

# Renew<sup>©</sup>

Affiliate Program



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## Mission Statement

Our goal is to transform patient lives by providing innovative, high-quality, and affordable dental implant solutions. We are dedicated to ensuring exceptional outcomes for both patients and our affiliates.

# OUR TEAM



**Don Miloni**  
Founder Chairman

Dr. Miloni is the founder of Renew Dental Implant Centers and a veteran in the dental industry with over 40 years of experience. Dr. Miloni has been a pioneer in the field of full-arch dental restorations, developing innovative, patient-centered care models. His expertise has driven Renew's success, offering life-changing, cost-effective dental implant solutions for patients suffering from missing or failing teeth.



**Peter Abruzzo**  
President

Peter Abruzzo has over 35 years of experience driving business growth across multiple industries, with a strong focus on healthcare and retail sectors. As President of Renew Dental Implant Centers, Peter is dedicated to expanding the company's operations, aiming to make high-quality, affordable full-arch dental solutions accessible to more patients. His vision continues to guide the company toward innovation and expansion.



**David Thoni**  
COO

David brings extensive experience from his previous roles as President of ClearChoice Dental Implant Centers' east division and global head of sales at Neodent. With a strong background in driving growth and developing strategic partnerships, Thoni plays a key role in enhancing operations and patient care at Renew.



**Lidia Ventrella**  
Chief Marketing Officer

Lidia Ventrella is the Chief Marketing Officer at Renew, with over 25 years of experience in management and multi-channel marketing across industries like Allstate, GE, and Aon. At Renew, Lidia oversees marketing strategies that drive brand awareness and patient acquisition for the Affiliate Program. Her expertise in multi-media marketing and consumer behavior has been pivotal in expanding Renew's presence in the dental implant industry. Lidia holds an MBA in Marketing and is Six Sigma certified.



**Dr. William Balanoff, DDS, MS**  
Chief Clinical Officer

Dr. Balanoff is a highly regarded dental professional with extensive expertise in both clinical dentistry and academic research. He has earned a reputation for his comprehensive approach to dental care, with a particular focus on advanced procedures and innovative treatment techniques. Dr. Balanoff holds a DDS and an MS, indicating his commitment to both the practice and study of dentistry. His deep knowledge in the field has allowed him to make significant contributions to both patient care and the broader dental community.



**Dr. Bernard Schayes, M.D.**  
Chief Medical Officer

Dr. Schayes is an internist with over 30 years of experience in private practice on Manhattan's Upper East Side. He specializes in personalized care, focusing on disease prevention, wellness, and lifestyle management. Dr. Schayes completed his medical degree in Bucharest and his residency at Nassau County Medical Center. He serves on the medical board of Emblem/GHI and holds teaching roles at New York Medical College. He also has admitting privileges at Mount Sinai and Beth Israel hospitals.

# HISTORY



Renew Dental Implant Centers, founded by Dr. Don Miloni in 2017, was designed to provide innovative, patient-centered solutions for individuals with unstable dentures or failing teeth. By leveraging advanced digital technology and a proprietary process, Renew offers full-mouth restorations in a single day at a fraction of traditional costs.

In 2019, Peter Abruzzo joined as President, bringing over 35 years of leadership experience. Dedicated to growth and expansion, Renew is poised to scale its unique Affiliate model nationwide. Renew partners with general dentists and prosthodontists, utilizing its multimillion-dollar system to grow practices and increase valuation.

Strategic partnerships with AvaDent Digital Dental Solutions and Zest (in 2021 and 2024 respectively) further enhanced Renew's offerings. These collaborations enable affiliates to provide both Fixed Removable and LOCATOR FIXED™ prosthetics, improving patient outcomes through durable, digitally produced prosthetics. Together, Renew and its affiliates are transforming the dental implant space by blending clinical expertise with operational efficiency.

Dr. Miloni's innovative approach continues to reshape the dental industry, ensuring that patients have access to affordable, high-quality dental care and solo practitioners can compete with corporate dentistry and win.

# WHAT IS RENEW?

The Renew Affiliate Program offers a transformative program for dentists specializing in dental implants and full-arch procedures. Renew allows affiliate practices to grow without the long-term financial risks typically associated with dental marketing and sales. Unlike other models, dentists pay a one-time fee, and Renew takes on 100% of the ongoing costs and risks, enabling dentists to focus exclusively on patient care.

