



Video promotions

Receive a personalized video production with your purchase of Nobel Biocare implants at list price.*

Let NobelVision™ help you cut through the mystery of video production with our custom and semi-custom dental video productions. These videos are designed to inform your patients about the procedures you perform, help build your credibility, and—best of all—you star in your own show!



*Choose from four options:

- 1. **Dental Implants video** (with your purchase of 35 implants at list price) Promo #23624
- 2. **All-on-4™ video** (with your purchase of 35 implants at list price) Promo #70311
- 3. **Both topics – same-day production** (with your purchase of 60 implants at list price) Promo #23625
- 4. **Custom 60-second video profile** (with your purchase of 25 implants at list price) Promo #22941

Benefits of a video production:

- Increases referrals
- Builds credibility and awareness
- Helps improve case acceptance

Customize your dental implant or guided surgery program for each referring office!

When you gift a NobelVision system to your referral base, you can be in their reception rooms, every day, talking to their patients about the benefits of your services. For each of your referring offices, we add custom graphics and voice-over to say, “This educational program on dental implants is brought to you by Dr. John Specialist and your dentist Dr. Jim Practitioner.”

Suggested retail value:

- \$2,600 – 60-second video profile**
- \$7,500 – Dental programs**

- 5. **Referring office customization** (with your purchase of 10 **additional** implants at list price) Promo #23765

To view sample videos, go to: www.practiceresourcecenter.com/video.aspx

PLEASE FILL OUT AND FAX THIS FORM TO **714.282.9023**

Be sure to check the box(es) above to indicate the promotion(s) you would like.

(please print)

Customer name	Customer account number	

Email	_____	

Address	_____	

City	State	Zip
_____	_____	_____
Credit card	Expiration date	
_____	_____	
Customer signature	Sales representative	
_____	_____	

Offer valid through 12/31/12. Void where prohibited. May not be used with any other offer, rebate, discount, or where conflicting reimbursement policies apply. Terms subject to change without notice. No product tied to a promotion may be returned for credit. Void for MA and VT licensed healthcare practitioners. Information regarding payments made and expenses covered related to any promotion may be subject to public disclosure by Nobel Biocare pursuant to the Patient Protection Affordable Care Act. Products/Services provided by a third-party vendor may be subject to additional terms and conditions. In order to improve readability, Nobel Biocare does not use TM/® in running text. Nobel Biocare does not waive any right to the trademark or registered mark and nothing herein shall be construed to the contrary.

Video promotions

Frequently asked questions

Why would I want a custom video production?

Play it on your NobelVision system, YouTube.com, or website and build instant credibility with your patients and their family members and friends. Helps improve case acceptance and gets you new patients via the web.

What will I receive with my implant or All-on-4™ production?

Each short program has a professional host, 3-D animations, patient testimonials*, and video of you incorporated right into the show. Your segment is shot in your office and we provide one video review and revision, and a master DVD so you can make copies to share with your patients and referring offices. During the video shoot, our team will ask you predetermined questions and we incorporate your response** right into the show. If you have NobelVision systems, we upload your program to all of your NobelVision systems.

What will I receive with the 60-second video profile?

Your profile is shot in your office, and we provide one video review and revision, and a master DVD so you can make copies to give to your patients. Or post to your website and YouTube to promote your practice.

To view sample videos, go to:

www.practiceresourcecenter.com/video.aspx

*Patient testimonials are used when appropriate. Pre-produced patient testimonials are used for all video templates.

**Responses are edited to fit the time allotted for each NobelVision program. Most program run times are edited not to exceed seven minutes.

†Customized segments require the purchase of 10 additional implants at list price.

††Cancellation of your video shoot without 48 hours written notice results in a \$200 cancellation fee.

Offer valid through 12/31/12. Void where prohibited. May not be used with any other offer, rebate, discount, or where conflicting reimbursement policies apply. Terms subject to change without notice. No product tied to a promotion may be returned for credit. Void for MA and VT licensed healthcare practitioners. Information regarding payments made and expenses covered related to any promotion may be subject to public disclosure by Nobel Biocare pursuant to the Patient Protection Affordable Care Act. Products/Services provided by a third-party vendor may be subject to additional terms and conditions. In order to improve readability, Nobel Biocare does not use TM/® in running text. Nobel Biocare does not waive any right to the trademark or registered mark and nothing herein shall be construed to the contrary.

How can I use video productions to build a stronger referral base?

The best way is to gift a NobelVision system to your referral base. Then for the very first time you can be in your referring offices' reception rooms, every day, talking to their patients about the benefits of dental implants, guided surgery, and more.

Can I customize the program for each of my referring offices?

Yes. For an additional purchase[†] we add graphics and voice-over to say, "This educational program on dental implants is brought to you by Dr. John Specialist and your dentist Dr. Jim Practitioner."

Are there any additional charges?

No additional charges, unless you ask for more than one video review and revision, or you cancel your video shoot in under 48 hours. Additional video reviews cost \$200, and cancellation fees are \$200 paid directly to our third-party vendor.

How long does it take to get my video completed?

Our production time can vary from six to eight weeks and much of this is dependent on your schedule.^{††}