

Wavelengths

A newsletter by

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PERIOWAVE™ IS ON THE MOVE



By: Tom Dawson,

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Welcome to the inaugural issue of Wavelengths by Periowave™, a quarterly newsletter bringing you news, updates and information on Periowave™, Photodynamic Therapy and other innovations and topics in dentistry.

2012 begins with significant momentum for Periowave Dental Technologies, Inc. We are not only alive and well but have evolved and continue our commitment to superior customer care, innovation and expansion of Periowave™ and Photodynamics worldwide. We are re-organizing for a renewed global re-launch of Periowave™.

Everything we do is based on our corporate Vision, Mission and Values. I would like to share with you now the Periowave™ Vision:

- Periowave™ is the Standard of Care in every operator
- Periowave™ changes lives by improving overall health and well being
- Periowave™ reinforces Photodynamic Therapy worldwide

So just what has been happening at Periowave™? Here are some highlights of the past few months.

Adoption of our new Hand Held Laser and Advanced Formula Treatment kits is going very well in Canada and Japan. We are working through the regulatory approval processes in other geographies to expand our global customer base of Periowave™.

I am pleased to introduce Michelle

Janke as the Periowave™ National Sales Director for Canada. Ms. Janke has over 15 years of sales, sales management and marketing experience in health care and pharma fields. Michelle's mandate is to manage the sales team to fully reach the potential of Periowave™ and Photodynamics in the Canadian dental market and help instill the finest customer service in the industry. Ms. Janke's appointment is a key element of the company's new commercialization strategy.

We have hired four Territory Managers within Canada to service our customers, grow our installed base of Periowave™ users and to increase the usage Periowave™ among our existing customer base. Please see Michelle's column with the exciting news regarding our Canadian sales team.

Leanne Carlson has been appointed Periowave™ Clinical Training Manager and will be heading the RDH training program. In addition to her practice duties and the RDH program, »»

Leanne continues to lecture on behalf of Periowave™ and support our base of users.

Periowave™ has entered into an agreement with Mr. Aaran Wan, who is based in Hong Kong, as the Periowave™ sales representative in Asia. He is responsible for establishing the distribution channels within Asia and has signed on three new distributors for Periowave™.

Wavelengths, Inc has completed its first full year as our exclusive distributor of Periowave™ in Japan. Hiro Kusumoto and team have done an exceptional job developing the Japan market for Periowave™ and have made Japan our fastest growing market.

Periowave Dental Technologies, Inc is also pleased to announce it has acquired an expanded exclusive license for the disinfection and sterilization of tissues, wounds and lesions in the oral cavity from UCL Business PLC, the technology transfer company of University College London, London, UK. This expanded license includes both soft and hard tissue. As such PDTI, together with our business partner Ondine, are developing new applications for the Periowave™ Photodisinfection System including Endodontic and Peri-implantitis indications. Look for the new protocols in early 2012.

2012 will see the launch of new marketing collateral, an expanded Key Opinion Leader program, increased publications on Photodynamics and Periowave™, an improved office training program and enhanced educational events. In February, our partner Wavelengths, Inc will open the Japan Clinical Institute of Periowave™ in Tokyo, Japan. We have submitted for regulatory review in a number of other international markets and expect to receive expanded approvals in 2012.

Soon you will see our new messaging, in particular SRPP – Scaling and Root Planing + Periowave™, to stress the importance of proper scaling and root planing in conjunction with Periowave™ as the new gold standard of care in the treatment of gum disease.

I hope you enjoy Wavelengths and find it useful and practical.

WELCOME NEW SALES TEAM



By Michelle Janke,
Periowave™ Director of Sales, Canada
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Bye, bye, 2011! The New Year always evokes feelings of new beginnings and provides an opportunity for change. The same is true for Periowave™ in 2012. As we close out 2011 and look ahead in the year to come, I can't help but be excited. This year marks definitive change for Periowave Dental Technologies, Inc and photodynamic disinfection.

Over the last couple of years, Periowave™ has been relatively quiet in the marketplace. This year we are changing that. We have heard from our customers that while our technology is great, there are aspects of our company we need to improve. We need to get better at educating, training, promoting, and supporting not only our current customers, but those interested in offering this unique technology to their patients. Well, we have listened and we are doing something about it! I am very pleased to announce that as of January, we will be launching a brand new Periowave™ direct sales force. There are 5 dynamic and committed members of our sales team, all focused on raising the bar for Periowave™ and on our most important asset: our customers.

