to include a retainer order with the membership if you are enrolling in-office. Do this by selecting "Yes, Let's process a retainer order now" on the Manual Enrollment Form. The included retainer can be shipped to the patient's home for convenience.**



# FRONT DESK SCRIPTING SAMPLES

## Lost Retainer Phone Call:

"Sure, I would be happy to get you a new set of retainers! To go over your options; we can replace your existing set for $X per retainer. That is a total of $XX for a full set. Or we have partnered with Retainers for life where you pay a one-time membership fee of $440 per arch including the retainer and have access to wholesale replacement retainers at a fraction of the price for the rest of your life mailed to your door. Payment plans are available if needed. This membership pays for itself by the second use!"

## Handing out the Puppy Postcard:

"Hey! Have you heard about our newest retainer program? It's called Retainers for Life, and it gives you access to wholesale replacement retainers at a fraction of the price for the rest of your life, mailed to your door from easy online ordering! Here is a postcard with some additional information about it! I can send you a text message with my coupon code to give you, my discount"

# CLINIC SCRIPTING SAMPLES

## In Treatment - Pre Debond:

"You are about to get your braces off!! Congratulations!! Here's some information that tells you a bit more about our Lifetime retention program, as well as all of the reasons that you will need to replace your retainer. I can send you a text with a link for more information and my coupon code to save you some additional money!"

"Now that you're coming to the end of treatment, we have a replacement program called Retainers for Life. We recommend Retainers for Life because it's the best way to protect your investment. It's not if but when you'll need a replacement, and this replacement program is the most convenient and affordable way to replace them. We also have a 6-month payment available for this program!"

## Handing out the Puppy Postcard:

"Hey! Have you heard about our newest retainer program? It's called Retainers for Life, and it gives you access to wholesale replacement retainers at a fraction of the price for the rest of your life, mailed to your door from easy online ordering! Here is a postcard with some additional information about it! I can send you a text message with my coupon code to give you, my discount"

## Patient has lost a retainer chairside:

"Sure, I would be happy to get you a new set of retainers! If you have a few moments, I would love to go over your options. We can replace your existing set for $XX per retainer. That is a total of $XXX for a full set. Or we have partnered with Retainers for life where you pay a one-time membership fee of $440 per arch including the retainer and have access to wholesale replacement retainers at a fraction of the price for the rest of your life mailed to your door. Payment plans are available if needed. This membership pays for itself by the second use!"

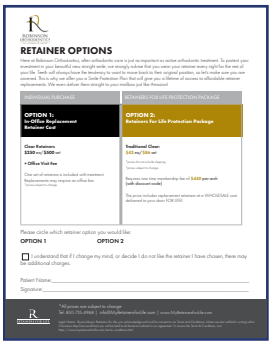
# NEW PATIENT CONSULT SCRIPTING SAMPLES

## In Consult:

"Now that you are beginning treatment with Dr. ___, we want you to know how very important retainer wear is to protect the smile that you are investing in. Retainer wear is lifetime as your teeth will always want to move back. That is why Dr. ___ has partnered with Retainers for Life. This program offers you access to affordable replacements for the rest of your life at wholesale price for a one-time membership fee of $440 per arch, and they even deliver straight to your door just like amazon! For example, right now replacement retainers cost $XXX each in our office, but with Retainers For Life the co-pay would only be as low as $43. If you would like to sign up today, we can lock in the $440 per arch membership cost and finance the payments for up to 24 months.

"Most of our patients sign up for Retainers for life because it's the best way to protect your investment. It's not if but when you'll need a replacement, and this replacement program is the most convenient and affordable way to replace them. Signing up now gives you access to the lowest monthly payment available and locks you in at this price."

# Paper Marketing Forms


RETAINER OPTIONS

## RETAINER OPTIONS SHEET

**USAGE:** Present during discussions about Retainers For Life.

**DETAILS:**

- Provides guidelines on replacement options: Single and office replacement pricing vs. Retainers For Life pricing.
- Clearly explains the choice between individual purchase and the Retainers For Life protection package.
- Back includes FAQs on retainers and retention.
- Patient enrollment section on the back allows the assistant to input data into the Manual Enrollment Form on the dashboard.
- Ideal for sending home with patients during Retainers For Life discussions.

