

# Timeline

WILD SMILES  
NEW PRACTICE  
ROLLOUT PLAN



Toll Free Support 1-855-398-WILD (9453)

After deciding on a starter package, follow these simple steps to seamlessly rollout WildSmiles in your practice.

**Display WildSmiles dynamic marketing tools** in your office. Reception room slide shows, consultation room videos, patient education pamphlets, stand-up displays, posters and typodonts are available. Utilize industry partnerships and special pricing for digital signage and complete social media integration.

**Communicate with new patients that you have WildSmiles.** Utilize WildSmiles templates for new patient letters, emails, texting, web site and on hold messaging. Our social media tools and videos are effective.

**Greet new patients by scripting and sharing WildSmiles** as one of your practice benefits. Sample scripts and training ideas can be viewed on our YouTube channel.

**Bond WildSmiles and the fun begins.** Start bonding WildSmiles patients and you will see the rewards.

Patients market your practice by showing off their cool designer braces. View bonding videos and other simple instructions on our YouTube channel.

[WildSmilesBraces.com/Doctors](http://WildSmilesBraces.com/Doctors)  
[Youtube.com/WildsmilesBraces](http://Youtube.com/WildsmilesBraces)

## Rollout Order:

|             |    |
|-------------|----|
| Display     | 1  |
| Communicate | 2  |
| Greet       | 3  |
| Bond        | Go |

Ohio State Study  
Published in the AJO-DO



A recent Ohio State University study found WildSmiles are the most accepted appliance for patients between the ages of 9-14. Findings have been published in the AJO-DO and cited in the most recent edition of Dr. Proffit's *Contemporary Orthodontics, 5th Edition*.

Summary of Research:

**70% of patients between 9-11 chose WildSmiles**, making them the most popular appliance option in this age group. WildSmiles ranked 25% higher than other alternative appliance options.

**44% of patients between 9-14 chose WildSmiles**, making them the most popular appliance option in this age group.