Our mandate will be to provide exceptional service to our current customers as well as promote Periowave™ to future ones. I am confident that the changes we are embracing will translate into tangible benefits for all of you. We are looking forward to working hard in achieving that goal.

It is with great pleasure that I take this opportunity to introduce our team;

1. Quebec – Daniel Genest: Daniel comes from a myriad of business experiences and is a seasoned sales professional. His number one priority is ensuring his customers' needs are always met and says "he isn't happy until they are". Contact: dgenest@periowave.com or (514) 998-0633.
2. Toronto East – Bridgette Badalamenti: Bridgette is also a top performing sales rep with over 12 years of experience. She has won numerous awards and loves nothing better than being out in the field helping her customers solve problems and create happy patients. Contact: bbadalamenti@periowave.com or (905) 836-3245.
3. Toronto West – Adam Watson-Smyth: Adam has a unique talent in building excellent rapport. He takes a sincere interest in each person he meets and it is evident when he interacts with others. He is always excited to meet new people and believes in going the extra mile. Contact: awatsonsmlyth@periowave.com or (647) 383-8881.
4. BC – Linda O'Connor: Linda has been in the dental field for many years and in fact began her career as a dental assistant back in the day. Since then she has enjoyed much success in sales and is an expert on laser usage. She has an extensive network of satisfied customers and is looking forward to seeing and servicing them as a Periowave™ Territory Manager. Contact: loconnor@periowave.com or (778) 874-9805.
5. National Sales Director – Yours Truly: I joined Periowave™ in July with an aligned vision with the company to improve upon what has been started. I feel privileged to have been given such an opportunity and am dedicated to seeing it through to fruition.

Our theme for 2012 is "it starts with us". This resonates strongly with us as we are taking accountability to make positive change with Periowave™. Moving forward you will see us doing just that. We value your business and look forward to meeting you, partnering with you, and hearing from you. Please know that our proverbial door is "always open"; feel free to reach out at any time.

Wishing you all a successful and prosperous New Year!

WHO'S A CANDIDATE FOR PERIOWAVE™?



By Leanne Carlson,
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As hygienists and dentists we have been too programmed & perhaps too complacent in accepting bleeding gingival tissue is normal or a dental condition that need not be treated!? It is an active infection with systemic considerations. The gold standard of scaling & root planing are quite simply no longer enough treatment. The studies repeatedly show us that residual plaque & calculus remain in periodontal pockets. By adding Periowave™ to our standard treatment we can reduce & destroy harmful bacteria. Even in the absence of deep periodontal pockets, tissue that is inflamed & edematous needs attention.

The result is a healthier oral environment & a healthier patient. So who is a candidate? Any patient with bleeding tissue around natural teeth & dental implants.

PERIOWAVE™ PROUDLY SUPPORTS THE PANAMERICAN PHOTODYNAMIC THERAPY ASSOCIATION



By Clarence Chew,
Periowave™ Social Media
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Periowave Dental Technologies, Inc is a proud supporter of the mission and goals of the PanAmerican Photodynamic Therapy Association. Launched last month, the PanAmerican PDT Association's purpose is to galvanize the basic science and expertise of PDT in the Americas, and encourage the study and practice of the technology in the treatment of animal and human diseases.

Photodynamic therapy has been around for centuries. The earliest recorded treatment using a photosensitizing agent and a light source occurred in ancient Egypt over 3,000 years ago. Vegetable and plant substances were used as photosensitizers and topically applied to patients suffering from skin diseases such as vitiligo. Sunlight was used as the light source, and the resulting

photochemical reaction restored the damaged tissue to a healthier state, and helped repigment their skin to its normal color.