Your Smile Protection payment plan options

## NEW PATIENT PAYMENT PLAN

**USAGE:** Quick reference for new patient enrollment before treatment starts.

**DETAILS:**

- Matches the office's payment plan for new patients.
- Clearly outlines pricing options for enrolling in a single arch or both arches.
- Highlights the absence of interest on the payment plan for new patients who register with Retainers For Life.
- Simplifies the process of aligning the patient's treatment months with the corresponding monthly payment for Retainers For Life.

## PUPPY POSTCARD

**USAGE:** Given to patients deciding on Retainers For Life.

**DETAILS:**

- A visually engaging, co-branded miniature marketing item.
- Focuses on a concise explanation of how Retainers For Life works if the patient enrolls.
- Designed to be taken home by patients for further consideration.

## RETAINERS FOR LIFE DOCTOR BIFOLD

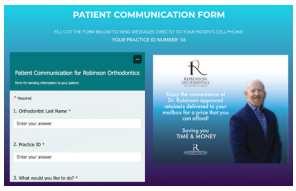
**USAGE:** Kept in the new patient exam room, waiting room, or clinic.

**DETAILS:**

- A focused flyer designed to capture patient interest in Retainers For Life.
- Suitable for display in areas where patients might be waiting, encouraging them to learn more.
- Can be taken home by patients to explore the benefits of Retainers For Life.

# USER GUIDE CONT.

## Dashboard Digital Forms

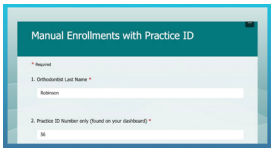



### PATIENT COMMUNICATION FORM

**USAGE:** Used to send emails and text messages directly to your patient.

**OPTIONS:**

- Sends a link to the practice's landing page with a coupon code, facilitating patient enrollment at a discounted rate. This should be sent anytime your patient is presented with Retainers For Life.
- Sends a personalized congratulations message (before debond) from the doctor, expressing gratitude and providing information on retention.
- Sends a new patient message introducing the practice and what to expect at their upcoming appointment.

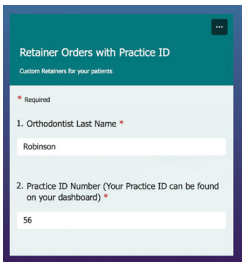



### MANUAL ENROLLMENTS WITH PRACTICE ID

**USAGE:** Registers patients for Retainers For Life.

**DETAILS:**

- Enrolls your patient in Retainers For Life at anytime during treatment or retention.
- Provides a secure method for inputting patient information for their patient profile and billing at the time of registration.
- Offers the option to attach the patient's retainer order, especially useful if there's a scan on file or if the patient is being scanned on the same day and in need of a retainer right away by selecting "Yes, let's process a retainer order now."
- If your patient has not been scanned and is not in need of a retainer immediately, select the option "No, I will order the retainer separately on scan day." Upon scan day, use the Retainer Order form on the dashboard to claim the included retainer with membership.




### RETAINER ORDER FORM

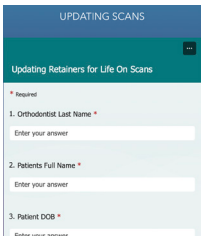
**USAGE:** Claim your patients retainer that is included with their membership.

**DETAILS:**

- Allows practices to submit retainer orders from their dashboard to Retainers For Life.
- Ensures a smooth process for ordering the patient's included retainer with membership.
- The form is necessary to order your patient's end of treatment/back-up retainer(s) when they have enrolled in the office or online before being scanned. You must fill out the Retainer Order form and send your patient's scan to the RFL Lab at Debond to ensure your patient's recieves their end of treatment retainers free of charge from RFL.

# USER GUIDE CONT.

## UPDATING SCANS FORM

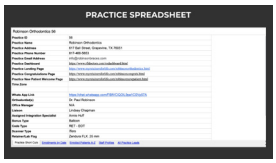



**USAGE:** Notify Retainers For Life of a new scan to be used for future retainer orders for your patients.

**DETAILS:**

- Notifies Retainers For Life when a patient has a new scan on file.
- Ensures that the most recent scan is used for any future retainer orders.
- Streamlines the process of managing patient scans, providing efficiency for the practice and accuracy for Retainers For Life.
- Does not order a retainer for your patient.

