Take patient care to the next level with Patterson Advantage

As a dental hygienist, patient care is your No. 1 priority. Having the right equipment and technology in your office not only helps you offer your patients the highest level of care, it also maximizes your productivity and your patients’ time.

Patterson Dental offers a rewards program that makes bringing new equipment and technology into your practice easier than ever before: Patterson Advantage®.

As a member of this unique program, your office will earn Advantage Dollars on everyday purchases for your practice. These real dollar-for-dollar rewards can be used to add practice-enhancing equipment and technology to your office. Invest in a new digital imaging system, CAESY Cloud, an operatory chair, a CEREC system or a handpiece — the possibilities are limitless.

Additionally, members receive technical service advantages and special savings opportunities.

Earn Advantage Dollars on everyday purchases As a member of the Patterson Advantage program, your practice will earn Advantage Dollars on the purchases you are already making for the practice every day. Imagine earning rewards on:

- Merchandise purchases: Earn Patterson Advantage Dollars based on your membership level and the amount of your practice’s purchases.
- eBusiness merchandise purchases: Submit your order using one of our eBusiness methods and your office will earn Advantage Dollars at a higher rate.
- Equipment and technology financing: Receive Advantage Dollars for equipment and technology financing through Patterson Dental.
- Technical service labor fees: 10 percent of all technical service labor fees are deposited into your office’s Advantage account as Advantage Dollars.
- Patterson National Repair Center: Up to 20 percent of your Patterson National Repair Center fees are deposited into your practice’s Advantage account as Advantage Dollars.
- Rental equipment: Up to 50 percent of your rental equipment fees are deposited into your Advantage account as Advantage Dollars.

Reinvest your practice’s Advantage Dollars
From handpieces, sterilizers, chairs and compressors to CEREC, digital radiography and CAESY, there are endless opportunities to reinvest your office’s Advantage Dollars back into the practice. For a list of equipment and technology you can redeem with Advantage Dollars, contact your Patterson representative or call (800) 873-7683 and ask for the Patterson Advantage Redemption Wish list.

Be first in line for technical service
When a piece of equipment becomes inoperable, it can bring down the entire office, frustrating you, the staff and your patients.

As a Patterson Advantage member, your practice will receive top priority on technical service, allowing you to get back up and running quickly. Discover the advantages of:

- Priority scheduling that moves your practice ahead of nonmember requests in line.
- Guaranteed emergency response time of four hours to get you back up and running fast when your compressor or vacuum pump is inoperable.
- A percentage discount on technical service fees.
- Complimentary labor warranties on new equipment.

Take advantage of members-only promotions
Your practice’s Patterson Advantage membership gives the entire staff access to exclusive savings opportunities on Patterson office supplies and merchandise. Find these offers throughout every issue of ONtarget and on www.pattersondental.com.

For more information and to register visit our website: www.icoiorlando2012.org

Here at the ADHA
For more information on the Patterson Advantage program, visit www.pattersonadvantage.com, call (800) 873-7683 or stop by the Patterson Dental booth, No. 203.

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Mydent International has introduced paper tray covers, the latest in its line of DEFEND disposable products. Made of durable construction, these paper tray covers provide low absorbency and fit trays comfortably. DEFEND Paper Tray Covers feature rounded corners and are available in a variety of colors to match any dental office. These colors include white, blue, mauve, green and lavender. DEFEND Paper Tray Covers come in a "B" Size (8.5 inches by 12.25 inches), and are packaged 1,000 per box.

Mydent International is offering free samples of these paper tray covers. To obtain a free sample, visit www.defend.com/disposable-paper-tray-covers or e-mail your request to: samples@defend.com. This product is now available through most major dealers.

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For more information on Mydent International and the DEFEND brand of products, call (800) 275-0020, or visit www.defend.com.

### DISPOSABLE PAPER TRAY COVERS

Last month, DENTSPLY Professional donated $5,000 to Susan G. Komen for the Cure. DENTSPLY Professional contributed a portion of every limited edition pink Midwest® RDH Freedom Cordless Prophy System sold to make this donation.

Presenting the check on behalf of DENTSPLY Professional were Angela Donohue, senior product manager, Susan Crawford, director of marketing, and Autumn Anstine, product manager. Josette M. Myers, vice president of marketing, development and community relations for Memorial Hospital in York, Pa., accepted the donation on behalf of Susan G. Komen for the Cure.

Here at the ADHA

For more information on DENTSPLY Professional and the Midwest® RDH Freedom Cordless Prophy System, stop by the booth, No. 400.

DENTSPLY Professional representatives, from left, Angela Donohue, senior product manager; Susan Crawford, director of marketing; and Autumn Anstine, product manager, present Josette M. Myers, vice president of marketing, development and community relations for Memorial Hospital in York, Pa., with a donation for Susan G. Komen for the Cure.

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