



## Appendix D: Marketing and Promotional Letter

Date

XX  
XX  
XX

Dear:

At XX dental, we are always looking for ways to make our dental practice better for our patients. To make that possible, we are now offering our own in-office dental plan\* for patients that do not have a dental benefits plan from their employer or for patients who do not have an individual dental plan. This type of dental program has recently been gaining popularity and has been successful for other dental offices.

Effective {date} my office will offer an in-office dental plan for patients without a dental plan for an annual fee of \$XXX. This fee includes two examinations and cleanings and one set of bitewing x-rays per year.

All other dental procedures will be given a discount of XX% off of my regular fees. There is no limit on how much money you can save by using the program.

I strongly urge you to ask my staff about this program and how it may benefit you and I hope that you will give this serious consideration.

It is our sincere privilege to have you as our patient and please let us know of any questions you have regarding this new program or how we may serve you better.

We look forward to continue providing you with the dental care you expect and deserve.

Sincerely,

Name

*\*Consider using your own terminology for the plan name. Examples include direct primary care agreement or dental membership savings plan.*