



Post-Webinar Test Questions:

Dan Brian – Telling the Story: Preventing Disease Helps Attract & Keep New Patients

1. True or False: According to *Dental Economics*, a Colgate study showed that patients prescribed 5,000 ppm fluoride toothpaste who were 48% less likely to require restorative dentistry.
 - a. True
 - b. False

2. In the same study, they found that patients who were prescribed 5,000 ppm fluoride toothpaste were _____ more likely to refer others to the practice.
 - a. 3%
 - b. 10%
 - c. 12%
 - d. 20%

3. The value proposition of prevention for dental practices includes all of the following except:
 - a. Building long-term patient relationships
 - b. Increased patient satisfaction and retention
 - c. Reduction in emergency treatments
 - d. Consistent and predictable revenue streams
 - e. All of the above

4. The value proposition of prevention as it pertains to patients includes all of the following except:
 - a. Avoidance of pain, discomfort, fear, and anxiety
 - b. Long-term cost savings
 - c. Whiter teeth
 - d. Confidence in oral health and overall well-being

5. An area where you should focus on prevention in your practice marketing is:
 - a. Website
 - b. Social Media
 - c. Blog posts
 - d. Email and text campaigns
 - e. All of the above

Name: _____ Degree: _____ Date: _____

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Please email your completed test to info@elevateoralcare.com for grading and recording.

An AGD Pace Completion Certificate, or corrections to the answers, are needed to obtain a passing score of 80%. This certificate will be emailed to your address above within three weeks for continuing education credit. Please call us at 877-866-9113 for any questions.