

Frequently Asked Questions

What is Private Dental Network?

Private Dental Network™ (AKA: PDN) is the live premier television network (digital narrowcast network) exclusively for dentists and their patients. PDN is a complete internal marketing solution for dental businesses.

Private Dental Network™ launched beta testing in California dental offices in 2001 and launched nationwide late in 2007. Since 2007, Private Dental Network™ reaches to millions of patients annually. Dentists report greater positive response from their patients after having been exposed to PDN. Dentists control their promotional and marketing efforts, guiding patients towards service recommendations and acceptance.

Synonymous with PDN's Registered mark The Patients Will See You Now!® promotes practice growth and increases patient word of mouth referrals without limiting your growth potential. PDN allows dentists a full range of customization capabilities to promote and market their services. PDN offers a customization solution; basic programming is enhanced by the practice having the ability to control all their promotional and marketing objectives - a virtual salesperson in their waiting area! Basic programming offers general patient education and awareness in an engaging format, designed by dentists to reach their patients.

Private Dental Network is a complete internal marketing solution for your practice. PDN is dedicated by the dentists, created to increase patient awareness to your services and products. PDN is focused on increasing awareness to your procedures and available services.

In our current economic condition, how can PDN be helpful?

The complexity of current economic conditions means dentists now have more creative and alternative methods of reaching out to their patients. PDN's objective is to maintain a better experience for dentists and their patients by promoting positive messages to achieving the highest level of service from your practice. PDN is the only independent digital network uninhibited or is simply not encumbered by product allegiance to general and oral healthcare suppliers of dental offices. PDN is an opportunity for dentists to reach out to their patients while they are in the waiting area - a controlled environment to promoting your services.

What are the immediate benefits of having Private Dental Network in my waiting area?

Customization makes your PDNtv a complete internal marketing solution to your practice. Your PDNtv also offers compelling basic programming with automatic monthly updates through your high-speed Internet access. Immediate benefits are as follows:

Hassle free equipment media player replacement under Terms & Conditions, PDN is listed with your insurance carrier as additionally insured in the event of water damage, earthquake, fire, theft, etc..

- Customization for all your internal marketing techniques
- Shipping and delivery is within 5/days to 30/days.
- Installation services available
- Screen Purchases available
- Lifetime subscription, One-time, Lifetime payment
- Information on leading dental technologies
- Patient education and awareness of available services
- Opportunities to promote products and procedures available in your practice
- Entertainment and enhancement of the overall waiting room experience
- 9a-5p (PST) IT Support **888-703-7001**
- 24/7 Customer Care: **888-703-7001**

Why is PDN a right time and place for me (dentist)?

PDN in your waiting room is the right place in the right time. As wait times continue to increase, consumers now have an opportunity to watch your promotions on services and ads over PDN and absorb the messages, just prior to seeing you, their healthcare provider. As a result, point-of-care provides the best setting for delivering your message into the hands of consumers.

How is the dentist perceived by the patient after being exposed to PDN Live?

As a trusted healthcare environment, the dental waiting room provides the ideal medium to inform, educate and influence health conscious consumers. Your patients are consumers who are highly receptive to receiving health and wellness information, specifically when it concerns their family and their own individual health - it will always be the current, top priority.

How will patients react to advertisements?

While many dental offices run broadcast or cable TV channels in their waiting areas as an alternative to keeping patients calm, there is no benefit to the practice or the patient. With PDN, programming provides advertisers and dentists an alternative strategy to connect with ad consumers, increasing brand awareness at the precise time consumers are seeking out professional services.

Will patients feel like they are being sold?

Patient perception of PDNtv is that their dentist appreciates their business. With PDN, the dental patient receives valuable information without all the pressure of a sales person. As a growing number of consumers are taking greater responsibility for their health, they are increasingly proactive and seek the latest information on health, nutrition, and disease management. With a wide range of information available, consumers view their dentists as a natural resource for credible and reliable information about oral health.

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How does PDN work?

By using PDNTV, dentists can market and brand products/services in a simple and friendly manner - one of the few patient decisions that can be made "right here, right now". Dentists can leverage the PDN system to capitalize on its primary competitive advantage, the ability to deliver its messages at the general practice level, where their patients wait.

Programming is distributed through your high-speed internet connection to the PDN screen in your waiting room. Programming updates take place automatically with no DVDs to mail and no rewinding of VCR tapes. Just power on the PDN screen in the morning and the network is running!

As dental products and services messages tend to be a customer driven decision, there is no better place to introduce and deliver your message of your services than in your waiting room.

What is PDN Customization?

While PDN offers original programming, the highly requested Customization is now available to all dentists interested in building their business. With Customization, dentists now have the ability to promote their own specials, create discounts, introduce staff, air their own videos, build their own professional video library and their own professional commercial ads or even create their own holiday specials, add tips-of-the-day or integrate messages into PDN's live news feed. With Customization, dentists are empowered with all the necessary internal marketing tools to promoting their business.

