

(YOUR DENTAL OFFICE LETTERHEAD)

(Date)

(First Name) (Last Name)

(Address)

(City), (State) (Zip)

Dear (First Name),

The purpose of this letter is to introduce myself and the Treasure State Dental Plan concept (also called Direct Reimbursement) to you and your employees. One/Several of your employees are patients of mine, which prompted me to write this letter.

During my ____ years as a dentist in _____ we have had the opportunity to see first hand the performance of dental plan carriers. Currently your employees have _____, and it is our experience that they do not deliver the value available through Treasure State Dental, which is a form of Direct Reimbursement. Treasure State offers an easy to understand plan design based on dollars spent on dentistry versus procedure-based benefits. Unlike the traditional policy, Treasure State has very few limitations and exclusions. Also, very importantly, Treasure State has very low retention (overhead) built into the cost, allowing the majority of the funding to go toward providing dental benefits for your employees.

My office works with Treasure State Dental Plan in explaining in detail how Direct Reimbursement works. I have asked them to contact you so that they can walk you through a dental plan comparison.

Sincerely,

cc: Treasure State Dental
Phone (877) 343-1060 Fax Number (406) 442-1913

(For your convenience, an electronic version of this letter is available for download from www.mtdental.com)