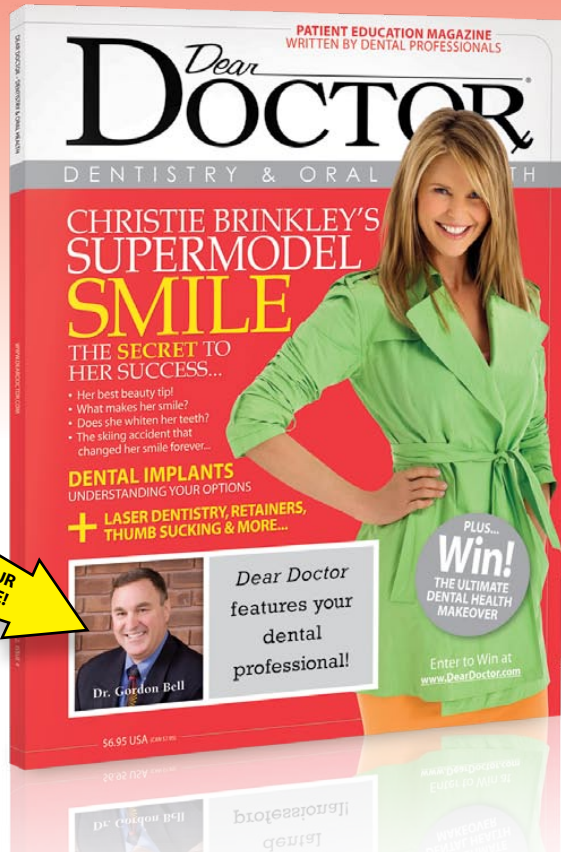


Internal Marketing

Growing your practice with the patients you already have!



Dear Doctor – Dentistry & Oral Health magazine spotlights your dental practice in a cost effective way increasing productivity through informative, entertaining articles. The end result is increased revenue from existing patients, increased patient loyalty and enhancement of your professional image.

Benefits include:

- Increased patient retention
- Increased patient follow-through on recommended treatments
- Increased patient inquiries for additional treatments
- Enhanced patient & staff relationships
- Increased patient referrals

Doctor Benefits

- Your Customized **Professional** Marketing Program
- Defining your Image of Excellence
- Delivering **Expert** Status in your Community
- Defines your **Value** as a Doctor in your Community
- Generates Excitement, Uniqueness and Goodwill
- Most Cost Effective Marketing Tool with Patient Education

Patient Benefits

- **Understanding** your Value and Your Dedication to Excellence
- Education Stimulates Interest, Questions and Understanding of the Services You Provide
- Encourages Conversations about Your Dental Services
- Enhances the Doctor-Patient Relationship by giving the gift of education

Who Benefits from Receiving Dear Doctor?

You should provide all new patients as well as all of your recall patients with *Dear Doctor – Dentistry & Oral Health*. *Dear Doctor's* strength is enhancing your professional image and educating the patients you already have. Magazines featuring you as the dentist of choice become your personalized calling card helping to generate conversations about dentistry.

For more information call **866-429-8188** or visit www.DearDoctorMarketing.com