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CR Information Will Sell Your Product(s)!

*We have some great news from Clinicians Report®
(previously CRA) for you and your company!*

Inform your customers electronically or in print when CR has identified the value of your product(s) in the ***Clinicians Report®***. This will allow your customers to have increased knowledge and access to the independent research published by CR **on your website, in an e-mail, in ads, or handouts at dental meetings.**

How can you use CR's published information?

- **Place CR information about *your* product(s) on your website** with a reference to the official pdf of the entire CR article (official pdf will be prepared by CR)
- **Send e-mails directly to your customers or your sales team** to inform them of CR's independent findings about your product(s)
- **Place a statement in journal advertisements** with a reference to the entire CR article
- **Create an internet ad banner** that links to the entire CR article
- **Or get creative** with many other uses of CR independent data on *your* product(s) and ***submit them to CR for approval!***

It is simple to use this Clinicians Report® service.

1. Follow CR's published guidelines
2. Tell us how you want to use the CR information
3. Develop the actual marketing piece
4. ***Request CR's approval***

Contact us! Sara, CR Business Assistant Director (data-use@cliniciansreport.org), can expedite your request. We know that this service will benefit your company, your customers, and most importantly, the patients all of us strive to serve!

Sincerely,



Gordon J. Christensen
DDS MSD PhD (CEO)



Derek K. Hein
(COO)

Encl: Guidelines for use of CR information

Pricing information

CR information use, reprint, and table display order form

What is CR?

Guidelines for use of **Clinicians Report®** information

There are three main opportunities to reference CR's work. **In all of these cases, CR requires that a customer interested in the reference have access to the full *Clinicians Report®* being referenced in your promotion.**

1. Data Use:

With this option, you will receive an official pdf that can be referenced in CR approved print and electronic promotions. They must include a link or reference to the official CR pdf that will be prepared by CR.

- a. **Prepare the desired piece** and submit it for approval. ***You must receive CR written approval prior to distribution.***
- b. **Provide a link or reference within the promotional pieces** that will take the reader from the promotion to a website with the official pdf of the entire report prepared by CR.
- c. **The quote or statement from the CR article you propose for your promotion may *not* be the headline.** It should be a supplemental part of the promotion.
- d. **The quote must include the following reference** in a font size and type that is easily readable: "An independent, non-profit, dental education and product testing foundation, *Clinicians Report®*, Month, Year. For the full report, go to (company web address and link) or click this link."
- e. **Your promotional piece may *not* include CR logos, masthead, or trademarks** unless they appear in an example image of the official CR pdf. Also avoid other CR names including: Christensen, Gordon J. Christensen, Rella Christensen, CRA, or any of CR's Evaluator's names.
- f. **The CR quote and reference must stand alone in the promotional piece.** CR does not approve references to its independent reviews when they are placed in promotions with other product review group's logos or references. ***Only the CR reference may be in the ad.***
- g. **Permission will be granted for use of the reference for up to 12 months.** Following the 12 months, new approval is required.
- h. **CR reserves the right to rescind permission at any time.**
- i. **If the CR information is still in use** three days after the expiration date, we accept this as your request to continue data use, and your credit card will automatically be charged for one month at the regular rate. If no credit card is on file, you will be responsible to pay the monthly fee by check or wire transfer within 15 days.

2. Reprints:

If you purchase a minimum of 5,000 official reprints, you will gain permission to place a reference in printed product promotions that state the full report is available upon request. The reference must be approved and printed within 12 months of the reprint order and follow the guidelines above.

- a. **CR Reprints may be used in:** mailings, meetings, as handouts, or other CR approved use.
- b. **Use the entire article.** Do not add to or delete from CR's Reports.
- c. **Photocopying or scanning of *Clinicians Report®* is not allowed.**
- d. **CR Reprints may *not* be mailed as self mailers.**
- e. **Accompanying company literature may not include CR logos** (see item e above).
- f. **References to CR Reprints *must* include:** "An independent, non-profit, dental education and product testing foundation, *Clinicians Report®*, Month, Year. The full report is enclosed or full report is available from Your Company Name."

3. Table Displays:

You may purchase official table displays of the CR article containing your product(s) and place them on counters/tables at trade shows and events where your product(s) are highlighted.

Shipping Disclaimer: Once your Reprint and/or Table Display order has shipped, CR will not refund, reimburse, or resend packages that are lost or damaged. You assume full responsibility for your shipment once it leaves our facility. If you would like to insure your packages, you must make a note on the order form when you purchase the Reprints and/or Table Displays.

☐ I have read and understand the guidelines above concerning the use of *Clinicians Report®*, and I / our company agree(s) to abide by all of these guidelines.

(Signature and Title)

(Date)

(Company)

CR Information Use Pricing

Data Use

CR Report placed on website and use of CR reference is charged by length of time in use.

Data Use			
Months	Price per month	Bonus	Total Savings
Up to 5 months	\$2,100 per month		
6 months	\$2,100 per month	+1 month free (7 months total)	\$2,100 (14% Savings)
9 months	\$2,100 per month	+2 months free (11 months total)	\$4,200 (18% Savings)
12 months	\$2,100 per month	+3 months free (15 months total)	\$6,300 (20% Savings)

Reprints

This is an initial quote for the printing only.