What is required to subscribe?

PDN is offered nationwide. The highly anticipated release of customization, is now available for your marketing needs. Offices must have high-speed internet connection, either DSL/broadband, cable or satellite. (PDN does not supply nor reimburse for the high-speed connection).

How do I get started?

Go to: www.pdntv.com, click on Dentists, then Enroll. Once entered, you will answer a few qualifying questions, choose a PDN plan and submit leasing information. Once you submit, you will be notified of your qualification and approval status.

How long does it take before PDN is operating in our waiting room?

From processing, submission and approval through installation fulfillment, it generally takes between 15 and 35 days. Working with a PDN sales representative can help you expedite the process.

How do I use the PDN Customization tools?

PDN created Customization with ease of use in mind. We recognize there is little time in your busy schedule and the costs of sales and marketing may not be an option for you to promote and build your business, especially during these economic times. On the PDN website, an online portal "Customize" is provided for you to enter into and begin designing your marketing strategies. Once enrolled, you are provided a unique ID and Password access. If you like, you could have your employee, or even your spouse designing and developing your marketing strategies to begin building your business.

Historically, your internal marketing costs increase with your business growth, limiting your strategies to a budget. With PDN, your internal marketing cost remains the same as you build your business - without limiting your growth to budgetary constraints.

What kind of basic programming can I expect?

PDN programming is light, fun and dental related.

Program Elements Include:

- * Patient education
- * Health tips and trivia
- * Cosmetic "Before and After" Images
- * Dental News Updates
- * Live news headlines on PDN news feed

Programming Titles Include:

- * Your Diet and Your Teeth
- * TMJ
- * Adult Braces
- * Why Do Teeth Darken
- * Sealants, Who Needs Them?
- * Single Tooth Implants
- * Unknown Pain
- * Teeth Whitening
- * Baby Teeth
- * Braces
- * Knocked Out Tooth

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- * Bad Breath
- * Brushing
- * Dental Visit

And many more. A short audio/video program sample can be viewed at: [PDN](#) or for a brief presentation, visit: PDN's [In-Style](#).

Is there a schedule of programming?

Specific schedules are not made available today. Our free monthly e-mail newsletter will establish upcoming PDN topics.

What is the monthly cost?

With PDN, there is only one rate, one time, for a lifetime. There is a Cost to Customization rate plan that is solely a PAY AS YOU GO PLAN. With full customization benefits, live news feed, interesting facts and IQ's, full network services, IT Support, and complete basic programming for your internal marketing needs.

What if I don't carry a sponsor's brand running on PDN?

During extensive beta testing of PDN within dental offices, dentists had a wide choice of brand products to choose. Patient inquires of their dentists on specific brand services or products became an opportunity for dentists to sell their preferred services and products.

Who are the sponsors?

Like a television network, PDN airs sponsored messages along with integrated product/service messages. Endemic (related oral healthcare) and non-endemic categories to dentistry, PDN focuses on sponsors friendly to the dental practice and family accepted messages.

What equipment will be installed?

The practice is required to having their own wide screen of 32" or larger (within a viewable area for your patients, preferably in your waiting area) and a high speed internet connection, DSL, cable or satellite. PDN will provide all other equipment associated with PDN as defined in "Terms & Conditions".

What if I am not satisfied with PDN in my office?

Our goal is to not only to satisfy your internal marketing needs, but to exceed your expectations. If you do not feel that PDN enhances your waiting area, entertains and informs your patients, or is not a powerful internal marketing tool for your practice, contact our customer service who will put you in contact with a representative who may assist you. No refunds are provided by the network at any time following subscribing to PDN.

What if I want to have additional screens in other rooms of my practice?

Your installation service will be able to answer all your questions. Installation is a separate service and at no time is this service the responsibility of PDN. Installation services are not an association, employee or partner of PDN. Costs would depend widely on the scope of work per individual subscriber. PDN is not responsible for screen or any other installation costs at any time.

Can I customize my network?

Currently offered, PDN delivers the only customization opportunity for each dental office to customize their PDN channel to their practice.

When and how will the PDN equipment arrive and be installed?

PDN drop ships its technology media player (6"x6"x2" computer) within 5 to 30 days of subscription. PDN maintains, replaces and upgrades its technology for normal wear & tear.

What happens if I move, sell, close my practice, or the equipment fails to operate?

Notify Customer Service immediately. We will arrange with you to have the equipment supplied by PDN returned and or replaced. Note: PDN is an asset to your business, so if you're selling your practice, PDN can be sold (transferred) to the new owners during the transition and only by PDN. Subscriber is prohibited in transfer of subscription.

Can I physically transfer my equipment to an interested party?

No. We hope that you find the programming on PDN valuable and want to pass that knowledge onto your patients. PDN is also a proven and complete, internal marketing solution that builds your business. If for some reason PDN did not work out for you, please contact customer care to begin arrangements to transfer or review your options (if any) should you be currently in a lease and want to transfer.

