

WHAT YOUR PRACTICE GETS

60-second reply

Every missed call gets a text back within 60 seconds — after hours, at lunch, when the desk is slammed — before the patient rings the next clinic.

Booked, not chased

Serious enquiries go straight into your diary. Calls ring your desk first — I only catch what's missed. Your team does nothing new.

Live in 24 hours

Running on your existing number within 24 hours of signing. No new hardware, nothing for your team to learn.

THE MATHS ON ONE MISSED CALL

A new dental patient in the UK is worth **£2,000–£5,000** over their lifetime. Your numbers:

Missed calls per week at your practice

If only 1 in 4 would have booked — lost patients per month

× £2,000–£5,000 lifetime value — lost per year

£ _____

WORKED EXAMPLE

One lost new patient a month =
£24,000–£60,000 a year in lifetime value.

Sterling MIR costs £6,000 a year.

THE PILOT — SIGNED TODAY, FREE FOR 30 DAYS

■ **One agreement, signed now.** Your first 30 days are completely free.

■ **Results guarantee.** We agree a booked-appointments target before we start — default: 3 new-patient appointments from calls you'd otherwise have missed, adjusted to your call volume. If I miss it, **you don't pay for month 2.**

■ **Auto-continues at £500/month after day 30.** Cancel before day 30 — you owe £0. Cancel after — one month's notice, any time. No setup fee for the pilot practice, no extras.

■ **One local practice only.** When the slot is taken, it's taken.

YOUR DATA

UK data storage

All data stays on UK-based infrastructure.

Never used to train AI

Patient call content is never used to train AI models.

Clinical escalation

Pain, swelling, injury or post-op callers go straight to your clinical team — the system never triages.

WHY ME

You'd be my first — that's why the pilot is free. Trying me on results, not a CV. I'm local, I built the system myself, and the agreement above puts the risk on me: if it doesn't book you patients, you don't pay.

PRACTICE

Signature _____

Name _____

Practice _____

STERLING MIR

Signature _____

Ibrahim — Founder, Sterling MIR

Date _____