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**Sample Verbiage**

**Introducing OralID® to new patients:**

“Today I’m going to perform a complete oral health assessment. First, I will feel the lymph nodes outside of your mouth in your neck and face. Then, I will check the tissues inside of your mouth with my white light and lastly, I’ll shine a bright blue light in your mouth that helps me see anything abnormal before it can be seen with the naked eye that may need to be addressed. The fee is just $20. Do you have any questions before we get started?”

“Today I’m going to perform a complete oral health assessment. We’re going to look for cavities with xrays, we’re going to look for gum disease by measuring your gums, and we’re going to look for changes in the tissues by using a blue light technology. What questions do you have?”

**Introducing OralID® to recall patients:**

“I’m going to do a different tissue screening for you today using a device called OralID® that helps me see anything abnormal before it can be seen with the naked eye that may need to be addressed. The fee is just $20. Do you have any questions before I lean you back and get started?”

“Our office strives to bring our patients state-of-the-art technology to provide you with the latest advancements in oral health. We have recently introduced the OralID® screening device into our office. This screening will allow us to see any tissue abnormalities before they can be detected with the naked eye. The procedure is quick and painless and the cost today is only $20. What questions do you have?”

**Overcoming Objections:**

*#1- I don’t smoke, so I don’t think I need this screening.*

“Oral cancer is on the rise due to non- traditional risk factors and we want to find any abnormalities as early as possible, when it’s easiest and least expensive to treat. People who smoke and drink heavily are no longer the only ones at risk for oral cancer. HPV, acid reflux, chronic trauma, and genetics are also risk factors we now have to take into consideration, which is why we now screen everyone.”

*#2- I don’t understand how shining a blue light helps you see?*

“Let me show you how it works. Look in the mirror at the tissue inside your lower lip under my white light. Now put on these glasses and look again when I shine the OralID light onto your tissue. Do you see how much more is revealed? The color differences work as a highlighter to allow me to see things I couldn’t see without it.”

*#3- I don’t want to know if I have cancer.*

“Don’t worry, this is a discovery device, not a diagnostic device. I am not looking for cancer specifically; I am looking for any abnormalities or tissue changes that may need to be addressed.”

“I completely understand, other patients have felt this same way. What we’ve found is that, similar to other cancers, early detection of oral cancer is critical. Studies have shown that early discovery of oral cancer dramatically improves the prognosis of the disease. If oral cancer is detected in its later stages, which typically occurs during a conventional oral cancer exam, the chances of survival are dramatically reduced. Remember, this is a discovery device, not a diagnostic device, so let’s go ahead and look now to put your mind at ease.”

*#4 - Will my insurance cover this?*

“As with all your services today, we’re going to submit it to your insurance. The good news is, even if this is not a covered benefit on your plan, the cost is only $20, so let’s go ahead and get started.”

**Call to Action (add this to whatever you’re already saying):**

What questions do you have for me before we get started?

Let’s go ahead and get started.

Before I lean you back and get started, what questions do you have?

With your insurance, your cost today is $20. What questions do you have?