## How It Works

Think of it as a “practice within a practice” focused on dental implants and full-arch procedures. Affiliates retain 100% ownership of their private practice. Renew handles recruitment, patient conversion, and financing for Renew-specific procedures. Meanwhile, other procedures, such as dental implants, are referred back to the affiliate’s private practice, where they capture 100% of the revenue. Affiliates get to do what they do best—deliver excellent dental care.

By joining the Renew Affiliate Program, your practice can achieve significant growth and increased profitability, while Renew manages the marketing, lead generation, and non-clinical operational logistics. This allows you to focus on what truly matters—providing life-changing care to your patients.

## Earn More, Stay Independent

For as little as \$600 per month, you can access a fully integrated suite of services designed to generate over \$1M in additional revenue for your practice each year. This not only increases your practice’s valuation but also boosts your annual compensation. Best of all, your dental practice stays 100% independent, with you maintaining full ownership and control.



# 6 Challenges the Renew Affiliate Program Addresses

## 1 Marketing Challenge

Marketing is a complex and ever-changing field, requiring not only an understanding of advertising but also expertise in managing and analyzing data, optimizing conversions, and understanding patient psychology.

As a result, many dental practices turn to third-party marketing companies to fill this gap. However, the reality is that many of these companies fail to deliver. In fact, studies show that up to 75% of small businesses—including dental practices—report dissatisfaction with the performance of their marketing agencies, citing a lack of ROI and ineffective strategies. Your practice risks wasting valuable marketing dollars with little to no return. Dental marketing should be a strategic partnership that helps your practice grow, not just another expense.

*With Renew, you get a proven marketing team that takes on all the risks for you. That's right—Each month Renew invests thousands of dollars of their own money, not yours, to drive patient acquisition and conversion to grow your practice. You get all the benefits without the financial risk, letting you focus on what you do best: delivering exceptional patient care.*

## 2 Advertising

Dentists often feel that advertising is a gamble, with television ads being too expensive. This leads to underfunded campaigns that rarely succeed. Renew leverages a \$30 million television ad buy, giving your location 4X the exposure that you could on your own.

*Partnering with Renew allows you to streamline marketing efforts, eliminate your ongoing financial risks and focus on what you do best—dentistry.*

## 3 Call Center

First impressions count, and for new patients, that often means a phone call. Many offices rely on overwhelmed front desk staff to handle everything, leading to missed or mishandled calls. Studies show 90% of consumers won't leave a voicemail, and a single bad phone experience can cost you potential patients. Without a dedicated call center, practices risk wasting up to 90% of their marketing spend.

*Renew solves this by providing a dedicated call center to increase your conversion rate, ensuring leads are handled efficiently, allowing your team to focus on patient care.*



# 4

## Lead Nurturing

Converting leads into patients requires effective follow-up. Lead nurturing ensures every potential patient is engaged until they book an appointment, maximizing your advertising investment. Studies show

companies that excel in lead nurturing generate more sales-ready leads at a lower cost. Without proper nurturing, valuable leads slip away, wasting advertising dollars.

*As a Renew Affiliate, you benefit from advanced AI technology and a dedicated team that tracks and nurtures leads in real-time. This combination ensures no lead is missed, boosting patient conversions, and allowing you to focus on patient care.*

# 6

## Dentists Driven Consultations

Consultations are quietly draining profits from dental practices. On average, dentists have an 80% case acceptance rate for procedures under \$5,000, but only 5% for cases above \$5,000. For a \$25,000 procedure, a typical consultation takes 1.5 hours. To close 12 high-value cases annually, a dentist would need to complete 240 consultations—resulting in \$180,000 of unproductive chair time. That's \$15,000 in costs for each patient treated.

*The Renew model solves this by providing each office with a full-time, highly trained patient education consultant to help close more high-value cases and generate significant revenue by maximizing productive chair time.*

# 5

## Financing

Full-arch procedures are costly, with most patients needing financing. Many traditional financing options are limited, often only approving patients with FICO scores above 700, leaving many patients unable to afford treatments that can cost \$25,000 or more.

Even approved patients often receive only partial funding, which leads to hesitation and lost cases, resulting in lost revenue for practices.

