

FAQ's

1. **Q** – How do I earn discounts and bonuses?
A – Your rewards are based upon collections from referred patient dental work. We have created a system that rewards you and those you refer. This is paid or credited annually and given a fresh start each year.
2. **Q** – Where does the money come from?
A – Most dental offices spend their marketing and advertising dollars through TV, radio, direct mail, phonebook ads, search engine optimization, web-development, pop-ups, banner ads, billboards, etc... Although these are great methods, we are more interested in you. We would rather use our dollars to reward you instead of large advertising and marketing corporations. We see value in the following:
 - 1) Rewarding our loyal patients who we have developed a relationship with
 - 2) Stimulating the local economy – give back to those who we care for daily
 - 3) Inviting new people into our family dental practice
3. **Q** - Do I have to keep track of the people I refer?
A – No. We have e-documents and tracking systems in place so you don't have to.
4. **Q** - Will you provide materials I need to begin referring?
A – Yes! We have custom-designed mailing bundle that you can get on your next visit or we will mail out to those you suggest free of charge. We also have a professional postcard. There is a place on the back to write your name and theirs when they come in for the first time. We want this to be as simple for you as possible. If you have better methods feel free to do what works best for you. We want to help you succeed!
5. **Q** - This seems too good to be true. I know a lot of people. Can you afford this if I send you all 500 of my Facebook friends and contacts?
A – Yes, absolutely! By both shifting our marketing budget in your favor and giving you a percentage of the work you and others receive there will always be enough incentives to share. It is not about how much of the pie you get, it is about making more pies.
6. **Q** - I am new to Grand Rapids and don't know very many people. What do I do?
A – Often it only takes a few ambitious people referring other people and you have developed a substantial network.
7. **Q** - How often can I receive discounts and bonuses?
A – Annually. Each fiscal year starts with a clean slate and we track collections from January 1st – December 31st. As long as your referrals are visiting our practice, they are connected to you and that carries over each year.
8. **Q** - Do the people I refer have the same opportunity I do?
A – Yes! In fact, we encourage them to. There is no pecking order or hierarchy either so your friends can earn more rewards than you. The cool thing is it helps you more when they do!
9. **Q** - I don't need the rewards or discounts. Can I give them to someone else?
A – Yes. Dr Zwier has always been an advocate of helping others. Sometimes a faithful friend of the practice will offer to pay the cost for a patient and we work together. Generosity is a central part of our mission statement, “Devoted to Excellence, Serving with Compassion.”