



# YOUR PRACTICE MARKETING OUR SUPPORT!

MAKE YOUR PRACTICE STAND OUT  
AND BE UNIQUE

## The Baldus Checklist



MADE  
IN  
GERMANY



# THE TEAM

Get your entire practice team involved and on-board, from the very beginning of your decision to purchase of a nitrous oxide sedation system !

- ✓ Motivates your practice team!
- ✓ All feel involved in the decision and improves team spirit
- ✓ Motivated and engaged employees, motivate each other, which is important for a strong and long-term employee retention.
- ✓ In everyday practice life, everyone will pass on new enthusiasm and knowledge for the use of nitrous oxide for your patients.
- ✓ A motivated and engaged practice team is key to patient success and success of your practice.



“Ask not what your team can do for you, ask what you can do for your team”



## Nitrous Oxide Certification Courses:



Participate in one of our certified N2O Academy online courses.  
Price for each person: 650€

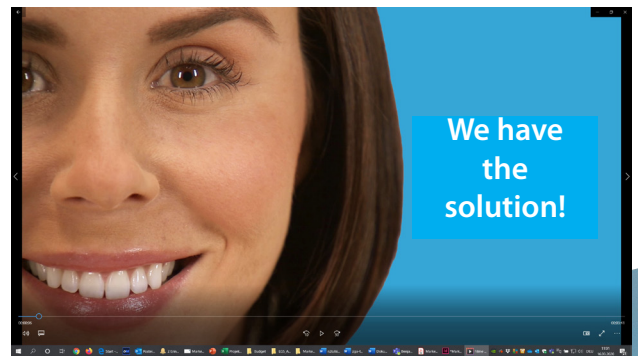


# WAITING ROOM

The waiting room is the perfect place to share treatment information with your patients.

Baldus Sedation provides information materials in the form of patient flyers and posters which you can use directly distribute to your patients to inform themselves about the use of nitrous oxide sedation. You can also use our information video and play this on your TV in the waiting room.

Our experience confirms that patients who receive such flyers, distribute this information within their direct family, as well as sharing this information with friends who may be anxious on coming to the dentist. In turn you may receive new patients based on these kinds of referrals to your practice.







# CREATE INTEREST



## Visual Merchandising

Make your patients aware of nitrous oxide treatments from the very start. With the use of our colorful display glasses for our disposable masks and LED board, create interest and appeal for the patient. Your trained office staff can provide additional information and respond to individuals needs when it comes to treatments using nitrous oxide.

In addition, we offer your practice a ready-made template roll-up "Anxiety-free through nitrous oxide", which we can print with your practice logo. If you have the opportunity to advertise outside of your practice; the roll-up banner can be used to highlight one of the services and treatment options, you provide to patients.

Draw attention to the use of nitrous oxide treatments in your practice to win over new and curious customers.

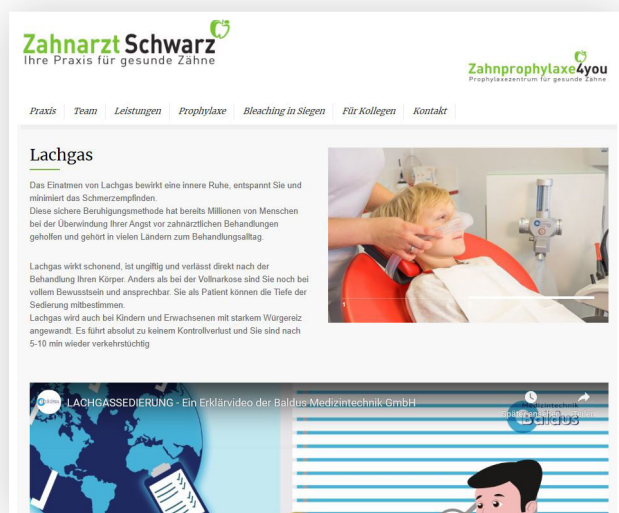


# WEBSITE

**Your website is to showcase your practice!**

Dedicate one page on your practice website to inform patients about the use and benefits of nitrous oxide sedation. Explain to your patients "What is Nitrous Oxide?" What can it do for me and how could I as the patient benefit from it?

Baldus Sedation provides you plenty of photo images which you can use to develop your website. We also suggest having a few photos taken with your practice team by the display glasses of masks, roll up banner, and maybe wearing the nasal masks and having fun. Present it as a fun and modern technology, your patients will follow.

