



HENRY SCHEIN®

FIRST PRACTICE

Offer

1-800-668-5558 • www.henryschein.ca

Trusted Partner | Value Focused | Technologically Innovative | Service Excellence



Congratulations!

Welcome to opening your first practice. This is an exciting time and after a lot of hard work and dedication your dream of owning your own practice is coming true. You might be right out of dental school and want to start on your own terms and fulfill a lifelong dream of being your own boss, or perhaps you have been working for someone else for the past few years and are now ready to venture out on your own.

Whatever your reasons, Henry Schein is here to help. This first year is the most important—you will have many decisions to make. At Henry Schein, we are here to assist you with these and offer you services that no one else can.

We look forward to working with you throughout your career.

Sincerely,

Cy Elborne
President
Henry Schein





Our Promise



Henry Schein will work hard to be the single source for all your needs, with a focus on providing the tools and solutions to keep your practice thriving.

Henry Schein is the authorized distributor for over 900 manufacturers. This status guarantees that the quality, efficacy and support you receive from both Henry Schein and our vendor partners will meet all regulatory demands, helping you serve your patients with confidence. The training that our Field Sales Consultants, Equipment Specialists, Customer Service Representatives and Service Technicians receive ensures that we can reliably and consistently deliver on our commitments to you and allow you to do what you do best.

*...providing the tools and solutions
to keep your practice thriving.*

We d  that!





What We Can Do for You

We understand the importance and the excitement of starting your own practice. That is why Henry Schein is committed to helping you in any way we can.

To make ordering easier we have included a checklist with this package of all the major categories to ensure that you have not missed anything. Also, your Henry Schein Sales Consultant is available to help you with any questions about the products that we offer.





Equipping Your Office



Equipment and Technology that Leads the Way!

Today's high-tech equipment gives healthcare professionals the ability to increase productivity and revenues while offering their patients the latest in treatment options.

Henry Schein prides itself on being Canada's leader in equipment and we specialize in:

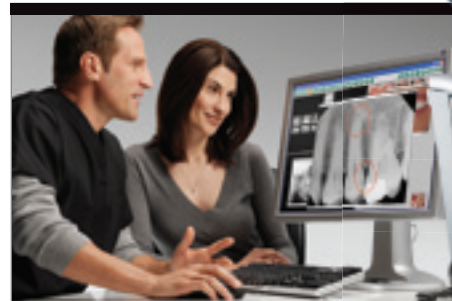
- Digital X-ray
- Lasers – Hard & Soft Tissue
- Intraoral Cameras
- CAD/CAM Technology
- Cabinetry
- Traditional Equipment
- Practice Management/Patient Education Software
- Computer Hardware
- Operatories
- Sterilization

We are the only distributor with Equipment Specialists who can provide the advice and guidance you need to take advantage of technologies that keep your business competitive and productive. They will evaluate your requirements and help you choose the equipment that is best suited to your practice goals.

Your equipment investments are vital to the success of your business. That is why we also offer repair services, extended warranties, preventative maintenance, customer support, and low-cost financing options to make sure your practice stays up and running.

“Over the past year, I set out and opened my own Independent Dental Hygiene practice back in my hometown. I am so glad I chose Henry Schein to be my one-stop for everything I need to get my office open. I am very pleased with the service and products that I received from Henry Schein.”

Hometown Hygiene

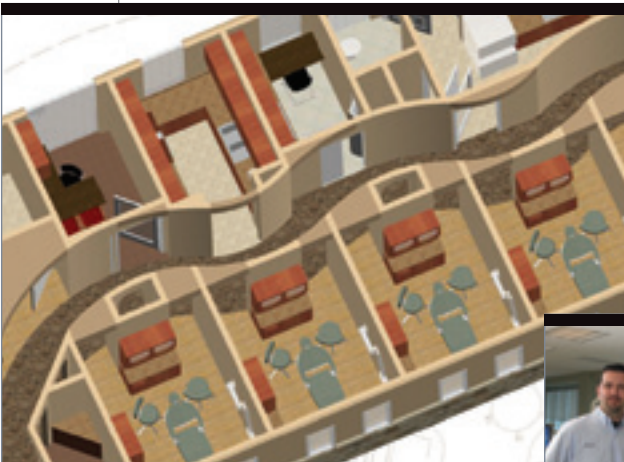


Office Planning & Design

Through the optimal use of space, equipment and design elements, Henry Schein's Design Group will transform your practice into a well-organized business with efficient public space that offers the ultimate in patient care.

