ROVIX DENTAL HUB

OTTAWA, ONTARIO

BIOFILM MANAGEMENT

# Key Opinion Leader Program

An invitation for dental professionals to represent our biofilm management manual in their province or state.

### ~500 words

Your foreword, featured in your version of the manual

### 2 ways

Honorarium for your review and foreword, plus on sales your posts bring in

### 30–45 min

Monthly virtual KOL meeting, with our books open

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rovixdentalhub.com

WHO WE ARE

# Rovix Dental Hub

Rovix Dental Hub is a preventive dental technology specialty, education and training company based in Ontario, Canada. We were founded by Chantalle, a retired dental hygienist.

We partner with companies that manufacture and distribute air-polishing and biofilm management devices. When a clinic purchases a device, our team of dental hygienists provides the clinical training and education, virtually and in person.

WHY THE MANUAL EXISTS

## Clinics have the device. Their new team needs the training.

**60%** of the clinics that come to us already own the device. Their team has changed, and the new team isn't trained on it.

They usually reach out after staff turnover or expansion brings new clinicians, new admins and new associates onto the team.

Air polishing and biofilm management are not part of the hygiene curriculum. New grads and new team members often don't understand the methodology or how to use the device, so they need training and education.

> **The Biofilm Management Training Manual**
>
> That's why we created the Biofilm Management Training Manual. It documents biofilm management completely, across 129 pages.

ONE MANUAL, MANY REGIONS

Dental hygiene is regulated separately in each province and state. Ontario's standards differ from those in BC, Alberta or Saskatchewan, and the same is true across the United States. As we expand, we're creating a version of the manual for each region. We will not write on behalf of a province or state where no one on our team is licensed. We want every version to be credible and compliant with its regulatory body. That's where you come in.

THE KOL ROLE

# What a Key Opinion Leader does

A Key Opinion Leader (KOL) is a licensed dental professional who represents the manual in their province or state.

1

### Review the manual for your region

We send you the manual. You confirm it's appropriate and compliant for your province or state, and tell us honestly if anything related to biofilm management in your area is missing. We then update that version.

2

### Write the foreword

A foreword is a short note from someone other than the author that gives the manual credibility. Yours would be about 500 words and cover who you are, how you know Rovix, the common problem in our industry, how the manual solves it, and why you endorse it.

3

### Share on social media

Keep posting the way you already do. The only difference is a call to action in your posts: a link or button that takes people to our website to see the manual. This helps us reach more clinics and clinicians who need biofilm management training.

4

### Join the monthly KOL meeting

Connect with providers across regions, share ideas, review the month together and celebrate our wins.

FIT

# Who we're looking for

- A licensed dental professional in good standing in your province or state
- Already on social media and already talking about biofilm management
- Comfortable sharing honest feedback, tips and recommendations on clinical content
- Enjoys educating and connecting with other clinicians

This is nothing heavy. We encourage everyone to keep posting the way they already do. Everyone has their own brand, and we want you to keep representing yourself. We understand that not every post will be about biofilm management. You have complete posting autonomy.

WHY JOIN

# What's in it for you

Being a KOL is a way to grow your profile, earn honorarium and make a real difference in how clinics learn biofilm management.

### 01 Published recognition

Your name and credentials appear in your region's version of the manual.

### 02 Featured on our website

You're listed as a Rovix KOL on our website.

### 03 A foreword with your name on it

Authoring the foreword of a clinical training manual strengthens your CV and professional credibility.

### 04 Honorarium for your expertise

You're compensated for your time to review the manual and write the foreword.

### 05 Ongoing honorarium

Earn 15% to 25% on manual sales that come from your posts.

### 06 Open books, every month

Honorarium is paid monthly, and we show you exactly what sold.

### 07 Keep your own brand

No scripts and no change to your style. You simply add a call to action.

### 08 Flexible commitment

A one-time review and foreword, then post as much or as little as you like.

