

### EMAIL OPTION 1

This content is created to be cut/paste and added to your audience-direct communications.

From: [your practice name]

Subject Line: Your dental benefits only benefit you if you use them.

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

Pre-header: Many dental insurance benefits reset yearly and what you don't use, you may lose.

#### **How to Maximize Your Insurance Benefits**

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 services<sup>1</sup>. That means some patients don't get maximum value out of their benefits.

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 hard credit check.

**See if You Prequalify** [include your Custom Link or add link to [www.carecredit.com/apply](https://www.carecredit.com/apply)]

Maximize your benefits. Our schedule books up this time of year so please contact us while appointments are still available.

<sup>1</sup>Understanding Dental Benefits. National Association of Dental Plans (NADP). Accessed 7/1/25. Retrieved from: <https://www.nadp.org/about-dental-plans-care/understanding-dental-benefits/>

\*Subject to credit approval. See [www.carecredit.com](https://www.carecredit.com) for details.

[Sender must abide by CAN SPAM laws (e.g. including their marketing email opt out in the email footer, matching the sender to the opt out, etc.)]

### EMAIL OPTION 2

This content is created to be cut/paste and added to your audience-direct communications.

From: [your practice name]

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

Pre-header: You may have dental benefits you can use now.

#### **Get the most out of your dental insurance benefits — NOW.**

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 hard credit check.

**See if You Prequalify** [include your Custom Link or add link to [www.carecredit.com/apply](http://www.carecredit.com/apply)]

Maximize your benefits. Our schedule books up this time of year so please contact us while appointments are still available.

\*Subject to credit approval. See [www.carecredit.com](http://www.carecredit.com) for details.

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### SOCIAL MEDIA

This content is created to be cut/paste and added to your audience-direct communications.

#### POST OPTION #1

Use your dental benefits before you lose them.

We accept (visual of CareCredit credit card).

VISUAL: Person with great teeth, CareCredit credit card visual.



#### POST OPTION #2

Person with great teeth, CareCredit credit card visual.

Get your smile ready for the holiday!

We accept (visual of CareCredit credit card).

VISUAL: Person with great teeth, CareCredit credit card visual.



#### POST OPTION #3

Don't delay dental care. Use your dental benefits today!

We accept (visual of CareCredit credit card).

VISUAL: Person with great teeth, CareCredit credit card visual.



#### POST OPTION #4

Have unused dental benefits?

Call for a priority appointment today.

We accept (visual of CareCredit credit card).

VISUAL: Person with great teeth, CareCredit credit card visual.