Henry Schein Design Group has one of the only full-time, dedicated dental office design teams in the industry. By working closely with you and your Equipment Specialists we will:

- Provide the plans for remodeling an existing office, expanding your current office, relocating to a new office or new construction.
- Coordinate the entire planning process with architects, contractors, engineers and equipment specialists.
- Design a plan that will enhance your image while fostering a stress-free and more efficient environment for both you and your team.



(3D Plan)



Office Planning & Design



Interior Design

Once we design the perfect office for you, why not let us complete the process?

Our Interior Design Group can provide all of the help you need in finishing and decorating your office. Let us help you with consultation, material selection, ordering, coordination of material and finishes.



Interior design is only available in certain markets. Please discuss with your Sales Consultant.



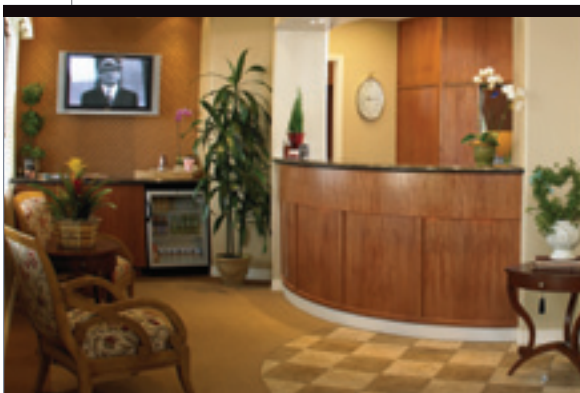
Helping with Your Finances

Henry Schein Financial Services is a full-service, low cost equipment financing company dedicated to the healthcare practitioner's needs.

Let us help you increase the productivity of your practice and quality of your patient care. As a full service provider of supplies, equipment and service, we understand the importance of financial alternatives when making equipment purchases.

We offer:

- Flexible payment plans and skip-payment options
- No documentation fees for a new Henry Schein Financial Services lease
- Low, competitive rates
- Quick turnaround on credit approvals
- Fixed and variable rate financing
- Professional, knowledgeable counseling available at any time



"It's the great service we get from all the staff. Starting with our rep, the technician which are highly knowledgeable and other members of financial team. We always get warm customer service and fast Reponses."

Blackburn Shoppes Dental Centre



Innovative Software Solutions

Practice Management

Dentrix is your solution for creating an automated, paperless dental office. Using the latest technology to communicate with payers, patients and other businesses, Dentrix will cut your operational and material costs, and your staff will be able to devote their time to serving patients and growing your practice.

Patient Education

Guru ushers in a new era in patient education, elevating it from a passive experience to a proactive and flexible learning experience. Patients who understand their diagnoses and treatment options are more likely to make sound decisions regarding their dental health. Guru's interactive format provides customized explanations with specific notations unique to each patient, from X-rays to intraoral photos. With Guru, patients achieve the clarity that leads to acceptance of your treatment recommendations.

Patient Communication

Demandforce, our online patient communication system, integrates with your new or existing practice management software to send the right message—to the right patient—at the right time.

(not offered in French)





 HENRY SCHEIN® 


Privileges™

Our exclusive Privileges Rewards Program has been designed to assist you to keep your practice competitive and profitable in today's demanding marketplace. Privileges offers exclusive rewards to Henry Schein's preferred clients, including an opportunity to earn Privileges Reward Points every time you order merchandise online.

Your Privileges Membership entitles you to receive an annual rewards package designed to reduce your supply expenses and introduce you to the full line of high quality products and services offered by Henry Schein.

"The experience I have with your company is consistent, friendly, polite, respectful, helpful, honest, knowledgeable, and service oriented. Couple that with technology that allows each member of your team to be up to date and on the same page when it comes to customer service. Put simply, a great organization."

