



Welcome To Our Smile Rewards Program

Creating a beautiful smile requires both a commitment from us and the cooperation of you, our fabulous patient. With that in mind, we are excited to introduce our Smile Rewards Program! Our program was created as a way to recognize all of your hard work by awarding you with fantastic rewards as you progress along your orthodontic journey.

You may redeem great prizes on our website for as low as 50 points. Look for additional contest information at our office, on Facebook, or our website to earn even more points and to see the latest updates in our Rewards Program!

You can view your points any time at www.kaplinortho.com. Click on the Smile Rewards Card icon and enter your 16-digit rewards number and 4-digit password to check your current points. View the on-line Reward Guide and check for special contests and gifts. If you have any questions, talk with any of our team members!

G I F T M E N U

Points Earned	Gift Card Amount	Prize Option Examples
50	\$5	McDonalds, Starbucks, Jamba Juice, or Subway Gift Card
100	\$10	Target, Claire's, Club Penguin, or iTunes Gift Card
150	\$15	WalMart, Pizza Hut, Target, Amazon, or iTunes Gift Card
200	\$20	Build-A-Bear, Best Buy, Toys "R" Us, or Bath & Body Gift Card
250	\$25	Sports Authority, Barnes and Noble, or WalMart Gift Card
500	\$50	Game Stop, Old Navy, or Toys "R" Us Gift Card
1000	\$100	Target, Macy's, Footlocker, or Best Buy Gift Card

Visit our website www.kaplinortho.com for more prize options, new ways to earn points and special contests!

Dr. Kaplin Rules

- Reward card must be present to receive reward points.
- Replacement cards are available for a 6 point purchase.
- Rewards are given at regular scheduled appointments.
- Points or gift cards are not redeemable for cash.
- Points and prizes are subject to change at anytime.
- Dental reward points are available when returning a completed dental certificate.
- Parent asked absolutely no questions. (just kidding, kind of)
- Did not ask Dr. Kaplin when the braces are coming off. (Just kidding, kind of.)
- Was not caught in a lie about wearing rubber bands or retainers. (Just kidding, kind of.)





Earn Points On Your Smile Rewards Card

During each appointment, points will be awarded for outstanding cooperation in each of the following areas. To redeem your points, visit us online or speak with any of our team members!

Fun Happens While Preparing for Braces

Congratulations! You are officially ready for braces! (awarded at your records appt)	25
Writing a story about how you lost your tooth	5
Participation in an observation activity.	5
Each baby tooth lost	2
Bringing your Smile Rewards card to your appointment.	2
Showing your Smile Rewards card at your siblings appointment.	2

Being a Great Patient Has Its Rewards

New patient exam.	10
New appliances placed	5
Excellent oral hygiene	1
Being on time	1
Nothing loose or broken	1
Wearing appliances as instructed	1

Seeing your Dentist Regularly is Important

Dental cleaning/exam	5
No cavities	2

Great Ways to Earn Extra Points

Referring a friend	50
Referring a family member	25
Office contest winner	25
Orthodontic testimonial	20
Straight A's on your report card (up to 5 A's awarded)	5
Having an appointment on your birthday	5
Survey participation.	3
Celebrating personal achievement	2
Participating in office contest	1
Each A on your report card	1

