

2012 Catalog

to

Everything a dentist needs, for less.


cda[®]
ENDORSED
PROGRAMS

Research shows that CDA members fare better in almost every facet of business than nonmembers.

And one reason why is CDA Endorsed Programs. From appointment aids to website design, Endorsed Programs **saves you money** on everything you need, and then some.



We've negotiated the lowest rates.

Be it paper clips or patient financing, we've harnessed the buying power of 25,000 dentists to bring you the lowest prices on everything a dentist may need. In fact, you could save nearly enough to pay for your CDA dues just by using a single Endorsed Program.

We've checked out every business.

Every Endorsed Program has been researched and approved by a group of dentists who comprise the Council on Endorsed Programs. They scrutinize every company using a strict criteria that includes years in business, reputation and product offering. And only the best earn the CDA endorsement.

And we stand behind it.

If you ever have a question or an issue, you have an advocate in your corner by the name of Evet Dickinson. She knows the ins and outs of every offer, works with every vendor and can help in any way you may need. Give her a call at 800.232.7645, ext. 4933 or email evet.dickinson@cda.org. Visit cdaendorsedprograms.com to learn more today.

Evet Dickinson
Manager,
CDA Endorsed
Programs



CDA Endorsed Programs:



Website design services
See page 6



Advantage

Office supplies, facility supplies and more
See page 7



Automated patient communications and marketing
See page 8



Electronic claims processing
See page 9



Dental patient financing
See page 10

CDA Endorsed Programs:

Bank of America



Business and personal credit cards and deposit accounts
See pages 11, 12 and 21



Merchant credit card processing
See page 13



Sterilizer monitoring
See page 14

Bank of America



Practice Solutions

**Demographic site analysis; dental equipment,
new office start-up and practice acquisition financing;
practice equity and commercial real estate loans**

See pages 15-20



A is for advertising. Attracting new patients with an online presence. Actively embracing your little slice of the World Wide Web. And amplifying your marketing efforts to advance your practice.

Website Design Services

It's now easy and affordable for CDA members to launch a high-quality website thanks to ProSites. Market your practice, attract new patients, educate existing patients and enjoy interactive features.

- Attract new, high-value patients
- Showcase your services
- Educate current and prospective patients
- Be found on top search engines such as Google, Bing and Yahoo
- All websites include customizable patient-focused content, high-quality educational videos, online appointment request forms, Smile Analysis survey, unlimited pages, free upgrades and more



A FREE test drive awaits at prosites.com/CDA or call 888.327.5212 and mention CDA.



M is for moolah. Making your money go further when you purchase mouse pads, mailing labels, even M&Ms, with a mammoth average discount of 70% at order.StaplesAdvantage.com.

Office Supplies, Facility Supplies and More

CDA members receive up to a 50% discount on all items listed in Staples' Full Line Catalog as well as core products at order.StaplesAdvantage.com. Save an additional 5% on items in Staples' Unbelievable Low Price Catalog, which already has an average retail discount of 70%.

- Next business day delivery (in most areas) and free delivery on orders over \$50
- Receive member-exclusive pricing at Staples retail stores by registering your credit card
- Free ink and toner recycling program
- Fast, easy ordering with custom shopping lists online
- Awarded excellent customer service by J.D. Powers and Associates for eight consecutive years
- Dedicated account manager

Make your money go further at staplesadvantage.com/cda Already registered? March right over to order.StaplesAdvantage.com



Advantage

R is for reducing no-shows. Increasing revenue. Raising productivity and celebrating the rare reality when you find a patient communications system that's guaranteed to help you triple your investment.

Patient Communications and Marketing

Demandforce, an online marketing and patient communications system, integrates seamlessly with your existing practice management software to automate your marketing to existing patients and helps enhance your web presence to attract new patients. Plus, it's guaranteed to generate \$3 in value for every \$1 spent each month, or the next month is free.

- Grow your online reputation on 140+ sites and search engines
- Increase referrals through an online referral system
- Generate new appointments with customized email promotions
- Retain existing patients and reactivate lost patients with automatic online communications
- Measure results and patient satisfaction with real-time reporting

Waived
setup fee and one
month free for
CDA members.
Save
\$598

Race to learn more at
demandforce.com/CDA
or call 800.210.0355.
Mention CDA to receive
your exclusive pricing.

Demandforce
Growth. On Demand.

N is for nimble new software that helps your front office navigate the nuances of claims with ease. Accessing necessary benefit information in nanoseconds. No need for paper with EDI solutions. And saving 10% on Real-Time packages. Nice.

Electronic Claims Processing

ClaimConnect, from DentalXChange, streamlines and simplifies your EDI processing by connecting your office directly with payers. This saves your front office time and helps you get paid faster.

- "All Payer" solution for claims, eligibility, ERA/EOBs and claim status
- 10% discount* on Real-Time and batch upload packages
- Online tools for customized EDI reports and AR management
- Enter claims securely online FREE of charge for select insurance companies using ClaimConnect
- Confirm patient insurance eligibility in seconds
- Unlimited training and customer support
- 100% HIPAA compliant

Net your savings
at 800-576-6412,
ext. 455 or visit
dentalxchange.com/x/cda.jsp

dentalxchange.com
Better tools for your practice.