Color Reprints		
Quantity	1 Page (2 sides)	2 Pages (4 sides)
500	\$ 998	\$ 1,299
1,000	\$ 1,044	\$ 1,465
2,000	\$ 1,324	\$ 1,580
3,000	\$ 1,650	\$ 1,769
4,000	\$ 2,190	\$ 2,240
5,000	\$ 2,445	\$ 2,925
10,000	\$ 4,168	\$ 5,200
15,000	\$ 5,849	\$ 7,287
20,000	\$ 7,601	\$ 9,272
25,000	\$ 8,502	\$10,498
30,000	\$ 9,298	\$11,525
35,000	\$ 9,467	\$12,106
40,000	\$ 9,605	\$12,650
45,000	\$ 9,991	\$13,223
50,000	\$10,429	\$14,926
75,000	\$12,587	\$16,678
100,000	\$14,531	\$18,143
125,000	\$15,952	\$19,855
150,000	\$17,168	\$22,450

Additional Costs:

- Three hole punch: \$25.00 set up + \$3.00 per 1,000
- Letter Fold: \$45.00 set up + \$8.00 per 1,000
- Shrink Wrap: \$0.20 per wrap
- Rush Fee (less than 4 weeks): \$100 for reprints, \$10 for table displays
- Fed-Ex pick-up fee: \$20
- Cancellation fee: \$150 for processing and typesetting

How do I know what to order?

- Full articles must be printed. We cannot print one or two sections from an article.
- A copy of "What is CR?" must be printed at the end of the reprint. The size of "What is CR?" will depend on the space that is available after the article. If less than half a page is available, another page will need to be added.
- More than one small article (such as a highly rated product) can be put into the same reprint.

Table Displays

Display Sizes		
Quantity	1 Page Article (11" x 14")	2 Page Article (11" x 17")
1	\$80 Each	\$85 Each
2-3	\$60 Each	\$65 Each
4-10	\$40 Each	\$45 Each

Prices subject to change.

CR Data Use, Reprint, and Table Display Order Form

This form may be completed electronically, saved, and e-mailed to Sara at data-use@CliniciansReport.org

1. Company Information

Company Name: _____ Date: _____

Contact Name: _____ E-mail: _____

Phone: _____ Fax: _____

Shipping Address: _____

☐ Commercial _____

☐ Residential _____

2. Clinicians Report® Article

Article Title: _____

Issue Month: _____ Year: _____ Product: _____

Please indicate any changes (pricing, name change, corrections, etc.): _____

These reprints and/or table displays will be used to _____

3a. Data Use

Date Needed (Turn-around time 7 business days): ____/____/____

Total months of information use desired: _____

Proposed quote to be used: _____

Web address where the entire report will be located: _____

Proposed use for the information:

☐ Print ad

☐ E-mail communication with sales team / company based

☐ Web banner ad

☐ E-mail communication with dental clinicians

☐ Promotion on company home page

☐ Other (please specify) _____

3b. Reprints and Table Displays

Date Needed (Turn-around time up to 4 weeks): ____/____/____

☐ Full Color Reprints (Reports/Newsletter May 1999 to present only).....Quantity: _____

☐ Please letter fold my reprints (to fit in an 8½ x 3½ envelope)

☐ Please 3-hole punch my reprints

☐ Please shrink wrap my reprints (number in each group _____)

☐ These reprints will be used in a mailing. (Please provide CR copies of everything that will be included.)

☐ Table Displays.....Quantity: _____

UPS account #: _____ Type of service: _____

Fed-Ex account #: _____ Type of service: _____

4. Payment Information

Credit Card Number: _____ Expiration Date: _____ CID: _____

Name on card: _____ Signature: _____

What is CR?

WHY CR?

CR was founded in 1976 by clinicians who believed practitioners could confirm efficacy and clinical usefulness of new products and avoid both the experimentation on patients and failures in the closet. With this purpose in mind, CR was organized as a unique volunteer purpose of testing all types of dental products and disseminating results to colleagues throughout the world.

WHO FUNDS CR?

Research funds come from subscriptions to the *Gordon J. Christensen Clinicians Report*®. Revenue from CR's "Dentistry Update"™ courses support payroll for non-clinical staff. All Clinical Evaluators volunteer their time and expertise. CR is a non-profit, educational research institute. It is not owned in whole or in part by any individual, family, or group of investors. This system, free of outside funding, was designed to keep CR's research objective and candid.

HOW DOES CR FUNCTION?

Each year, CR tests in excess of 750 different product brands, performing about 20,000 field evaluations. CR tests all types of dental products, including materials, devices, and equipment, plus techniques. Worldwide, products are purchased from distributors, secured from companies, and sent to CR by clinicians, inventors, and patients. There is no charge to companies for product evaluations. Testing combines the efforts of 450 clinicians in 19 countries who volunteer their time and expertise, and 40 on-site scientists, engineers, and support staff. Products are subjected to at least two levels of CR's unique three-tiered evaluation process that consists of:

1. Clinical field trials where new products are incorporated into routine use in a variety of dental practices and compared by clinicians to products and methods they use routinely.
2. Controlled clinical tests where new products are used and compared under rigorously controlled conditions, and patients are paid for their time as study participants.
3. Laboratory tests where physical and chemical properties of new products are compared to standard products.



Clinical Success is the Final Test

Clinicians Report® a Publication of **CR Foundation®**
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CR@CliniciansReport.org • www.CliniciansReport.org

CRA Foundation® changed its name to CR Foundation® in 2008.



This team is testing resin curing lights to determine their ability to cure a variety of resin-based composites.

Every month several new projects are completed.

THE PROBLEM WITH NEW DENTAL PRODUCTS.

New dental products have always presented a challenge to clinicians because, with little more than promotional information to guide them, they must judge between those that are new and better, and those that are just new. Due to the industry's keen competition and rush to be first on the market, clinicians and their patients often become test data for new products.

Every clinician has, at one time or another, become a victim of this system. All own new products that did not meet expectations, but are stored in hope of some unknown future use, or thrown away at a considerable loss. To help clinicians make educated product purchases, CR tests new dental products and reports the results to the profession.