

Promote your practice boost awareness with **Yomi**

We developed the **Yomi[®] Launch Public Relations Program** to help clients secure earned media coverage in local and regional news outlets—so you can spotlight compelling patient stories, practice milestones, your use of Yomi, and more. This organic coverage (TV, print, online, social media) is an excellent way to draw attention to your practice and inform patients about the advantages of robot-assisted implantology.

How it helps **you**

- Increases awareness of your practice
- Differentiates you from your competition
- Gives you more visibility among prospective patients and peers
- Drives more referrals and implant cases

How it benefits **patients**

- Spreads awareness of robot-assisted implant surgery
- Educates patients about the clinical advantages of this innovative approach
- Lets patients know this revolutionary technology is at a nearby practice



What is earned media?

Unlike paid advertising, which gives buyers a high level of creative control, earned media is content about your business that you haven't paid for or created yourself. As such, you have less oversight of the final product. That said, earned media typically resonates with a wider audience and provides longer-term value than conventional advertising.

TV | PRINT | ONLINE | SOCIAL MEDIA

A first-class partner

Once you enroll in Yomi Launch, we'll be with you every step of the way, pitching and coordinating with media outlets, while ensuring your team is prepared for any opportunities that arise. You can count on us for basic media training, sample interview questions, talking points, and more.

What we need from you

Pertinent information and compelling angles that can inform our pitching efforts. What makes your practice unique. How robot-guided implant placement has impacted the lives of your patients. Insights like these. The more you're able to contribute, the stronger the resulting coverage will be. You and any patients you'd like to feature will also need to be available for interviews.

"The team was very knowledgeable and really customized the program to work for our practice. Incredibly easy to work with and the results were fantastic."

Sathish G. Palayam, DDS

Aarohi Dental | New Bedford, MA

"The experience was very productive, and I appreciated the work the team did to coordinate the interview and photography. The article turned out great and was published in a well-known, widely-read local outlet."

Jacob M. Gady, DMD, MD

Connecticut Center for Oral, Facial and Implant Surgery
West Hartford, CT

Getting started

If you'd like to participate in the program, just follow these easy steps:*



1. Scan or click the code + fill out our brief form.

This will help us gather more info about your practice and begin analyzing your particular media market.

2. Join us for a kickoff call. Your dedicated Clinical Sales Representative will work with our marketing team to set up a 30-minute call with the appropriate point of contact at your office.

***Program requirements:** Clients must have completed a minimum of five robot-assisted cases or used Yomi for at least two months. ©2022 Neocis, Inc. NEOCIS and YOMI are registered trademarks of Neocis, Inc. All rights reserved. <https://www.neocis.com/ifu> LB-1023-00 RevA (005/0722)

PROVEN RESULTS

Data from April 2021-2022

\$15.5m

**EARNED
MEDIA VALUE**

630k

IMPRESSIONS

22

**MAJOR MEDIA
MARKETS**