



# EMPLOYER MANAGED MEMBERSHIP PLANS

EMAIL TEMPLATE  
- DENTIST

833.752.7526  
letsplan@planforward.io

www.planforward.io

Hi \_\_\_\_\_,

My name is Dr. \_\_\_\_\_. I'm the dentist at  
\_\_\_\_\_(practice)\_\_\_\_ and (insert how you know them or  
why you are calling) our office is really close to  
yours/acquaintance mentioned I should reach  
out/etc.

I am reaching out to introduce myself and my in-  
house membership plan. Since you are a small  
business owner, I wanted to make you aware of the  
great dental benefits you could be providing your  
team. We created our plan specifically to support  
retirees and small business owners who may not  
have dental insurance. Do your employees currently  
have dental insurance through you?

I would love to meet sometime and introduce  
myself in person and tell you more about the plan.  
When might be a good time?

Looking forward to hearing back from you,  
Dr. \_\_\_\_\_

.....

## Helpful Tips:

- If they are not interested in meeting, offer to send them more information, like your enrollment link or this flyer.
- Share this blog with them to aid them in their research: [5 Benefits Patients Receive from Dental Membership Plans.](#)
- It's ok to send them more than one email! If you don't hear back after one, wait a few weeks and email them again. Sometimes it's all about timing.