

Front Office Protocols

The Front Office frames Gum Builder™ as a premium, non-surgical service.

Scheduling & Billing Parameters



Appointment Time:

20 Minutes (can be scheduled alongside Hygiene checks).



Billing Code:

CDT Codes For Gum Builder

D2991 Application of hydroxyapatite regeneration medicament – per tooth

D4265 Biologic materials to aid in soft and osseous tissue regeneration, per site

Coverage will vary depending on insurance plan with no guarantee of coverage



Cost Structure:

Fee-per-area or Fee-per-tooth.



Payment:

Collect fee upfront or per financial arrangement.



Master Scripts

Scenario 1 The Phone Inquiry (New Patient)

"That is a great question. Yes, we offer Gum Builder™. It is a non-surgical solution that uses a regenerative material to fix sensitivity and black triangles without grafting. It's quick, comfortable, and has no downtime. Let's get you scheduled for a consultation with Dr. [Name] to see if you are a candidate."

Scenario 2 The Checkout (Scheduling Visit 2)

"Dr. [Name] needs to see you back in 3 to 6 weeks for the second phase. This is mandatory to ensure the regeneration process is locking in correctly. Let's get that on the calendar now."

Scenario 3 The Price Question

"It depends on the number of areas we are treating, but it is significantly less expensive and invasive than gum surgery. Dr. [Name] can give you an exact quote during a 10-minute consult."



Consultation Script (The Closer)

"As [Hygienist] mentioned, you have some exposed roots here. Gum Builder™ allows us to thicken and stabilize that tissue using a regenerative filler. It protects the tooth and improves the look immediately. The procedure takes about 15 minutes, requires no stitches, and you can go back to work immediately. Would you like to get started?"

Standardized Patient Journey

Visit 1 Stabilization (Day 0):

Photos, measurements, first layer injection, molding.
Outcome: Immediate visual improvement.

Visit 2 Regeneration (Week 3–6):

Re-measure, photos, second layer (if needed), papilla refinement. Outcome: Collagen stimulation peaking.

Visit 3 Evaluation (Month 3):

Final measurements, final "After" photos, satisfaction survey.

Maintenance:

Annual check at 6-month hygiene recall.