How do I refer advertiser inquiries?

We appreciate all referrals. Please have them contact our customer support for more information. **888-703-7001**

Are there program changes often on a live network?

Updates are performed daily and monthly. With PDN, customization, you are empowered with creating your own promotional specials, service discounts, introducing new staff members, and even building your own video library. PDN comes with basic programming and offers a daily news feed in that the dentists can also integrate their own promotions, messages and news.

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As a dentist, can I run my own sponsor ads on PDN?

Please contact customer service. PDN does require advanced notice of doing this and ask that we are given 30-day advance notice for record documentation and traffic reporting. PDN works within rules and regulations prohibiting PDN to airing certain ads and caution of conflicting messages that may need substantiation of any claims being made.

I have my own screens. Can PDN connect to my current screens?

In many instances, PDN can connect to your existing screens in the waiting area. Call customer service to speak with a representative regarding IT connections and configuration. **888-703-7001**

I have multiple operatory rooms and want PDN to run on these screens, is this possible?

It is possible. Speak with your installation services to assisting you in getting connected.

The charges for the different panels, is that a onetime fee or is that monthly?

No monthly fee for Customization. Any time a subscriber (dentist) request a change to video they have airing or want to have new creation (Production) there is a charge. Attached, you will see how this is set up and we can go through it together.

Is there any monthly fee?

There is not a monthly charge with PDN. When it comes to PDN Production Services or Change – it is "Pay Per Request." So you only pay what you order.

How is it broadcast to us, internet or unit?

PDN is delivered via high-speed Internet, cable, satellite or DSL. PDN is IPTV technology (AKA: Targetcasting versus Broadcasting). E.g., Subscribers of PDN can customize their network with their own messages. Shortly after you subscribe to PDN, you will receive a Media Player. It's a small player weighing less than 2lbs and is very quiet.

We do have video of the Dr's and patient testimonials as well, can we place this on our network?

Yes. This is a Customization Change per each video submission (adding and removing video). Rates are for each video. Note: videos being submitted must be in exact lengths of 15/second increments. E.g., 15, 30, 60 and maximum length of 120/seconds. PDN does not accept videos longer than 2/minutes (120/seconds).

PDN's My Smile is the Doctor's patient video testimonial?

Yes. Each My Smile video is 60/seconds. It is the patient who is providing the testimonial – always keeping with credibility to the practice and always maintaining an ethical approach to receiving such testimonials from your patients. So creating your "Best Brand Customer" has never been easier! When you're a subscriber to PDN, you will receive a general patient/talent release form for your patient(s).

Do we get the video and images to PDN to add to our private network?

Yes. For PDN My Smile, your patients send in their information via email to PDN as instructed. Video production on each My Smile is integrated onto your PDNtv.

Yes. Video footage, copy and images are submitted for Change or Production directly to PDN. Instructions are provided to subscribers.

"If I purchase your services, I would like to know what is included."

Here is what we have included:

1. One hour of content that is refreshed by 5% monthly
2. Daily News Feed -- updated Daily in several categories:
 - a. Health,
 - b. Sports,
 - c. National News,
 - d. Entertainment,
 - e. International News
 - f. Technology,
 - g. Business,
 - h. Finance,
 - i. Economics,
 - j. News & Events – and yes,
 - k. even the Weather – and
 - l. with Customization, Subscribers can even integrate their own urgent or general messages within the news feed.
3. Instant **access to Customization** is a PAY PER REQUEST program (E.g., should a subscriber choose not to ever customized their PDNtv, there is no charge). Below are the two PAY PER REQUEST programs.

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- a. **Ala Carte' Customization** (Subscribers select the Panel(s) they want to customize. PDN has added programs to assist in the internal marketing process.
 - i. Production Services and
 - ii. Change Services
 - b. **Video Marketing Kits** Anticipated for release these pre-packaged video Kits offer Subscribers a choice of Kits ranging from 3/Minutes up to 20/Minutes of video content and includes Customization:
 - i. Subscribers can Upgrade from one Kit to another when they want and/or
 - ii. Add to their Kits via Ala Carte'
4. 24/7 Customer Support
 5. 8/5 (PST or EST) Technical Support
 6. Separate from PDN, PDN provides Subscribers access to wholesale purchase of screen equipment
 7. Separate from PDN, PDN provides Subscribers access to installation services of their PDN connection and are provided a self installation guide.

What is the difference between Production or Creation and Change?

Realizing that the doctors simply do not have the time to doing the customization themselves, PDN has simplified the entire process of customization. PDN presents a Production (Creation) solution - production services Creates or Changes the content for you –at a very low price.

How does Change have anything to do with Production Services?

Change is adding and/or removing video from your PDNtv. You or your staff can place instructions to us for **Change**. Removing one video and adding another, is considered 2/Changes.