

John Q. Dentist, D.D.S.

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*** *Reactivation Letter – Pending Operative Treatment***

Date, 2003

Mr. James Hunter
123 Lovers Lane
Seattle, WA 92540

Dear Mr. Hunter:

Reviewing your record recently, we realized that the dental treatment plan we diagnosed for you on _____ has not been completed. We are concerned about what this could ultimately mean for you and your long-term dental health. Our goal is to help you restore your oral health and keep your natural teeth for a lifetime.

Many patients don't realize that delays in treatment can often mean the difference between a favorable prognosis and a guarded one, often resulting in increased cost or discomfort. Additionally, advances in modern dentistry make dentistry much more predictable, reliable, and comfortable than ever before. As a reminder, our office offers oral sedation "sleep" dentistry, headphones and DVD movie glasses, laser dentistry, as well as many other cutting-edge dental and patient-comfort techniques. Many of our patients also take advantage of our comfortable monthly payment plans to assist them in creating the smile they've always wanted right now.

We respect that this decision is ultimately yours. If you have decided against treatment, or if you have decided to have your treatment performed in another office, please call to tell us. You won't offend us by either decision and we will update our records accordingly.

If you have decided to have your treatment completed in our office, let this letter serve as the impetus to call and make that first treatment appointment. We'll have you smiling in no time and you'll be glad you did! We look forward to seeing you again very soon.

Sincerely yours,

John Q. Dentist, D.D.S.