



Dear Dr. Sample,

An independent study, conducted by the prestigious Blair/McGill Advisory, confirms what one out of every three orthodontists and their patients already know:

FACT: OFP makes treatment more affordable for more patients while helping orthodontists improve their bottom lines.

I've enclosed a copy of this important study so you could judge it for yourself. You'll find it reports that doctors who offer OFP to all of their patients enjoy a 5% increase in conversion rates . . . a 25% increase in income per visit . . . and almost 50% more "paid in full" 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.

FACT: OFP eliminates the stress involved — for both you and your patients — in negotiating fees.

Offering OFP along with your office payment plan simplifies the process of coming to agreement with patients about how to pay for treatment. Using OFP to complement your office plan eliminates the need to negotiate the down payment amount and terms of your office plan — as you're probably used to doing — because you're providing patients with balanced options that make treatment affordable without financial compromises on your part.

FACT: OFP reduces paperwork for your staff.

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 realize you may still have some questions about how to begin using OFP in your practice, so I urge you to call for a personal telephone consultation with one of our representatives. He/she will provide you with the answers you need to start making treatment more affordable for your patients.

To arrange for your personal telephone consultation, please call **1-800-637-7526** or complete and mail the enclosed postage-paid card.

We look forward to hearing from you.

Sincerely,

Michael F. Gilroy
Executive Vice President

P.S. Also enclosed is our popular *"Four Keys to a Successful Fee Presentation."* Put together with suggestions from our current client practices, it's an at-a-glance guide to making the fee presentation process easy and painless for both you and your patients. Please take a moment to look at it.