



Patient Email Option # 1

Copy and paste into the body of your patient-facing message

SUBJECT LINE: Get the most out of your dental benefits by using them.

PREHEADER: Most dental insurance benefits reset yearly and what you don't use, you may lose.

HEADLINE: How to Maximize Your Insurance Benefits

COPY: According to the National Association of Dental Plans, **only 5% of people on average who are enrolled in a dental benefit plan reach their annual maximum for in-network services¹**. That means patients don't get maximum value out of their benefits or enjoy the benefits – short and long term - of oral health.

Our goal is to help you maximize your insurance benefits. We reviewed our files and it seems that **you may have incomplete dentistry or past-due hygiene. Because of this, we want to give you a priority appointment.**

Contact us to review your remaining benefits and the care the doctor has recommended. If there are any out-of-pocket costs, remember we accept the CareCredit credit card. With CareCredit you can get the care you want or need now and pay over time with promotional financing* on purchases of \$200 or more. It's easy to see if you prequalify for the CareCredit credit card – with no impact to your credit score.

BUTTON: See if You Prequalify

COPY: Maximize your benefits. Our schedule books up this time of year and we only have a few priority appointments available.

CITATION: ¹Understanding Dental Benefits. National Association of Dental Plans (NADP). Accessed 7/31/24. Retrieved from: <https://www.nadp.org/about-dental-plans-care/understanding-dental-benefits/>

*Subject to credit approval. See www.carecredit.com for details.

[sender must include an opt out in their disclosures and abide by the CAN-SPAM laws.]



Patient Email Option # 2

Copy and paste into the body of your patient-facing message

SUBJ: Time is running out to maximize your dental insurance benefits.

PREHEADER: You may have dental benefits you can use now.

HEADLINE: Get the most out of your dental insurance benefits – NOW.

COPY: The good news is you may have dental insurance benefits remaining to contribute to the cost of care. The not so good news is that you may have a limited time to use them before you lose them at the end of the year.

Our goal is to help you maximize your insurance benefits. We reviewed our files and it seems that **you may have incomplete dentistry or past-due hygiene. Because of this, we want to give you a priority appointment.**

Contact us to review your remaining benefits and the care the doctor has recommended. If there are any out-of-pocket costs, remember we accept the CareCredit credit card. With CareCredit you can get the care you want and need now and pay over time with promotional financing* on purchases of \$200 or more. It's easy to see if you prequalify for the CareCredit credit card – with no impact to your credit score.

BUTTON: See if You Prequalify

COPY: Maximize your benefits. Our schedule books up this time of year and we only have a few priority appointments available.

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