



Family **Fee Plan**™

The Easier Way to Pay

225 Turnpike Road

Southborough, MA 01772



**Introducing** the  
patient payment plan  
that helps more people  
realize their dream of  
having a biological child.

**Special Introductory Offer — Details Inside**



225 Turnpike Road  
Southborough, MA 01772  
1.866.343.4422 doctors and staff  
info@feeplan.com e-mail  
www.familyfeeplan.com



Dr. John Sample  
Practice Name  
123 Main Street  
Anytown, USA

Dear Dr. Sample,

As a reproductive endocrinologist, you've helped many patients realize their dream of having a biological child. But do you have any idea of how many people would like to try fertility treatment but don't because of financial barriers?

**Research shows that 85% of people interested in having a biological child never begin fertility treatment because they don't think they can afford it.\***

We'd like to help you turn that unfortunate statistic around by introducing you to Family Fee Plan, the latest offering from America's leader in patient payment plans.

Family Fee Plan is the patient payment plan with low monthly payments, at low fixed rates, making fertility treatment affordable for more patients. And that helps to improve your practice's profitability.

The enclosed brochure explains more about what Family Fee Plan can do for your patients and your practice, as well as complete details about our special introductory offer:

**Offer Family Fee Plan to your patients for three months, from XXX to XXX, and we'll refund your practice \$500 for every three patients that use our service.**

Remember, Family Fee Plan is from AmeriFee, the leader in patient payment plans and a wholly owned subsidiary of Capital One. More doctors and their patients (trust) offer our payment plans than any other.

Complete and mail the enclosed request or call 1 866-343-4433 and we'll send you all the information you need to start offering Family Fee Plan and making it possible for more people to afford the fertility treatment they so very much want.

Sincerely,

NAME  
TITLE

**I'd like to make fertility treatment more affordable for more patients.**

Please send me the Family Fee Plan Office Guide that contains all the information my staff and I need to start making Family Fee Plan available to patients.

And enroll my practice for the Family Fee Plan special, no-obligation introductory offer; I understand that for three months, from XXX to XXX, we'll be refunded \$300 for every three patients that use Family Fee Plan.

YOUR NAME Dr. \_\_\_\_\_

PRACTICE NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

NAME OF BUSINESS MANAGER \_\_\_\_\_

NAME OF OFFICE MANAGER/FINANCIAL COORDINATOR \_\_\_\_\_

Complete and mail this card or call 1-866-343-4433.



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# Family Fee Plan helps your patients chase more than a dream.

## Try Family Fee Plan during our introductory period and receive a special offer.

**Offer Family Fee Plan to your patients for three months, from XXX to XXX, and we'll refund your practice \$500 for every three patients that use our service.**

To take advantage of this no-obligation offer, simply complete the enclosed request or call 1-866-343-4433. We'll send you all the information you and your staff need to make Family Fee Plan available to your patients.



**Family Fee Plan™**

The Easier Way to Pay

# Introducing a new way to provide fertility treatment for more patients.

*Try Family Fee Plan now and enjoy our special introductory offer.*

From AmeriFee, America's leader in patient financing, comes Family Fee Plan. Family Fee Plan is a patient payment plan that makes fertility treatment more affordable for more patients.

**And for a limited time, your practice could earn \$500 for every three patients that use Family Fee Plan. Complete details about our introductory offer are on the back of this brochure.**

Research shows that 85% of people interested in having a biological child never begin fertility treatment because they don't think they can afford it.\*

Well, now, you can give these patients good news from the start.

*For your patients, Family Fee Plan is as sensible as it is affordable.*

Like all the AmeriFee plans, Family Fee Plan offers your patients important benefits that would be difficult to find elsewhere:

- low monthly payments, at low fixed rates, with no initial payment required
- fast and confidential application process via our toll-free number or secure website
- high approval rates — we consider more than just the patient's credit score

It's no wonder, more doctors and their patients use plans from Amerifee than any other patient payment plans.

*For you, Family Fee Plan offers professional as well as financial rewards.*

By making treatment more affordable, Family Fee Plan allows you to bring hope to more patients. And as a result, your practice enjoys incremental revenue.

The following chart shows how just 20 incremental treatment cycles can result in almost \$150,000 in additional revenues.

	CURRENT	OPPORTUNITY USING FINANCING
Cycles/Year	200	220
Average Case Fees	\$8,500	\$8,500
Patients Financing	0	40
% of Patients Financing	N/A	18%
% Incremental	N/A	50%
Estimated Revenues	\$1,700,000	\$1,870,000
Less Financing Administrative Fee	-	\$20,060
<b>Total Revenues</b>	<b>\$1,700,000</b>	<b>\$1,849,940</b>

This calculation is based upon what we've seen with our other Fee Plans, where between 15 – 20% of total volume is financed, and patients using financing have been approximately 50% incremental. Your results may vary

To offer Family Fee Plan to your patients, there are no sign up fees or equipment to purchase. And there's no additional paperwork for your staff. Patients apply directly by phone or website.

*Please turn over for a special introductory offer.s*

Cutaway portion


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