

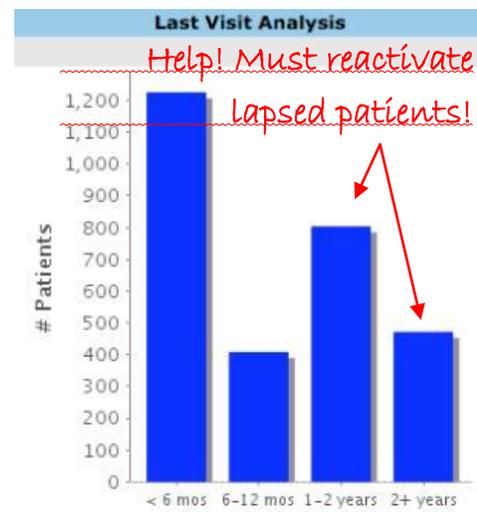
November 30, xxxx

Dr. Joe Dentist, DDS
123 Dental Drive
Denture, OH 12345

Dear Dr. {LastName},

Has your practice found its "revenue groove"?

When I launched my dental practice 25-odd years ago, I never imagined that two of my toughest revenue challenges would be 1) to close the gap in missed and lapsed appointments and 2) to reactivate inactive patients. Despite patient good intentions, despite the "marketing tools" in my practice management software, even my most aggressive efforts were never enough. My tickler file grew thicker. My office was printing and stamping and mailing postcards ad-nauseam. Our labors to stay on top of it taxed me completely, both from a time and resource perspective.



Sound familiar?

Then one night, long past the hour when I should have gone home, as I gaped in dismay at my last-visit analysis, thinking of ways to turn the numbers around, I had a vision, a picture in my head. I had an idea for a smarter way to "do" patient communications.

"Eureka! I'll bet my fellow dentists and colleagues would like it, too," I thought. It would be a smarter way, not a new way. It would be an automated system. It would regularly scan appointment records in the practice software and, based on practice preferences, send reminders and notices for various appointment scenarios.

And although at the time I was pretty much dreaming, I even imaged that, as technology changed, the system would also be able to send e-mail and text messages, not just postcards. It would continue--despite

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staff changes and vacation weeks--to encourage patients to do what's best for their health.

Soon after, I joined SmartPractice with my husband Curt. We combined our knowledge and resources to develop the first patient communication system for dental professionals BY dental professionals; it is called "Smarter." And that's why I'm writing to you today.

No-shows, inconsistent recare, too many empty slots? Maybe you're in the same boat I was in years ago, dealing with a huge tickler file or with no-shows, inconsistent recare or with not enough butts to fill all your chairs. Or perhaps you're a new practice with limited staff, and you're tired of finding yourself stuck in the office handling the business side of things more than you'd like.

Already getting decent recall performance? Or maybe you've already found a way to escape the marketing miasma. Perhaps your office has an effective system in place and it's delivering a decent ROI. But--what if you could do better? What if you could fill those holes? Turn your custom postcards into e-mails? Send text and other messages automatically? What if you could visually see the health of your practice? What if a live dental marketing expert recommended campaigns designed to address your specific practice challenges?

An automated patient communication system. Your very own marketing consultant, at your service. That's what Smarter does for you and your practice. You see, I designed Smarter specifically to give you the best of both worlds: an automated way to retain patients and to keep them healthy and on the recare path, plus the personal touch of live support. It's like having your very own

Patient Email Analysis

Use Smarter to easily collect more e-mail addresses, too!



● With Email ● Without Email

"I like the results with Smarter. July is normally a busy month for me but this July we surpassed last July, a previous record July, by 12% in terms of new work that was begun!!!"

Zach Orden, DDS
Washington Township, NJ

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marketing consultant on call.

Oh, and in case you're wondering, Smarter is not like those other do-it-yourself e-mail marketing websites. Unfortunately, most are merely technology firms hoping to help you market, whereas Smarter is a system built by a dental-marketing firm leveraging technology to market for you! Those same firms also want contracts and hefty set-up fees. And they're clear as mud when it comes to pricing. One site (I won't name names) actually says their system costs "less than \$1.60 per hour."

"Smarter is just wonderful for us... we never have to worry again about ordering, printing, sorting, putting on stamps and getting them out on time! It just gets done and no one falls through the cracks. It's not only cost effective but super easy to monitor as well. I would encourage any office wanting to keep patient communications on track to give Smarter a try!!"

Chapel Hill Dental Arts

Now what is that supposed to mean?!?

No sales sharks here. Transparent pricing. No contracts. That's why I also decided that we would be transparent with pricing. No guessing. No wondering. No avoiding contact with my team for fear we'll sic a sales shark on you. Instead, you'll simply pay \$129 per month for as long or as short a time as you'd like. That monthly fee includes unlimited text and e-mail messages and 150 postcards, automatically printed, stamped and mailed each month for any campaigns you want. Yes, you read that right; the monthly fee does include postage.

If monthly doesn't suit you, then simply use Smarter on an as-needed basis: for special campaigns, like back-to-school or dental health month, or to send benefit or other as-needed reminders.

"Smarter makes it so easy. It's not like I haven't thought of doing these things (benefits reminders, referral requests, reactivations, new patient welcomes), it is just always such a pain to actually do it - until now."

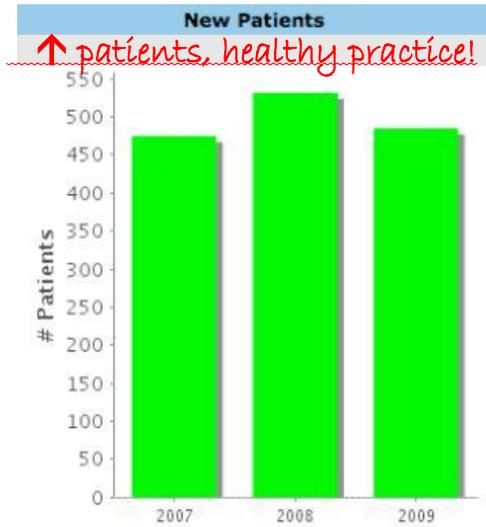
**John Fredrick, DDS
Fresno, CA**

An exclusive free trial only for SmartPractice friends. (A trial long enough to reactivate lots of accounts!) This letter is my personal invitation to you to put Smarter to the test for 60 days, on me. You don't have to give your credit card details. Just try it. Send 150 free postcards a month--and unlimited e-mails and text messages--to inactive patients and get the phone ringing. Or try a targeted campaign to your boomer demographic. How you use your free trial is up to you. We're happy to point you in the right direction

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if you'd like to try it but aren't sure what to do.

Take the next step toward a healthier practice. To get started, call our team at 1-800-522-0800 x550 or e-mail your@smartpractice.com. One of our experienced professionals will walk you through Smarter and help you download it if you'd like to give the free trial a go. It's a quick, painless process--in less than 15 minutes, Smarter will be integrated with your practice software. They will also answer your questions, help you visualize and analyze the health of your practice using Smarter's charting module, plus get your first campaigns started, directed at overcoming specific challenges your practice is facing.



You've nothing to lose. And only a healthier, more profitable, in-the-groove practice to gain. So why not give them a call right now, while it's on your mind?

Wishing you a healthier practice,

Dr. Your Name, DDS

P.S. To date, all but two practices nationwide have reported STELLAR results from Smarter campaigns geared to get patients calling for appointments. Set aside a few minutes today to get started with your free Smarter trial--and start turning your numbers around for the better tomorrow.