*Discount restrictions may apply to existing ClaimConnect clients. New service activation required.

F is for flexibility.
Offering your patients friendly monthly payment plans and an enrollment discount that saves you a lot of Franklins. How fabulous is that?

Patient Financing

Make it easier for more patients to get the care they want, when they want it, by adding CareCredit, a health care credit card, as an additional payment option. Over the past 25 years, more than 20 million patients have chosen to use CareCredit, and today, 90,000 enrolled dental practices accept it so that patients can:

- Schedule and complete recommended dentistry
- Return for ongoing care and hygiene without hesitation

The company also provides practice support, including free resources, and a listing on their online Doctor Locator — a tool used by nearly 400,000 patients a month to find a practice that accepts CareCredit.

Call 800.300.3046, ext. 4519
or visit carecredit.com/dental.
Already offer CareCredit?
Call 800.859.9975.

CareCredit[®]

In celebration of CareCredit's 25th anniversary, CDA members can get started for only \$25.

C is for credit.
A cushion when you need one. A card that earns rewards so you can collect points for fun stuff. And it's from a company you can trust.

CDA Business Credit Card

Bank of America's Platinum Plus[®] for Business credit cards with WorldPoints[®] Rewards allow you to effectively monitor your expenses and separate your personal and business spending.

- No annual fee
- Additional cards for employees at no charge
- Manage your account quickly and easily at bankofamerica.com



Call 800.598.8791
and request the
CDA endorsed business
credit card, with
priority code UABL4B.

Bank of America



P

P is for a plethora of points. A platinum card that's perfect for picky people. And paying for personal expenses in whatever fashion is preferable to you.

CDA Platinum Plus® MasterCard® credit card with WorldPoints® rewards.

Earn one point for every \$1 in net retail purchases with the CDA MasterCard credit card. Points can be redeemed for:

- Unlimited cash rewards
- Tickets on any major U.S. airline with NO blackout dates
- Car rentals and hotel stays in the United States

Bank of America also offers cardholders competitive rates and FREE access to the MyConcierge™ service.*

Please call 800.932.2775 and mention priority code VABENS.

*For information about the rates, fees and other costs and benefits associated with the use of the CDA credit card, call the toll-free number or write to Bank of America at P.O. Box 15020, Wilmington, DE 19850.

This credit card program is issued and administered by FIA Card Services, N.A. MasterCard is a registered trademark of MasterCard International Incorporated, and is used by the issuer pursuant to license. MyConcierge is a service mark of LesConcierges, Inc., and is used by the issuer pursuant to license. WorldPoints and Platinum Plus are registered trademarks of FIA Card Services, N.A. Bank of America and the Bank of America logo are registered trademarks of Bank of America Corporation.

Bank of America



B

B is for bottom line. And in that department, we have your back, especially when it comes to negotiating better rates on credit card transactions. Rates that could save you a lot of bucks.

Merchant Credit Card Processing

Elavon invites you to take advantage of the exclusive discounted rates available to you as a CDA member. Call for a free rate comparison. You have nothing to lose but higher fees.

- No application fee and free monthly statements when viewed online
- Processing solutions for all major credit and debit cards, corporate and purchasing cards
- Electronic check service and gift cards
- Dedicated sales and account manager
- Proprietary, fully redundant transaction processing network has a reputation as the fastest and most reliable in the industry



Contact your local account rep at 800.226.9332, ext. 8053 or dentalassoc@elavon.com

Learn more at tellmemore.elavon.com/cda



T is for test. The type the Dental Board mandates on the sterilization cycle. A company you can trust because they're tried and true. Timely notifications. And tracking the results for you every week.

Spore Check System

Sterilizer monitoring service from OSHA Review, Inc. offers an easy, convenient and accurate way to monitor the sterility of your dental instruments.

- CDA members pay only \$169 for 52 tests (\$3.25/test)
- Immediate contact in the event of a positive result
- Results available via a password-protected website or email
- Test reminder notifications
- Centrally located in California, resulting in faster turnaround
- Envelopes preprinted with a unique barcode that identifies each office and autoclave in OSHA Review's database to minimize paperwork and save time
- Test up to four sterilizers per envelope

To take advantage of this terrific offer, call 800.555.6248 or visit oshareview.com

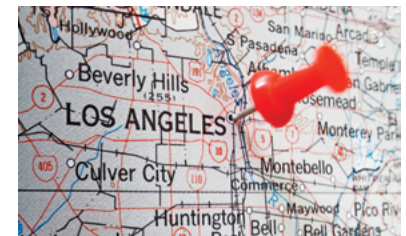


L is for location. The loveliest around for a new practice. Learning in advance about the competitive landscape. Longing for a certain patient base and then finding it. Gaining the latitude for long-term success.

Demographic Site Analysis*

Before you open a practice in a new location, it's important to know the patients you'll be serving. One tool that can prove invaluable is a dental-specific analysis from Bank of America Practice Solutions.