## PRACTICE SPREADSHEET




**USAGE:** Provides an overview of enrolled patients and practice details.

**DETAILS:**

- Lists all patients enrolled in Retainers For Life.
- Displays practice shortcuts and links relevant to Retainers For Life.
- Offers easy access to team member coupon codes.
- Logs records of text/email communications sent from the dashboard to patients.
- Quick tip: for efficient patient searches use the "Control F" function on the enrollment tab.

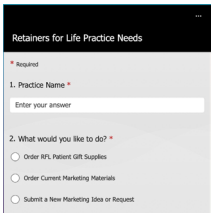
## DOCUMENTS

**USAGE:** Access and print updated paper documents directly from your dashboard.

**DETAILS:**

- Conveniently provides access to the latest paper documents for easy printing.
- Ensures practices have the most up-to-date materials for patient communication and enrollment.

## RETAINERS FOR LIFE PRACTICE NEEDS DIGITAL FORM




**USAGE:** Order marketing items for patients at no additional charge.

**DETAILS:**

- Enables practices to order various marketing items, including patient gift supplies and promotional material like the Puppy Postcard or Doctor Bifold.
- Ensures practices have the necessary materials to effectively communicate the benefits of Retainers For Life to their patients.

# PRACTICE SPECIFIC LINKS

**PRACTICE DASHBOARD:**
https://www.RFLDoctors.com/RODashboard

**PRACTICE LANDING PAGE:**
https://www.MyRetainersForLife.com/RobinsonOrthodontics

**CONGRATULATIONS PAGE:**
https://www.MyRetainersForLife.com/RobinsonCongrats

**NEW PATIENT PAGE:**
https://www.MyRetainersForLife.com/RobinsonNewPatient

**WHATSAPP:**
https://chat.whatsapp.com/FlBfVClQOlL9pa1CSVp57A

**Robinson Ortho & RFL (CT)**
WhatsApp group

# FREQUENTLY ASKED QUESTIONS

## HOW DOES RETAINERS FOR LIFE WORK FOR MY PATIENT?

Your patient pays a one-time fee directly to Retainers For Life to become a lifetime member. This membership provides access to wholesale cost retainers. It's a lifetime benefit, not a subscription. Patients order replacements online for a small copay, and we ship them directly to their door.

## HOW DOES OUR PRACTICE DISCOUNT WORK?

When your patient enrolls using your practice-specific coupon code, the retail price is discounted to your specified price. The coupon code links the patient to the retainer type they need and connects them to your doctor and team member, ensuring a personalized experience.

## HOW DOES THE TEAM BONUS WORK?

Each patient enrollment earns the team a $10 bonus per arch (up to $20 for both arches). The bonus can be split among the team (balloon bonus) or given to the team member whose coupon code was used (individual bonus). Team bonuses are disbursed monthly, and the practice can change the bonus type with 30 days' notice.

## HOW DOES THE DOCTOR'S BONUS WORK?

The doctor receives a specified bonus for each enrollment based on their chosen tier, disbursed quarterly after the onboarding fee has been fulfilled. The chosen tier, determining the program's cost and the doctor's bonus, can be adjusted over time to meet the practice's goals.

## IS A RETAINER INCLUDED WITH MY PATIENT'S MEMBERSHIP?

Yes, an included retainer is provided. If the patient enrolls on or before the scan for retainers appointment, the practice receives the debond retainer for free. If the patient enrolls after the retainer scan appointment, the practice must provide the debond retainer, and the included retainer becomes the patient's secondary retainer, shipped to their house. If you have a retention patient who needs a replacement retainer, their enrollment in Retainers For Life will automatically include a retainer(s).

## HOW CAN MY PATIENT ENROLL ONLINE?

Patients can enroll online through your practice landing page, which can be shared using the patient communication form on your dashboard.

## HOW DOES THE PATIENT ENROLL IN THE OFFICE?

Patients can be registered in the practice by filling out the retainer options paper form, and the assistant can input the information into the manual enrollments form on the dashboard.

# FREQUENTLY ASKED QUESTIONS CONT.

## HOW DOES THE PATIENT ORDER A RETAINER ONCE THEY ARE A MEMBER?

Patients can follow the email sent during registration, clicking the "Members Order Here" button, or use the following link: https://www.myretainersforlife.com/order-retainers-members-only.html (There is a shipping fee for all retainer replacements.)