Dr. Dan Goldstein, Calgary, Alberta

Privileges™ for you

BENEFITS — AT-A-GLANCE

- Earn one Privileges Point for every dollar spent on the web or via our Aruba eZ system.
- Access to our Volume Purchase Agreements providing tailor-made value solutions.
- Privileges Members special pricing on selected items in flyers.
- Quarterly Privileges discount coupons.
- Preferred technical service pricing – 10% reduction in hourly service rates.
- Preferred discount on Preventative Maintenance Agreements.
- 10% discount on loaner equipment.
- Warranty extended to one year on major equipment purchases.
- An additional 30-day grace period on returned items.
- Annual Privileges Benefit Statement providing a comprehensive review of the benefits received from Henry Schein.
- Complimentary invitations to branch events exclusively reserved for Privileges Members that focus on new products and technological developments.
- Quarterly e-mail from the President keeping you informed about global trends in your profession.
- Preferred rates at Henry Schein continuing education seminars.
- Priority shipments in the event of industry shortages and during manufacturer new product launches.
- Free laptop or desktop PC when sales commitment is met and when transitioning to web order processing.
- Free eZ Scan barcode scanner and dial-up purchasing system as part of an integrated inventory management system.





Henry Schein Exclusives

Digital Panoramic X-Ray



New digital panoramic systems create exceptional image detail. Whether you are looking for panoramic, cephalometric or implant planning, there are options to satisfy all of your diagnostic imaging needs.

Cone Beam CT Technology



Radiographic technology offers significantly greater resolution than film-based systems. Its three-dimensional environment produces complete anatomical information vital in developing precise implant, presurgical and orthodontic treatment plans.

CAD/CAM Dentistry



Chairside CAD/CAM dentistry provides the ability to scan, design, mill and deliver a restoration all in one appointment.

Digital Sensors



Digital sensors are fast and save valuable chair time. The award winning DEXIS sensor allows you to complete a full mouth series in just minutes and utilizes one of the best imaging software around. Choosing digital eliminates the need for items like film, chemicals, disposal fees, mounts, duplicating film, processors and repairs.

Operatory Equipment



Pelton & Crane offers an extensive line of dental equipment, including delivery systems, sterilizers, lights, chairs, and cabinetry. With this kind of dedication to healthcare professionals, Pelton & Crane products are unsurpassed in their durability of construction, flexibility and serviceability.