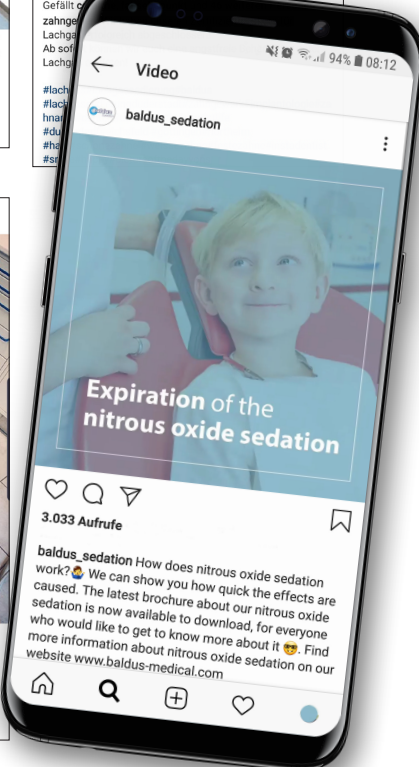
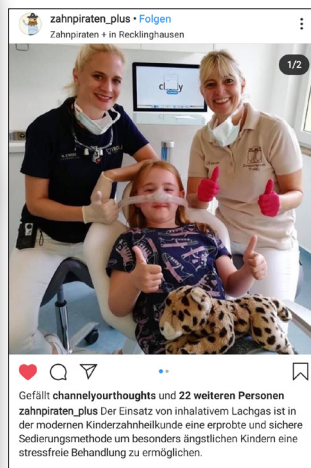


Use the information, photos, images and videos of Baldus Sedation for your website.

For example, use our animated, simple to understand video to explain nitrous oxide sedation.

**Take advantage of our offer! All photo materials and videos are provided free of charge to you from Baldus Sedation.**





# SOCIAL MEDIA

## A look behind the scenes.

Social media networks allow you perfect opportunity to personalize practice messaging to your existing patients as well as potential new patients. The sky is the limit. You can give your followers insights into everyday treatments; share and inform them about health days or even let them participate in joint team activities. This increases sympathy and anxious patients can see even before having a treatment the kind of care and services you provide. What is important is the frequency, kind of information and regular updates to this information. On a regular basis share or publish articles on treatment with nitrous oxide, photos and patient testimonials on Facebook or Instagram.

With short informative videos of your treatment room or patient interview about the experience with nitrous oxide will help remove any hesitation or anxiety from fearful patients. With the use of nitrous oxide in your practice and growing trust among patients, these positive experiences will help keep your patient base and will also bring new patients to your practice!

Be present and connect with your customers. Make yourself and your practice unforgettable and unique!





Especially for your younger patients, Baldus Sedation has developed a marketing concept that makes the first use and introduction of nitrous oxide for children fun and enjoyable.

With a comic book character for every mask scent, children can choose their nasal mask based on the scent they like or the cartoon Hero they like. This empowers children, to choose for themselves something that they will have on their nose during the treatment. After the treatment, there is even a choice of comic book character hero pins. Patients who are particularly brave during the treatment can even get a plush Strawberry Delight soft toy to take home, or a coloring book with all the comic book characters for the scented mask. This reinforces a positive experience; and gets children excited for their next visit to the dentist.



# EXCLUSIVE FOR OUR CUSTOMERS

## **The download portal**

- » Current information - Articles and studies about nitrous oxide sedation.
- » Marketing Material – Pictures and videos for your Homepage.
- » Templates for practical use in your practice, such as questionnaires, sedation protocols, consent forms for treatment using nitrous oxide.
- » Instructions for use, cleaning and hygiene protocols, checklists for maintenance, assembly instructions for scavenger and mask system.
- » Information for your patients, that you can have out in the waiting room.
- » Tips and advice for you and your practice team:
  - How to properly assemble the mask system after a cleaning cycle?
  - How do I change the gas cylinder? ...



# BALDUS CHECKLIST

TEAM	Team training / in-house training	<input type="checkbox"/>
	Practice team training after the delivery of the nitrous oxide unit	<input type="checkbox"/>
	Participation at our Nitrous Oxide Academy Training course and Certification	<input type="checkbox"/>
WAITING ROOM	Advertising poster for nitrous oxide	<input type="checkbox"/>
	Patient information flyers about nitrous oxide	<input type="checkbox"/>
	Waiting room video / Informative animated explanatory patient video about nitrous oxide	<input type="checkbox"/>
VISUAL MERCHANDISING	LED display board and plexiglass holders for the colorful scented masks	<input type="checkbox"/>
	Roll-Up Banner "Anxiety Free at the Dentist"	<input type="checkbox"/>
WEBSITE	Animated explanatory video	<input type="checkbox"/>
	Images of patients from the Baldus site	<input type="checkbox"/>
	Photos of you and your practice team with the Baldus nitrous oxide equipment	<input type="checkbox"/>
SOCIAL MEDIA	Regularly updated practice photo, articles, videos on Facebook and Instagram	<input type="checkbox"/>
Kids Marketing	Comic books in the waiting room, also as a take home item	<input type="checkbox"/>
	Hero pins, Cartoon characters for the different scented masks	<input type="checkbox"/>
	Soft plush toy for especially brave patients	<input type="checkbox"/>
	LED display board with glasses and colorful scented masks	<input type="checkbox"/>



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