*Renew addresses these challenges with an exclusive financing program tailored specifically for full-arch procedures. The program offers financing for up to 95% of the treatment cost, with a 60% approval rate for patients, including those with FICO scores as low as 550, at a competitive 15% interest rate. By partnering with Renew, you eliminate financing roadblocks, ensuring more patients can afford life-changing treatments while boosting your practice's success.*



# Dentist Driven Consultations Cost You Time & Money

Time is your most valuable commodity



## 80%

Dentists Close 80% of their patients when the procedures are below \$5,000 with financing



## 5%

Dentists Close only 5% of their patients when the procedures are above \$25,000 with financing



## 1.5 Hr

Average consultation time for a full-arch procedure is valued at \$750

Close Rate	Procedure Price	Based on 5% or 80% Case Acceptance Rate - Number of Consults needed to close 100 procedures	Gross Revenue on 100 Procedures	Lost Productive Chair Time Cost
80%	\$4,999	125	\$499,900	\$93,750
5%	\$25,000	2000	\$2,500,000	\$1,500,000

Renew eliminates this cost for you

# Renew Optimizes Your Time & Money

Paying for your ongoing marketing with no risk to you.

Traditional dental practices often spend hundreds of thousands of dollars on marketing, training and operational services. However, with Renew's model, all of these expenses are covered, allowing you to significantly reduce overhead costs. This ensures that your practice runs efficiently, freeing you to focus on patient care without the burden of managing marketing and sales logistics.

**Renew streamlines marketing, sales, and operations.**

- Call centers
- Video production
- Content creation
- Lead nurturing
- Social media management
- Google ad buys
- Television ad buys
- Sales & Sales training
- General diagnosis by an Oral Maxillofacial Radiologists
- Patients medically cleared within 24-72 hours
- 4X more ads than you can buy for the same dollar.
- Full-time Education Consultant in your office.
- Renew finances 550+ FICO at 15% with 60% patient approval.





# What Renew Provides You...

Renew enables each affiliate to focus entirely on providing high-quality patient care, while offering a turnkey solution to boost practice profitability—without the ongoing financial risks typically associated with practice growth.

