

General Email to Patients

Exciting news! You spoke, we listened.

We have recently launched our own in-house membership plan to help patients who do not have dental insurance or are dissatisfied with their current coverage.

According to our records it looks like you could benefit from our [insert plan name]. Our plan was specifically designed to cover all your preventive care each year and save you money on additional dental treatment you may need. No more surprise out-of-pocket expenses for your preventive care.

By joining our plan, you will save up to [XXXX] on your preventive dental care. Pricing and services are always completely transparent and there will be no more guessing about what is covered when you come in for your cleaning.

Our plan pricing is as low as [XXX] per month or [XXXX] per year and includes:

[Insert your benefits below and additional benefits]

We would love to tell you more or answer any additional questions you may have. Feel free to call our office at [###-###-####] for more information.

We look forward to seeing you at your next visit!

Open Enrollment Email to Patients

Did you know we have an in-office plan that covers all your preventive care?

We created our plan out of the need to serve patients who either do not have dental insurance or are paying too much for their dental insurance.

Our plan is [XXX] per month or [XXX] per year and it includes:

[Insert your benefits below and additional benefits]

As you head into this open enrollment season and consider your options for dental care, make sure you are getting the full value of what you are paying for when it comes to dental benefits.

We have different plans based on preventive care needs and would love to tell you more. Be sure to call the office and talk to one of our team members before making your decision on dental benefits for [year].

We look forward to telling you more!

PLAN
FORWARD
Marketing Suggestions Guide

