

«Title»«Title»«FName» «MI»«MI»«LName»
«Street»
«Street2»
«City», «State» «Zip»



January 13, 2017

Hello,

I would like to take a moment to discuss your 2015 **dental insurance benefits and dental health goals**.

As you might know, almost all insurance companies renew your dental benefits with the New Year. That means that you can take advantage of up to **\$1,000 or more** of benefits for yourself and your family.

So if you've been postponing your dental treatment, now is the time to get your dental care done on the insurance company's dime!

Unbelievably, many insurance patients, such as yourself, neglect to take full advantage of their dental insurance benefits. These benefits, part of your employer's Benefits Package, are lost if not used. Knowing this, what are you waiting for? Call today to ensure your best dental health – especially if you're due for your regular check-up and cleaning!

Also, we want you to know we have an **awesome** new Patient Referral Program: we are giving away **FREE \$25.00 American Express Gift Cards** to both you and each person that you refer. There is no limit to the number of **FREE \$25.00 American Express Gift Cards** you can get; just keep handing out the enclosed referral cards. Go have dinner with your family, or fill up your car with gas, on us!

Now, back to your 2015 dental insurance benefits, I really want you to take advantage of your benefits so you have the healthy mouth, and beautiful smile, that you deserve. All you need to do is:

- 1. Call Debbie at my office today at: 602-903-5929**
- 2. Schedule an appointment to see me this week or next week... the sooner the better**
- 3. I've already let Debbie know I sent this to you so she's expecting your call and she will make sure we accommodate your schedule for you**

«FName» , I really can't wait to see you again.

Sincerely,

Mark A. Espinoza D.D.S. and his dedicated caring staff



**Central
Dental Care**

Central Dental Care

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