## **Renew invests in each Affiliate practice, covering:**

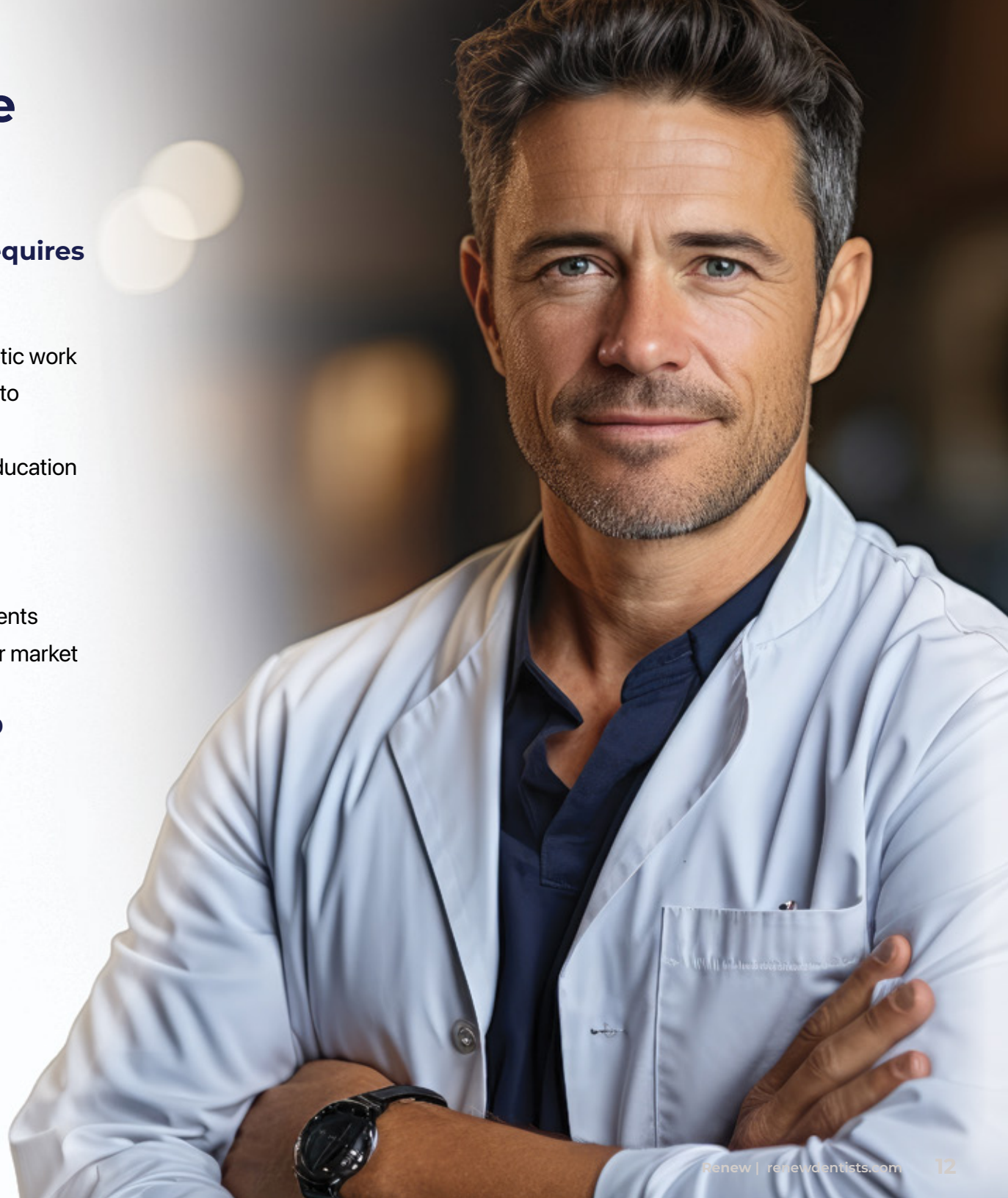
- Recruitment and training of full-time on-site Education Consultant.
- Surgical & prosthetic training for one doctor and assistant.
- Initial general diagnosis by an Oral Maxillofacial Radiologist.
- Medical clearance by Renew's full-time medical team.
- Surgical design, guide design, prosthetic design and planning.
- Discount for Implants, abutments, surgical & bone reduction guides, prosthetics, and supplies.
- Television advertising, video production, and creative services.
- Digital media buying, analysis, and social media management.
- Dental implant lead generation for Affiliate's private practice.
- Full-arch lead generation for Affiliate's Renew practice.
- Scheduling, lead nurturing and converting patients.
- In-bound & out-bound call center and collections.
- \$300M in patient financing services.
- Patient management software, & IT support.
- Lifetime digital file for each patient.

# What the Affiliate Provides Renew

**Becoming an Affiliate member requires just a few things to qualify:**

- You must do both the surgical and prosthetic work
- You need a minimum of one day per week to complete the Renew procedures
- You must provide a consult room for the education consultant 4 days a week
- Meet the brand requirements for Renew
- Own a CBCT machine
- Share the reception room with Renew patients
- Have the appropriate Buxton score for your market

**With Renew, you never have to worry about the complexities or costs of marketing, patient acquisition and conversion. It's all handled for you.**



# Steps to Join

Once you meet the qualification it's quite easy to join

1. Visit RenewDentists.com
2. Watch the detailed Webinar that explains the Affiliate Program
3. Complete the online application to see if you qualify
4. Once you have been qualified and approved, you will:
5. Sign a Renew mutual non-disclosure
6. Secure your territory with a \$1,000 refundable deposit.
7. Visit Denver Colorado and meet the team
8. Sign your definitive Affiliate Agreement
9. Pay your one-time membership fee (financing available)
10. Complete the one-week training in Mexico



# Affiliate Doctors



"In my first month we did \$276K in Renew Procedures and \$173K in my private practice!"

**Parimal Kansagra DDS**  
Edina, MN

"In just three years my practice went from \$800k to \$4.5M. Renew drove an additional \$1.2M into my practice and \$2.5M into my Renew practice."

**Dr. Paul Bigus**  
Loveland, CO



"For each Renew patient we get from the advertising I'm getting 2-3 patients in my private practice for other procedures!"

**Dr. Tim Kosinski**  
Bingham Farms, MI

# Dedicated To Your Success

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Affiliate Program