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 TRAC Research Leader, Previous CEO

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 email, 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 emails 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! Danelle, CR Business Assistant Director (Danelle@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,

Derek K. Hein
 Chief Executive Officer

Gordon J. Christensen, DDS MSD PhD
 Senior Consultant

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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:

Receive an official pdf that can be referenced in CR approved print and electronic promotions (must include a link or reference to the official CR pdf).

- 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:

Purchase official reprints of the CR article containing your product(s).

- 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."

** When you purchase a minimum of 5,000 official reprints, you will gain permission to place two unique reference ads in printed product promotions that state the full report is available upon request. The two reference ads must be approved by CR, be printed within 12 months of the reprint order, and follow the guidelines above. If more than two unique reference ads are requested, a \$150 review and approval fee for each additional ad is required.*

3. Table Displays:

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

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

Monthly Electronic 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 (9 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	2 Pages	4 Pages
500	\$1,026	\$1,317
1,000	\$1,089	\$1,503
2,000	\$1,379	\$1,615
3,000	\$1,729	\$1,845
4,000	\$2,285	\$2,365
5,000	\$2,580	\$3,041
10,000	\$4,251	\$5,357
15,000	\$5,863	\$7,319
20,000	\$7,787	\$9,435
25,000	\$8,720	\$10,659
30,000	\$9,520	\$11,680
35,000	\$9,687	\$12,202
40,000	\$9,837	\$12,603
45,000	\$10,190	\$13,205
50,000	\$10,733	\$14,848
75,000	\$12,801	\$16,352
100,000	\$14,790	\$17,562
125,000	\$16,169	\$19,022
150,000	\$17,343	\$20,899

Additional Costs:

- Three hole punch: \$32.00 set up + \$4.00 per 1,000
- Letter Fold: \$45.00 set up + \$12.75 per 1,000
- Shrink Wrap: \$0.28 per wrap
- Rush Fee (less than 4 weeks): \$100 for reprints, \$10 for table displays
- 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	\$87 Each	\$92 Each
2-3	\$67 Each	\$71 Each
4-10	\$44 Each	\$49 Each
11+	\$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 emailed to Danelle at Danelle@CliniciansReport.org

1. Company Information

Company Name: _____ Date: _____

Contact Name: _____ Email: _____

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:

- | | |
|---|--|
| <input type="checkbox"/> Print ad | <input type="checkbox"/> Email communication with sales team / company based |
| <input type="checkbox"/> Web banner ad | <input type="checkbox"/> Email communication with dental clinicians |
| <input type="checkbox"/> Promotion on company home page | <input type="checkbox"/> 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 3¾ 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: _____ Insurance: (YES / NO)

Fed-Ex account #: _____ Type of service: _____ Insurance: (YES / NO)

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®

3707 N Canyon Road, Building 7, Provo UT 84604

Phone: 801-226-2121 • Fax: 801-226-4726

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. Because of 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.

Products evaluated by CR Foundation® (CR®) and reported in the *Gordon J. Christensen Clinicians Report®* have been selected on the basis of merit from hundreds of products under evaluation. CR® conducts research at three levels: 1) multiple-user field evaluations, 2) controlled long-term clinical research, and 3) basic science laboratory research. Over 400 clinical field evaluators are located throughout the world and 40 full-time employees work at the institute. A product must meet at least one of the following standards to be reported in this publication: 1) innovative and new on the market, 2) less expensive, but meets the use standards, 3) unrecognized, valuable classic, or 4) superior to others in its broad classification. Your results may differ from CR Evaluators or other researchers on any product because of differences in preferences, techniques, product batches, or environments. CR Foundation® is a tax-exempt, non-profit education and research organization which uses a unique volunteer structure to produce objective, factual data. All proceeds are used to support the work of CR Foundation®. ©2024 This report or portions thereof may not be duplicated without permission of CR Foundation®. Annual English language subscription: US\$229 worldwide, plus GST Canada subscriptions. Single issue: \$29 each. See www.CliniciansReport.org for additional subscription information.