



Orthodontists Fee Plan™

**MYTH: OFP replaces your office patient financing plan.**

**FACT: Practices offering OFP report that it makes their office financing plan more effective.**

Dear Dr. Sample,

You may be under some unfortunate misconceptions about Orthodontists Fee Plan — misconceptions that are causing your practice unnecessary problems while delaying treatment for patients who need it.

For example, we would never recommend — in fact we advise against — dropping your office patient financing plan. Patients are much more comfortable when they have a choice as to how to pay for treatment.

What's more, when you use OFP to complement your office plan, you'll find that you won't have to negotiate the down payment amount and terms of your office plan, as you probably do now. Because by also offering OFP, you're providing patients with balanced options that make treatment affordable without financial compromises on your part.

**MYTH: OFP appeals only to low-income and financially troubled patients.**

**FACT: Most patients who choose OFP do so because they don't want to make a large cash down payment — not because they can't.**

You may be surprised to learn which patients take advantage of OFP.

Many patients who finance with OFP have the means to pay for treatment in full, up front, but they choose not to. Perhaps they recently purchased a new home or car. For whatever reason, they prefer OFP's no-down payment policy and very favorable terms to making a large cash outlay.

**MYTH: Offering OFP means more work for you and your staff.**

**FACT: OFP reduces paperwork and eliminates the stress involved in negotiating fees with patients.**

Offering OFP simplifies the process of coming to agreement with patients about how to pay for treatment. And remember, once a patient is approved for OFP, your practice is paid in full — leaving you to concentrate on providing quality orthodontic treatment while we take on the responsibilities and risks involved with collecting monthly payments.

I strongly encourage you to get all the facts about OFP before you make a decision on third-party financing. For a free, no-obligation SP Kit, please call an OFP representative at 1-800-637-7526 or complete and mail the enclosed postage-paid card.

We look forward to hearing from you.

Sincerely,

(signature)

Michael F. Gilroy  
Executive Vice President

P.S. I've enclosed a copy of an independent study that confirms what one out of every three orthodontists and their patients already know: OFP is good for patients and orthodontists. Please take a moment to look it over.

150 Speen Street  
Framingham, MA 01701

1.800.637.7526doctor  
1.800.637.3393 patient

508.875.8964fax  
info@feeplan.com e-mail

[www.orthofeeplan.com](http://www.orthofeeplan.com)