Today, PDT is clinically used worldwide in a number of applications such as in gum disease. The antimicrobial application of PDT, commonly known as "Photodisinfection," is the platform technology Periowave™ uses to inactivate the bacteria and toxins associated with gum disease. With over 100,000 treatments safely performed, Periowave™ has become one of the most clinically used PDT applications in the world. It is therefore critical that we support groups such as the PanAmerican PDT Association to further the study, education and practice of photodynamic therapy techniques in all forms of disease. As a Periowave™ dental professional, and to help increase the visibility of your practice, you are automatically eligible for membership and listing on the Association's "Find A PDT Professional" database. To sign up today, please visit <http://www.papdt.org/become-a-member/>

SOCIAL MEDIA FOR YOUR DENTAL PRACTICE: SIGN UP FOR FACEBOOK TODAY!



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For many dental patients, the internet has become a reliable source of health information. In fact, more than 60% of people turn to the web for medical advice. With the emergence of online health communities such as WebMD, MayoClinic, and Perio.org, patients have moved away from the traditional sources of health information and are now finding their information online.

Over a year ago, Periowave™ launched itself headfirst into the world of social media. We first began by redesigning our website, then proceeded to launch a Blog, Youtube, Facebook and Twitter page. Today, our sites reach a cumulative audience of over 10,000 people/month, and we have managed to connect and build relationships with patients and dental professionals in ways we weren't able to before. For the many of you that haven't hopped on the social media bandwagon, now is the time to start. It has quickly become a necessary tool to engage your patients and change the way they search and find information.

Facebook has quickly surpassed Google as the #1 site where people spend the most time online (15.5 hrs/month). 30% of all Facebook users are over the age of 35, and 30% of users under the age of 34 check their Facebook page before they even brush their teeth. These users are your patients. A well-maintained Facebook page can allow you to build stronger and more meaningful relationships with your patients, which often result in higher levels of trust and respect. In some situations, this can result in better patient participation and acceptance in treatment plans and increased referral rates to the practice.

One of the most popular and effective »»

ways dental professionals promote their practice online is through Facebook. Below are some tips to set you up for success.

Setting goals: Establish metrics to track and monitor them over time. For example, measuring the increase in the number of people who 'like' your page or the number of clickthroughs to your website.

Building a community: Start with your friends, family and employees as they are your biggest supporters. Branch out to include dental professional groups and eventually your patients.

Creating content: Post pictures and stories of your practice/employees. Run Facebook contests that offer discounts and promotions to attract people. Post relevant news, case studies, and patient testimonials

It may seem intimidating at first, but the financials of Facebook marketing are very strong and incredibly rewarding. Don't wait any longer, take the leap and empower your dental practice. Sign up for Facebook today!

About this Publication

Published quarterly, Wavelengths is intended to provide information on Periowave™, photodynamic therapy and other innovations and topics of interest in dentistry in an effort to accelerate the adoption of photodynamic therapy as best practice in the field of oral healthcare.



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PERIOWAVE™ IS GIVING AWAY A DREAM TRIP FOR TWO TO HAWAII!



Submit a Periowave™ case study today and find yourself and a friend sipping Mai Tais on the beach basking in the dazzling Hawaiian sun. Periowave™ is pleased to announce we are giving away a dream trip for two to Hawaii for the case study that best presents the clinical benefits of Periowave™. As you lounge on the sand leisurely applying sunscreen and enjoying the sound of the waves, it's time to decide what to do first with the \$1,000 spending money we are giving you. Which would be more fun – hang gliding or taking a helicopter ride over the volcanoes? Or possibly shopping and taking some surfing lessons? The only thing you have to think about is what to do with your time and our money.

So how do you and a friend get to the beach? It is simple – just enter our Periowave™ Case Study Contest using before and after photographs or a video. The information that needs to be included is patient profile, treatment protocol and the results. If you don't have a video camera, don't worry, we'll loan you one. This contest couldn't be easier to enter and the prize is fantastic. The best case study wins a round trip airfare for two to Hawaii, one week hotel accommodation and \$1,000 in spending money. Enter today at www.periowavecontest.com, and then browse bathing suits this weekend!

SAMPLE CASE STUDY:

- Diagnosis: Moderate periodontitis
- Patient Profile: 30 year old, non-smoker female with 12 month onset of severe gingival bleeding when brushing and eating.
- Treatment Protocol: Treated with Periowave™ following SRP
- Results: Within 1 week there was no evidence of BOP, 6 week follow-up showed a pocket reduction from 7mm—3mm. Will monitor BOP at follow-up.

