



THE CUSTOMER

## LAWRENCE KOTLOW DDS, Pediatric Dentist

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Lawrence Kotlow DDS is the owner of a busy pediatric dental practice in Albany, New York. He treats a range of young patients from newborn babies all the way up to young adults. He offers state-of-the-art dental equipment in a child friendly environment.

Dr. Kotlow and his staff try to create experiences to allow their patients to feel at home during their visits to the dentist.

[joinBEAM.com](http://joinBEAM.com)



## WHY BEAM?



*Especially during the contagious flu season,  
he needed a product that could be used without  
contact with patients' hands*

Dr. Kotlow was looking for a digital solution that would keep young patients of various ages entertained in his waiting room. Especially during the contagious flu season, he needed a product that could be used without contact with patients' hands.

He wanted to provide active games that encouraged the kids to move around and burn off some energy before their appointment. And, having been let down in the past by other providers, he was looking for a trustworthy company like EyeClick to not only deliver on time, but also to provide a robust product that would require little ongoing maintenance or effort.



## THE RESULTS



*The BEAM floor in Dr. Kotlow's waiting room is always filled with children throughout the day, and he's had some great feedback from the parents, many of whom love to play the games too!*

Dr. Kotlow was very impressed with the fast delivery, straightforward installation and easy setup of the BEAM system. With his selected fun and educational games pre-set to run as a playlist, he just lets BEAM run automatically all day.

The BEAM floor in Dr. Kotlow's waiting room is always filled with children throughout the day, and he's had some great feedback from the parents, many of whom love to play the games too! The parents are particularly grateful that the kids are engaged actively, getting them up and, impressively, away from their mind-numbing smartphones!



## THE RESULTS

Dr. Kotlow claims to have had a 100% positive experience with EyeClick and the BEAM system. It's worked perfectly from day one and is a great addition to his waiting room. The only complaints he received was when he accidentally switched off the BEAM system one morning - the kids in his waiting room were really upset, queueing up impatiently to play on it!



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BEAM is a real hit. Both kids and their parents love it! And it's hygienic, as, especially in flu season, they don't have to touch it like they do with other games. It's a **MUST HAVE** for Pediatric dentist waiting rooms!

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Dr Lawrence Kotlow DDS,  
owner of pediatric dental practice

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