- Determine the growth potential of your area
- Gain in-depth information about your patient base
- Target market the exact needs of your desired patient base to maximize results
- Discover more about your competition— the ratio of dentists-to-population



Learn more by calling 866.232.5363.

*Bank of America engages Scott McDonald & Associates, a national marketing research firm specializing in demographic research, site analysis and profile reports for dental professionals to produce a demographic report to assist dentists in evaluating where to locate their dental practices. Scott McDonald & Associates charges a fee for this service, which is passed on to the customer.



Practice Solutions

G is for growth.
Whether you're gaining more operatory chairs or going out on your own, you can garner more savings by getting up to \$600 off loan administration fees.

D is for daring. Deciding to jump and be an independent dentist. Determined to succeed. Different from the pack. And with the financing to make it doable.

Dental Equipment Financing*

Bank of America Practice Solutions offers a variety of options and flexible terms for the purchase of equipment for your practice. Plus, CDA members receive 50% off loan administration fees.

- Terms up to 10 years
- No tax returns or financial statements required (in most cases)
- Flexible payment structures tailored to meet your needs
- Same-day approvals with an easy Express Application
- Access to a nationwide network of equipment dealers



To get going, call
866.232.5363 or visit
cdaendorsedprograms.com/apply

* See page 20

Bank of America 

Practice Solutions

New Office Start-up Financing*

Start-up needs can set the tone in establishing the success of your practice. That's why Bank of America Practice Solutions provides complete financial solutions as well as a 50% discount on loan administration fees. We can assist you with financial resources for all of the following:

- Architectural and design fees
- Renovations and build-out, including equipment and cabinetry
- Office furniture, fixtures and supplies
- Working capital
- Flexible repayment options

Gain access to valuable tools including:

- Business plan and budget guides
- Dental-specific demographic and marketing information

Don't delay.
Call **866.232.5363** or visit
cdaendorsedprograms.com/apply

* See page 20

Bank of America 

Practice Solutions

I is for independence. Having your own practice. Investing in yourself. Entering the world of infinite possibilities. And, as icing on the cake, saving up to \$600 on loan administration fees.

E is for equity. Eliminating high-rate debt. Enjoying one simple payment. Experiencing the joy of sound business finances.

Practice Acquisition Financing*

Bank of America Practice Solutions specializes in providing financing solutions to meet your needs by offering finance programs valued from \$100,000 to \$5,000,000.

- Buyer/seller referral network
- Easy application process
- Up to 15 years of financing
- 100% financing
- Partnership buy-in programs



Interested? Call 866.232.5363 or visit cdaendorsedprograms.com/apply



Practice Solutions

* See page 20

Practice Equity Loans*

The Bank of America Practice Solutions Practice Equity Loan Program enables you to use the equity in your practice to consolidate your business debt.

- Improve cash flow by refinancing your existing building
- Receive a FREE debt analysis report
- Enjoy one simple, low monthly payment
- Increase practice cash flow
- Pay off high-rate credit card debt, as well as merchandise and equipment accounts



For this enticing opportunity, call 866.232.5363 or visit cdaendorsedprograms.com/apply



Practice Solutions

* See page 20

U is for unparalleled service that exceeds business as usual. An uncanny insight into your needs. And a deeper understanding of what it takes to make your business succeed.

V is for vision and the virtue of a penny saved. A vow to voluntarily think of your future. And the view of your bank statement when it's very in the black.

Commercial Real Estate Loans*

Whether you are buying, refinancing or relocating, this capable team of experts can offer you a suite of comprehensive real estate loans to meet your business needs.

- Conventional loans
- Payment schedules of up to 25 years
- Interest-only payment options for up to 12 months
- Low or minimal down payments
- Fixed and variable rates



For this unbelievable deal, call 866.232.5363 or visit cdaendorsedprograms.com/apply

*All programs subject to credit approval and loan amounts are subject to creditworthiness. Some restrictions may apply. Bank of America Practice Solutions may prohibit use of an account to pay off or pay down another Bank of America account. Bank of America Practice Solutions™, Inc. is a subsidiary of Bank of America Corporation. Bank of America Practice Solutions™ and Bank of America are registered trademarks of Bank of America Corporation.

Bank of America 

Practice Solutions

Deposit Accounts

Access Bank of America Certificates of Deposit and Money Market Deposit Accounts with FDIC insurance up to applicable limits.

Certificate of Deposit Accounts

- Decide how your interest will be paid
- Design your CD with scheduled interest payments made monthly, quarterly or annually, or allow interest to accrue for maximum yield

Money Market Deposit Accounts

- Make up to six withdrawals per statement cycle, three of which can be made by check
- Earn interest compounded daily from the day it is received for maximum potential

Vow to start saving today, call 800.900.6705 and request the CDA endorsed product with ID code 13447.

Bank of America



Z

**Z is for zero. Zip. Nada.
Yep, you have nothing
to lose and everything
to gain when you take
advantage of CDA
Endorsed Programs.
It really is the zenith
of savings.**

Zap those higher bills and start saving today.

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