## WHAT IF MY PATIENT ORDERS A RETAINER AND IT DOESN'T FIT?

During the ordering process, patients are asked about the duration since they last wore their retainers. If it's been over 2 weeks, our customer service team contacts the patient and requests photos to be uploaded directly to RFL. These photos will be evaluated against their scan on file to determine the reason for the ill-fitting retainer. If a patient receives a retainer that doesn't fit, they should contact RFL immediately. If it's deemed an ill-fabricated retainer, it falls under our fit guarantee, and a new one is sent promptly. If a new scan is needed, both the patient and practice are notified. In case of fit issues in the office, follow our Fit Guarantee protocol by documenting the retainer and the patient's teeth with photos. If your patient has had minor shifting (less than 2mm) they may qualify for a Soft Retainer Kit.

## IS MY PATIENT CHARGED FOR A RESCAN?

The initial scan for your patient's membership is covered by the membership fee. Retainers For Life suggests refraining from charging patients for scans during the first year of membership. In the event of a necessary new scan, the doctor may, at their discretion, impose a $99 rescan fee through Retainers For Life. This rescan fee will be fully reimbursed to the doctor for their chairtime.

## WHAT IS THE SOFT RETAINER KIT?

Our Soft Retainer Kit is designed for patients who have experienced minor shifting (less than 2mm) since their last scan. Crafted from flexible aligner material, the soft retainer offers a comfortable solution to gently guide your patient's teeth back into alignment. To ensure optimal results, the Soft Retainer Kit is exclusively available for purchase through their orthodontist or directly via customer service, subject to doctor approval. The cost of a Soft Retainer Kit is $129.99 (subject to change).

## HOW DOES THE SCAN ASSESSMENT WORK?

For each membership/retainer order, our lab logistics team reviews the scan. If a new scan is needed for quality reasons, the team contacts your practice. A well-detailed scan is crucial, and if a patient can't get rescanned, it may impact the fit guarantee.

## WILL THE MEMBERSHIP OR RETAINER PRICES INCREASE OVER TIME?

Over time, due to economic fluctuations, prices can increase. However, patients with a lifetime membership will always have access to the lowest wholesale cost retainer. The designated tier and doctor bonus can be adjusted by the doctor.

# FREQUENTLY ASKED QUESTIONS CONT.

## HOW DOES THE FIT GUARANTEE WORK?

The Fit Guarantee is our commitment to providing patients with a perfectly fitting retainer. After our clinical lab technician customizes the retainer, patients are instructed to try it on immediately. They can scan a QR code for a message from Dr. Amy Jackson, our orthodontist, and report any issues within three days of receipt by calling or texting customer service. This ensures prompt adjustments for the ideal fit, contributing to overall patient satisfaction and the success of our Fit Guarantee. If it's deemed an ill-fabricated retainer, it falls under our fit guarantee, and a new one is sent promptly. If a new scan is needed, both the patient and practice are notified. In case of fit issues in the office, follow our fit guarantee protocol by documenting the retainer and the patient's teeth with photos.

## HOW DOES THE PUFFY GUM PROTOCOL WORK?

If a patient's gums are identified as puffy during the scan, it is advisable to document this in the chart and recommend a rescan. In the event of receiving a retainer order with noted puffy gums, the order is processed and dispatched. However, we promptly notify both the practice and the patient, strongly advising a new scan for the subsequent retainer. Should the retainer not fit due to puffy gums, one complimentary remake is allowed following the initial request to the patient/practice for a new scan. For any remakes beyond the first, the patient or the practice is responsible for covering the associated costs.

## IS IT POSSIBLE FOR RFL TO DIGITALLY ALIGN THE TEETH BASED ON THE SCAN I PROVIDE FOR MY PATIENT'S RETAINER?

Retainers For Life specializes in retention and doesn't facilitate tooth movement. If your patient requires alignment adjustments, we recommend an in-office aligner treatment. Once the treatment is complete, you can send the final scan to RFL for their ultimate retainer.

## HOW CAN I SUBMIT FOR NEW MARKETING MATERIALS?

Use the digital form titled "Retainers For Life Practice Needs" on your dashboard's bottom to submit orders directly to our marketing manager for any needed materials.

## AM I REQUIRED TO USE WHATSAPP FOR COMMUNICATION?

WhatsApp is not required but highly recommended for faster communication. For your practice and patient's security and privacy we use WhatsApp because it is end-to-end encrypted  If not using WhatsApp, email info@myretainersforlife.com, call customer service at 850-735-4968, or contact your integration specialist for patient-related communication.