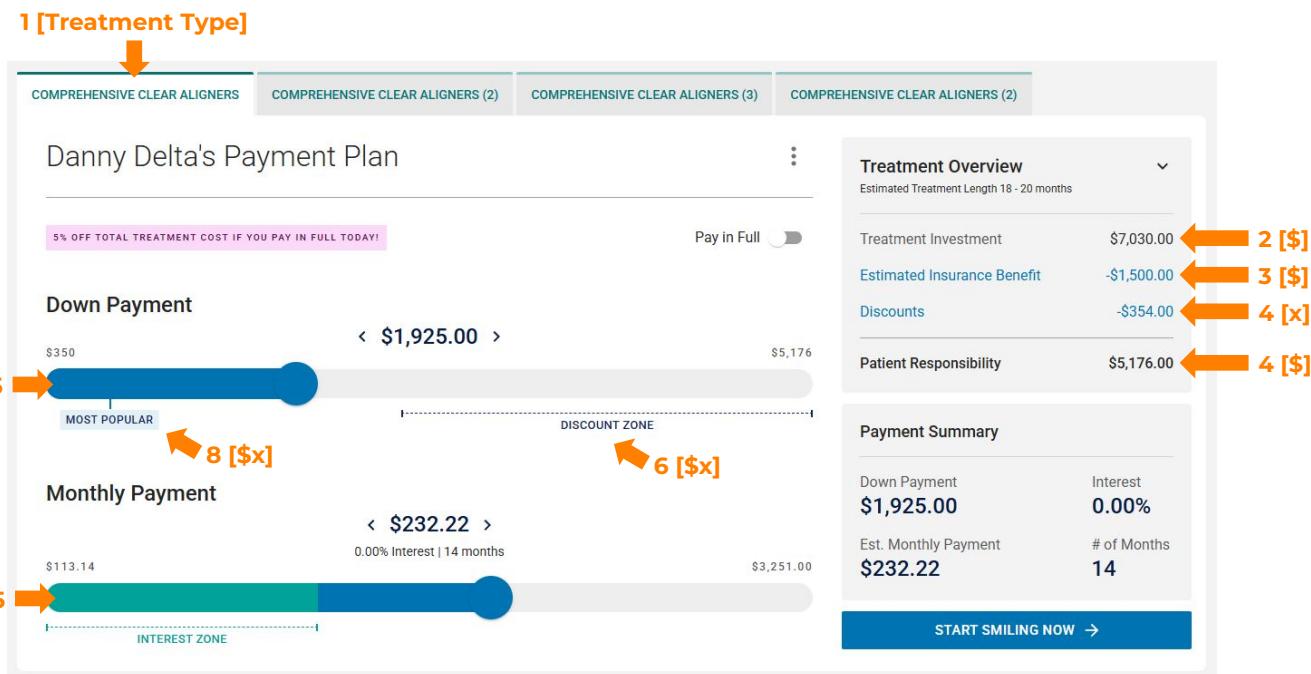


Presenting the Payment Slider



Script

1. Today Dr. [Last Name] has recommended [treatment type].
2. Your total treatment investment is [\$.]
3. We estimate insurance will cover [\$.]
4. And we are offering you a [x] courtesy which brings your patient responsibility to [\$.]
5. Here is where you will customize a down payment and a monthly payment that works for your needs (action: point to each).
6. As you can see, if you choose to pay in full today (slide the slider over to the right), we can offer a savings of [\$x].
7. If there are other discounts available, also say, "but we also offer savings at 75% down, 50% down, or 25% down."
8. Or you may choose to get your down payment as low as [\$x].

Note: Click "Most Popular" to reset the slider.

9. This is where you will customize your monthly payment. As you can see, with [\$x] down, we offer [x%] financing for up to [x] months, or you may choose to extend your financing and get your payment as low as [\$x].
10. I'm going to hand you control of the slider so that you can take a look at what works for you. In the meantime, I'm going to look at the schedule to see when we can get you started.

Note: Optionally offer to get them a bottle of water, or the Treatment Coordinator can pull together their folder, etc...