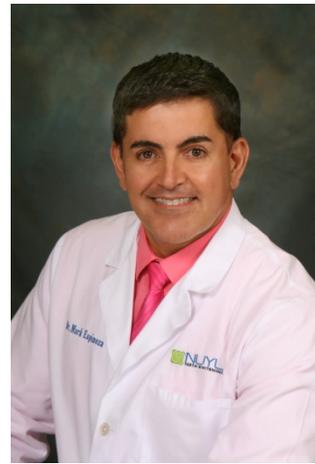


«Title»«Title»«FName» «MI»«MI»«LName»
«Street»
«Street2»
«City», «State» «Zip»



Dear «FName»,

I'm very troubled! You are a valued patient of mine and you haven't come back in for a visit in many months. I truly would like to know the reason why. Either I offended you or you were dissatisfied with the work I did. Or, maybe you are in a financial bind and don't think you can afford to be treated. In short, there must be some problem.... and I'm very concerned.

The first thing I want you to know is that if I have, in any way, offended you or dissatisfied you, I would like to make it right. If it was the procedures that scared you off, I would like to sit down and chat with you about it. If you don't have the money right now, that's okay too. I want you to know that we offer very, very flexible and affordable terms as well as financing. Why do I do that? See, getting paid is not as important to me at this moment as taking care of you immediately.

Also, I want you to know we have an **awesome** new Patient Referral Program: Central Dental Care is giving away **\$25.00 American Express Gift Cards** to both you and each person that you refer. There is no limit to the number of **\$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!

«FName», I value you and would like you to come back! I'm really worried about you. If you call and make an appointment within the next two weeks, I will give you a **Complimentary In-Office 30 Minute Teeth Whitening (Value \$450.00)** and a **Complimentary Dental Travel Bag** full of things for a healthy mouth. I'm very concerned about your health and don't want you to put this off. All you need to do is:

- 1. Call Debbie or Heather 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 and Heather know I sent this to you so they're expecting your call and will make sure we accommodate your schedule**

«FName», I really can't wait to see you again. I look forward to seeing you very soon and I'll be glad to have you back!

Sincerely,

Dr. Mark A. Espinoza



Central Dental Care

9315 N Central Ave, Phoenix AZ 85020 | Phone: 602.943.7297