

You've Put the Money in the "Bank," Now Use it Before You Lose It!

Dear <NAME>,

It's me, Dr. Grinn at Great Smile Dental in <CITY>. As you can see I've sent this letter in a real bank bag. Why did I do this you ask? Two really important reasons:

Reason 1: I know how busy we all are this time of year, and I knew I had to do something different to get your attention, about this **URGENT** situation, and...

Reason 2: Since you have unused health insurance benefits that are about to expire at the end of this year (benefits that you've already paid for), it's be like throwing away your money. I thought the bank bag was especially appropriate.

I was checking our records today and I noticed that many patients still have unused health benefits that expire at the end of the year. After December 31, you can never use them again. If you have dental insurance coverage then it's very possible that you still have some unused benefits!

Here's How Insurance Really Works

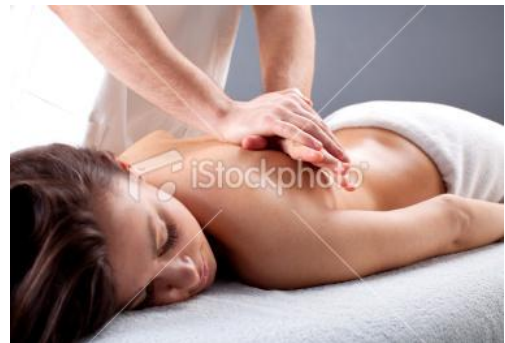
The way most insurance works is that you pay monthly premiums for your insurance and they allow you to spend up to a certain amount of the money per year on dental care.

Even though you paid for these benefits, all your unused benefits expire and become worthless at the end of this year. And many of our patient's don't realize this.

Make Your Next Appointment Today!

If you've been meaning to come into our office for a visit, now is the time. Please call us today at XXX-XXX-XXXX anytime. And if you're unsure of your unused benefit balance, call us right now and we'll check it for you too at no charge.

And since it's that time of year, we'd like to give you a FREE gift when you come in before December 31. You'll get FREE 15 minute massage from our friends and neighbors just a few doors down, <<NAME OF SPA>>. In fact, just call and schedule your dental exam



Get a FREE massage from our friends down the street at <<SPA>> when you book your next appointment before Dec. 31.

this week and we'll schedule your free massage with <SPA> immediately following your appointment with us! (You can, of course, use it whenever you like. But why not do it in one stop!)

Don't wait until it's too late like some our patients did last year. Call us while this letter is still in your hands. Again, our number is XXX-XXX-XXXX.

Dr. Jon Grinn

P.S. Remember, if you don't use your benefits before the end of the year, you will lose them! Call or go online to schedule today, XXX-XXX-XXXX, or www.drdental.com

P.P.S. We'll also give you a FREE gift when you come in before December 31. You'll get a FREE 15 minute massage from our friends and neighbors just a few doors down, <<NAME OF SPA>>. They usually charge \$29 for this, so it's a great way unwind this busy holiday season.

***ABC Dental Care
Insert Logo's, contact
information, map, directions,
etc.***

