



Johnson & Johnson
presents

HEALTHCARING CONVERSATIONS

AN EXCITING NEW OPPORTUNITY
FOR YOUR PRACTICE

To support your practice's continued dedication to improving oral health, we're offering everyone in your office the opportunity to participate in HealthCaring Conversations. This one-hour in-office lunch and learn is delivered at your office by a LISTERINE® representative.

Program will include:

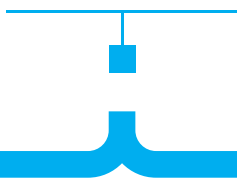
- Practical, actionable steps that you and your staff can apply to enhance daily patient interactions
- Personalized tools to help uncover patient goals and drive the conversation during appointments
- Valuable insights from studies conducted with consumers and dental professionals

How HealthCaring Conversations Can Benefit Your Practice¹

- Better patient compliance
- More productive, focused conversations
- Greater patient satisfaction



Better Oral Health Starts with Enhancing the Conversation



Motivating patients to improve their oral health goes beyond product recommendations. It's about motivating behavior change and the science behind it.

When it comes to your patients' oral care,
*you are the #1 reason
patients change their behaviors²*

While some patients may seem reluctant to change their routine, keep in mind

60% need your professional recommendation to start a healthy habit²

76% are willing to add another step to their oral care routine for a better check-up²

Contact your LISTERINE® representative to learn more, or sign up for a session today!

Program Sign Up ■

Date: _____

Time: _____

References: 1. Halvari A, Halvari H. Motivational predictors of change in oral health: an experimental test of self-determination theory. *Motiv Emot.* 2006;30:295-306. 2. Data on file, Johnson & Johnson Consumer Inc.