

Increase Client Compliance on Dental Cleanings!

Dental Cleaning Follow-Up Reminder Poster Mailer – 11"x17"

(optional quarter fold for mailing)

This is a powerful poster mailer design **CUSTOMIZED** for your practice. It should be mailed two weeks after you have recommended a dental cleaning and reminds the pet owner the importance to schedule a dental cleaning appointment.

"OK, I ADMIT IT... I HAVE A BAD BREATH"

The Progression of Periodontal Disease

HEALTHY **RISK** **JEOPARDY**

INCREASE THE HEALTH AND LONGEVITY OF YOUR PET!

Studies have shown that **REGULAR** teeth cleaning and oral exams provide these benefits:

- reduce plaque and tartar formation
- decrease gum and tooth infections
- help prevent bad breath and oral pain
- help prevent heart, kidney and liver disease

BEFORE **AFTER**

Why is professional dental care so important to you and your pet?

Dental disease is the most common illness encountered in veterinary medicine today and affects close to 80 percent. Unfortunately, it is also the most untreated disease.

Don't let your pet suffer in pain!

You're probably not aware that your pet may be suffering in silence with dental disease. Some pets may experience severe or sharp pain while eating. Others may act depressed. Bad breath and drooling are the most frequent signs of dental disease. Diseased gums are thickened, reddened and bleed easily.

But anesthesia for my pet's dental cleaning scares me!

The risk of allowing dental disease to continue untreated far outweighs the risks associated with anesthesia. In fact, a very sick patient, it is true that anesthesia cannot be 100% risk free for people or pets but it is possible to make it a very controlled, very low risk event. We utilize the best available anesthetic agents, sophisticated monitoring equipment, and a trained technician assigned to monitor each patient, to create the safest procedure possible for our anesthetized patients.

What is involved in a teeth cleaning and oral surgery procedure at Wexford Veterinary Hospital?

1. **Pre-anesthetic Bloodwork:** This can detect any abnormalities in organ function before anesthesia and prevent potential anesthetic complications. Anesthesia can not be administered that afternoon if the procedure until the health issues are addressed.
2. **Intravenous (IV) Catheter and Fluid Therapy:** An IV catheter allows us to give fluids during the procedure, which is important for the safety of our patients. IV fluids help to maintain normal blood pressure, which is important for the heart, brain, and other organs.
3. **Anesthesia and Anesthetic Monitoring:** During an anesthetic procedure, your pet is under a general anesthesia. We use a special oxygen and carbon dioxide gas for the anesthetic. Additionally, your pet's heart rate, blood oxygen, and blood pressure are monitored by a veterinary technician continuously throughout the procedure.
4. **Oral Examination:** The veterinarian will examine the patient's teeth, gums, tongue, or discover cavities in the mouth and perform a biopsy if needed to rule out any oral cancer.
5. **Dental Radiographs (X-rays):** Many dental disease conditions cannot be properly diagnosed or treated without radiographs of the teeth. Some teeth may require extraction if severely diseased or in order to allow cleanings about high fructose corn syrup.
6. **Dental Cleaning:** Tarter and plaque build-up on the teeth can cause the most discomfort to your pet. Our ultrasonic scaling equipment uses high speed water and air to remove plaque and tartar from the teeth. The tartar removal technique is only employed by a trained dentist.
7. **Oral Polishing (Prophylaxis):** Helps to reduce bacterial plaque on the teeth surface and helps delay the accumulation of plaque. fluoride release helps to strengthen the teeth.
8. **Antibiotics (if indicated):** Sometimes teeth are so diseased, they might be removed to improve health. We use a state of the art high speed water controlled system to remove diseased teeth. This is a safe and effective procedure.
9. **Pain Management:** Our philosophy is to provide each patient with comfortable care. We use a variety of pain management techniques, including injectable pain medication, and oral medications to go home for pain control.

"Good old snail mail seemed to be more effective in the long term than phone and email."

According to a study by marketing professor Kathleen Seiders of Boston College, **"Businesses should do most of their customer outreach by postal mail and go easy on telephone calls and emails."**

PET HALITOSIS

Bad breath is not normal... It's a sign of disease!

Regular dental care can increase your pet's life expectancy!

Dental Bookmark

Pet Halitosis? We Can Help!

10% SAVINGS DENTAL CLEANING

Discount applies to anesthesia, ultrasonic de-scaling, polishing, and post-op recovery. NOT INCLUDED: pre-anesthetic testing, X-rays, extractions and all medications.

Dental Sticky Note

Dental Cleaning Follow-Up Reminder

FAX ORDER TO 888-302-8832

- A Design & Print Fees**
- Dental Reminder Poster Mailer** (11"x17") **Custom Design Fee - \$149** (includes 2 proofs, each additional proof is \$39)
 - Print 50 (Try It Offer) - \$99.95**
 - Print 250 - \$398 Print 750 - \$598
 - Print 500 - \$498 Print 1,000 - \$698
- OPTIONAL SERVICES AND SUPPLIES**
- Quarter fold for mailing - \$35.00
 - Self-seal clear plastic envelopes - \$14.95 / 100
 - Custom Design Dental Magnets \$25 + \$5.95/100
 - Custom Design Dental Bookmarks \$49 + \$8.95/100
 - Savings Offer Sticky Post-It Style Note
- Design fee \$25 • Print charge \$5 per pad of 50 plus shipping/handling

- B Include AAHA logo in project** YES NO
- Include practice logo in project** YES NO
- Include CareCredit® information** YES NO
- Include social media icons** YES NO
- circle your choices
-

PLEASE EMAIL LOGO OR PHOTOS TO: phil@philwinter.com

- C Comments / Special offers (if any) to include:**
-
-
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Practice Name: _____

Veterinarian: _____

Circle Credit Card Type: VISA MASTERCARD AMX DISCOV

C.C. #: _____

Exp. Date: _____ CVC# _____

Address: _____

City: _____

State/Zip: _____

Phone #: _____

FAX #: _____

Contact Person: _____

Signature: _____