



WELCOME



ADVANTAGE

Practice Growth...

No matter what career stage you're in – whether you've just embraced new practice ownership or you're nearing retirement – the investments you make in your practice today could have a huge impact on your future.

The Patterson Advantage program is designed to make practice investments easier and more affordable, so you can worry less about your bottom line and more about the quality of care you provide to your patients. And with Patterson, that's what you get: an enhanced patient experience, and an improved practice lifestyle.

...with Patterson Advantage®

As a member of the program, you'll earn Advantage Dollars on everyday merchandise purchases. These dollars can be used to invest in productivity-boosting technology or equipment purchases for your practice.

You'll also receive significant technical service benefits, like priority scheduling, guaranteed response time, labor warranties and much more.

Practice Growth Advantages

What if you could earn real dollar-for-dollar rewards on everyday purchases for your practice? As a Patterson Advantage member, you will.

Members earn Advantage Dollars on:

- Merchandise (*e-business purchases earn at a higher rate*)
- Equipment and technology financing*
- Technical service labor fees
- Patterson National Repair Center fees
- Rental equipment fees

**Special rates not eligible; must make at least one payment*



Reinvest In Your Practice

The Advantage program makes it more practical and affordable than ever before to reinvest in your practice. Apply your Advantage Dollars toward new equipment and technology purchases. Bring a new CEREC system, operator chair or digital imaging system into your practice – the possibilities are limitless.

For a list of equipment and technology that you can redeem with your Advantage Dollars, contact your Patterson representative or call 800.873.7683 and ask for our Patterson Advantage Redemption Wishlist!

Technical Service Advantages



When it comes to technical service, Patterson Advantage® members receive top priority.

Take a look at some of the technical service benefits you'll receive as a Patterson Advantage member:



Priority scheduling puts your practice ahead of non-member requests



Guaranteed emergency response time of four hours gets you back up and running fast when your compressor or vacuum pump is inoperable



A percentage discount on technical service labor fees



Complimentary labor warranties on new equipment give you peace of mind

Office-Wide Advantages

Patterson Advantage® benefits your entire practice and your bottom line. As a member, you and your staff will enjoy:

- Exclusive manufacturer promotions
- Special promotions



Membership Levels That Grow With Your Practice

The Patterson Advantage® program has four membership levels, each with an annual merchandise commitment requirement and a unique set of benefits. No matter what level you are in the program, you'll have access to exciting practice growth, technical service and practice management opportunities.

All NEW Patterson Advantage members start out at the introductory enrollment level. The purchases made during the first 90 days of enrollment in the program will determine your Patterson Advantage level.



Silver

\$15,000 ANNUAL
MERCHANDISE COMMITMENT



Gold

\$30,000 ANNUAL
MERCHANDISE COMMITMENT



Platinum

\$50,000 ANNUAL
MERCHANDISE COMMITMENT



Diamond

\$100,000 ANNUAL
MERCHANDISE COMMITMENT

MEMBERSHIP ADVANTAGES AT A GLANCE

Advantage Dollar^{***} Earnings

				
Merchandise purchases*	0.50%	0.75%	1.00%	1.50%
e-business merchandise*	1.00%	1.50%	1.75%	2.00%
Equipment/technology financing**	0.50%	1.00%	1.25%	1.50%
Technical service labor fee	10%	10%	10%	10%
Patterson National Repair Center*	5%	10%	15%	20%
Bonus: Incremental growth over previous calendar year	0.25%	0.50%	1.00%	2.00%

Technical Service Advantages

Priority scheduling	YES	YES	YES	YES
24-hour guaranteed response time on service calls	NO	NO	YES	YES
4-hour guaranteed emergency response time	YES	YES	YES	YES
Labor savings – plus 10% deposited back into Advantage account	5%	10%	15%	20%
Total labor warranty	3 months	6 months	12 months	18 months
Patterson Advantage [®] promise	YES	YES	YES	YES
Rental equipment*	25%	50%	No Charge	No Charge

Office-Wide Advantages

Exclusive manufacturer promotions	YES	YES	YES	YES
Special offers	YES	YES	YES	YES

*Excludes tax and shipping fees

** Excludes special financing promotions

*** Advantage Dollars can only be redeemed at the time of purchase toward new equipment and technology purchases of any amount. Advantage Dollars expire on December 31 of the year after they were earned (example: Advantage Dollars earned in 2012 expired on December 31, 2013). Advantage Dollars will be forfeited if your supply or financing account becomes delinquent. Customers who do not meet their annual Advantage goal will be removed from the program and Advantage Dollars will be forfeited. Advantage Dollars cannot be earned on special rate financing promotions or outside financing. Advantage Dollars cannot be transferred. Advantage Dollars cannot be converted for cash – redeemed Advantage Dollars function as a discount on equipment and technology purchases.

visit pattersondental.com or
call 800.873.7683 to learn more!

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