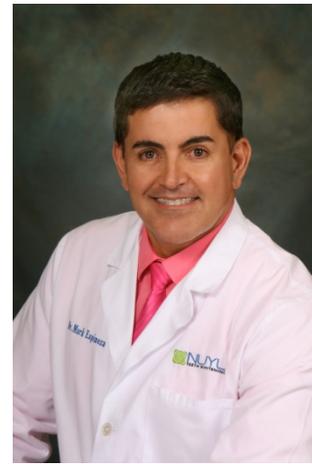


«Title»«Title»«FName» «MI»«MI»«LName»
«Street»
«Street2»
«City», «State» «Zip»



Dear «FName»,

We haven't seen you in over four years and I wonder if I should be concerned. A lot can happen over that long of a time; in your life and with your teeth and smile. If you are experiencing any kind of dental pain, discomfort, or other problems, it is important to remember that these things rarely fix themselves. If you aren't experiencing any dental problems right now, great! There is nothing like a regular schedule of check-ups and cleanings to keep it that way.

I want you to know 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 Oral Wellness Exam (Value \$150.00)** and an **In-Office 30 Minute Teeth Whitening (Value \$350.00)** and a **Complimentary Dental Travel Bag** full of things for a healthy mouth. That's **\$500.00** of **complimentary** dental work and a **FREE** travel bag! 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**

If somebody other than «FName» now occupies this address, use this **AMAZING \$500.00 Complimentary Offer** to get to know us.

«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