

February 1, 2013

Dear Doctor,

My name is Dr. Dan Marut, and I'm excited to tell you about one of the most compelling breakthroughs in the history of in-house dental savings programs: the do-it-yourself dental plan using MemberDent software. With MemberDent, now you have the ability to help your patients pay for preventive care – and other services that you choose to include in your practice's personalized dental savings plan – with easy monthly payments, so they can budget for and afford the treatment that they need.

I created an in-house dental savings plan in my own practice to help make dentistry accessible to more of my patients, regardless of insurance. But I had to do it all on my own, including figuring out how to ask patients to pay for their membership fees. I didn't know whether to allow patients the flexibility and affordability of monthly installments – and give my front office the burden of repetitive, manual processing month in and month out – or ask patients to pay an up-front annual fee, which might add up to more than they felt they could afford all at once.

With MemberDent, monthly and annual fee collection and processing are completely automated. MemberDent is a proprietary program that enables solo and group dental practice owners to easily craft and offer customized dental savings programs that are specifically tailored to their practices' needs. We also provide the essential training needed to manage your practice's plan using our software.

MemberDent software powers your in-house dental plan and automates patient payments. Our dentist subscribers simply pay a \$1495 initial setup fee per location as well as a low monthly software licensing fee of \$99. And those monthly fees can be offset and even eliminated based on patient participation via the MemberDent Incentive Program; fees are reduced for dental practices with over 20 participants, and waived completely once an office enrolls 60 or more patient subscribers.

How does MemberDent benefit *your* practice and power your dental membership plan? If you're thinking about creating and implementing your own in-house plan, making it easy for patients to make annual or monthly payments is essential, and that's where MemberDent comes in. From our software's easy-to-use interface, to the turnkey approach to automating your patients' monthly payments, to video training, webinars and audio tutorials, MemberDent completely automates patients' monthly payments, and ensures that your team not only knows how to use the software and all of its features, but also that they have the tools to maximize patient participation

Want additional expert marketing and fool-proof support? A variety of marketing and support services are available from the MemberDent team and our partners for an additional fee. From customizable marketing materials such as patient member cards, brochures, postcards, posters, on-hold messaging, email templates, print/yellow pages ads – and even radio and TV commercial production, we can help. And for the practice that really wants to maximize the MemberDent team's expertise, for just \$999 we can provide three hours of personalized consulting with you and your team to optimize the development, implementation and marketing of your very own dental membership program.

An in-house dental membership plan is a proven method of increasing case acceptance and production while decreasing overhead and eliminating the expense and frustration of traditional insurance. MemberDent makes it easy for you to offer this type of plan in your practice – which means that your patients feel more empowered to be able to afford preventive and restorative care. And it's your plan, so you can set your own benefits, determine the savings you want to offer and most importantly, set your own fees. Most importantly, with an in-house dental membership plan powered by MemberDent, there are no third parties involved in plan administration – so you keep what you produce.

Find out more about MemberDent and how we can help power your in-house dental savings plan. Call us today at 888-960-1221, email us at [info@memberdent.com](mailto:info@memberdent.com) or visit us online at [www.MemberDent.com](http://www.MemberDent.com).

Sincerely,

Dan Marut, DMD  
Founder & President  
MemberDent

## Your Dental Plan – powered by MemberDent

- Do it yourself
- MemberDent Software
- Written manual
- Training – video and audio
- List of a la carte services provided for additional fee
  - o Customizable Marketing material creation
    - Patient Member cards
    - Brochures
    - Postcards
    - Posters
    - On-hold message
    - Email templates
    - Print ads
    - Radio/tv spots
    - Video
  - o Live training
    - 3 hour blocks - \$1000 for a three-hour block

Savings via our Member Incentive Program (MIP). Our MIP allows you to bring your monthly cost to ZERO dollars!

Membership Incentive Program		
	Monthly Access Fee	
0 – 19 Members	\$99.95	
20 – 39 Members	\$64.95	<b>YOU SAVE \$35!</b>
40 – 59 Members	\$29.95	<b>YOU SAVE \$70!</b>
60+ Members	\$0	<b>YOU SAVE \$99.95!</b>

Fee \$1495