### 09 A network across regions

Connect monthly with dental professionals from other provinces and states.

### 10 Fresh content ideas

Each meeting brings new social media and education ideas to use in your own posts.

### 11 Shape the standard

Make sure biofilm management education in your region is accurate and compliant.

### 12 Close the training gap

Help new grads and growing teams learn what the hygiene curriculum doesn't cover.

**All of this for a one-time review and foreword, your usual posting, and a 30 to 45 minute meeting once a month.**

FAQ

### Is this an affiliate program?

Part of it works like one, because you earn an honorarium on sales that come from your posts. The difference is that our KOLs are chosen for their expertise. You review the manual for your region, write its foreword, are credited on the manual and our website, and meet with our team monthly with our books open.

*In some provinces and states, posts that earn an honorarium may need a disclosure such as #ad. Please check your own regulatory body's guidance.*

HOW IT WORKS

# From first call to featured KOL

STEP 1

### Virtual meeting

We meet face to face online and answer your questions.

STEP 2

### Partnership agreement

If you decide to join, we sign a partnership agreement that sets out the honorarium terms, along with a non-disclosure agreement (NDA).

STEP 3

### Manual review

We'll send you the manual. You review it for your province or state, and we make the revisions.

STEP 4

### Foreword

You write your foreword of about 500 words.

STEP 5

### Featured

Your name and credentials appear in your version of the manual and on our website as a KOL.

STEP 6

### Ongoing

Post as much or as little as you like about biofilm management and related topics, with a call to action that points your audience to our manual.

### A KOL in action

A dental hygienist in Nova Scotia recently joined as KOL for the Nova Scotia version of the manual. She is reviewing the manual, has recommended a few changes based on her province, and is writing her foreword. She was already posting about biofilm management, so she simply adds a call to action to her posts.

HONORARIUM

# Credit where credit is due

We believe credit should be given where credit is due. KOLs receive an honorarium in two ways.

### For your review and foreword

Compensates your time to review the manual for compliance and to write the foreword. You are also featured on the manual, with your credentials, and on our website. The foreword honorarium amount is to be confirmed.

### From your social media

When a post with your call to action leads to a sale of the manual, you receive an honorarium for that sale. The more you post, the more honorarium you can potentially earn. The sales honorarium ranges from 15% to 25%.

Honorarium is paid out once a month. We're very upfront about it. At each monthly meeting we show you our books: what came in and what sold. For example, if five manuals are sold through your posts, we show you that and confirm your honorarium.

*We use the term honorarium, and our partnership agreement describes it as voluntary. Guidance on paid partnerships can differ by province and state, so we encourage you to review your own regulatory body's guidance. The full terms are set out in the agreement.*

TIME COMMITMENT

# What to expect

| | |
|---|---|
| **Manual review** | One time, at the start |
| **Foreword** | One time, about 500 words |
| **Social media** | Your regular posting schedule, plus a call to action |
| **KOL meeting** | Once a month, 30 to 45 minutes, virtual |

### At the monthly KOL meeting we

- Share social media ideas to get the message across
- Choose the education topics we want to talk about
- Review our books together and confirm honorarium
- Connect with providers from other provinces and states

Our KOLs are in different time zones, so not everyone will make every meeting. That's okay.

NEXT STEP

## Let's meet

If you're interested in being part of our KOL team for the manual, I'd love to set up a virtual meeting to meet you face to face. We can go over any questions you have.

We work as a team, we connect, and it's a lot of fun. We're excited to help more clinics gain the knowledge about biofilm management.

> INITIAL KOL MEETINGS
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> We are holding initial KOL meetings on Monday, October 19 and Friday, October 23. Let me know which date works best for you.

Reply to my email or message, or reach us directly:

**connect@rovixdentalhub.com** **+1 613-362-3208** **rovixdentalhub.com**



**Chantalle**
Founder, Rovix Dental Hub