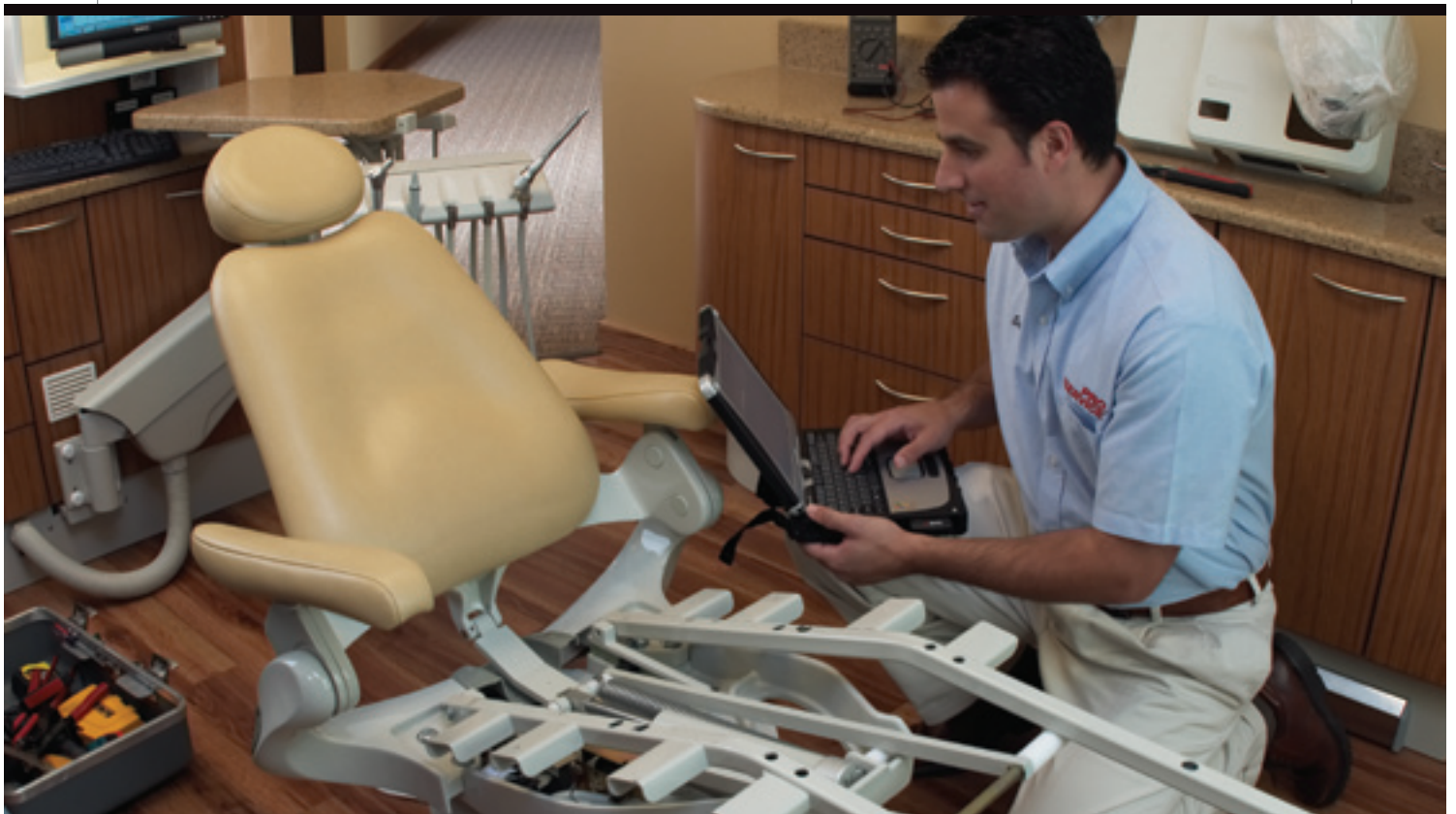
Service & Repair



Our Pro-Repair team provides a wide range of repair services for most makes and models of Handpieces, Small Equipment, Operative and Surgical Instruments, Sterilizers and Lab Equipment. We'll make sure that your equipment is running smoothly and efficiently!



For in-office service and emergencies, our manufacturer-trained technicians deliver end-to-end services, including repairs, installations, preventative maintenance, and product support.





HENRY SCHEIN® BRAND

As thousands of dentists know, you can have absolute confidence in Henry Schein Brand products while enjoying significant savings.

You can be sure every product will measure up, because first it has to meet our uncompromising standards to earn the Henry Schein Seal of Excellence—your 100% guaranteed of satisfaction.

- More than 5,000 items and growing
- Selected for quality and value
- Meeting the needs of dental professionals
- Dedicated to customer satisfaction

“Fast, efficient, reliable customer service from sales rep, call centre, delivery to repair with a front line sales rep that always goes above and beyond to ensure we never need to worry about anything.”

T. Vanaselja





Online Ordering Made Easy

Henry Schein.ca gives you the tools to simplify your ordering process, increase your efficiency and improve your workflow.

That's why we offer online ordering as a powerful opportunity for your practice.

Online Ordering Made Easy:

Step 1: Go to henryschein.ca

Step 2: Click on the **Supplies** link

Step 3: Use the **Category List** to find your product or vendor of choice

Step 4: Add products to order

Step 5: Repeat for more products and submit when finished

Online product ordering made simple!

- Fast and easy to learn and use
- Create customized shopping lists
- Product information is updated automatically so you stay current
- Sale & promotional items are flagged so you can take advantage of deals
- Free technical support
- Monitor and review account activity
- More convenient, available anytime
- Purchase from sales history
- Easy and immediate access to MSDS sheets
- Manage multiple locations
- Automatic budgeting tools
- Email notifications
- Shipment tracking
- Ability to pay your bill online





Getting You Ready

Use the checklist included in this package as a guideline to make sure you order everything that your practice needs



For all your practice needs, contact your Henry Schein Sales Consultant or call 1-800-668-5558

Visit us online @ www.henryschein.ca