Create an annual campaign that reaches deep into your patient file to reactivate lapsed patients, identify inactive patients and find sources of hidden revenue.
Your Summer Benefits Reminder Campaign
Create an annual campaign that reaches deep into your patient file to reactivate lapsed patients, identify inactive patients and find sources of hidden revenue.

Goals & Who to Target
- Help patients maintain and/or improve their oral health by leveraging employer funded dental benefits.
- Help the dentist and patient plan treatment over a longer period for optimal outcomes.
- Help the office increase production by providing preventive treatment and diagnosing needed treatment.
- Reach out to insured patients whose benefits expire in June rather than the traditional calendar year.
- For offices who don't accept dental insurance this is a great time to do a School is Out Campaign targeting families.
- Get an average response rate of 26% of your patients scheduling an appointment - let SmartPractice show you how!

Your Checklist for Success
Chapter 2 – Leveraging Patriotic Card Designs to ensure patients read your message
Chapter 3 – Use it Lose it – Get your patients’ attention with traditional benefit reminders
Chapter 4 – Build brand awareness with summertime community events
Chapter 5 – School’s out for summer! Make the most of it.
Chapter 6 – In-office and Social Media Promotions to create more referrals and appointments
Chapter 7– The complete contact strategy – make it easy
Chapter 8– Insider-only offers
Make the most of shared patriotism by marketing your practice with Recall Cards and Benefit Reminders featuring easily relatable patriotic themes.
Create a sense of urgency by asking patients to call before July 1 to schedule an appointment.

Whether your patients celebrate July 4th with bottle rockets and sparklers on the driveway or head to the stadium for the big fireworks show, it's almost guaranteed that they do celebrate the holiday. Make the most of this shared patriotism by marketing your practice with Recall Cards and Benefit Reminders featuring easily relatable patriotic themes.

Old Glory
There is no symbol more commonly associated with the 4th of July than the American flag. This familiarity makes it an excellent choice for Recall Postcards and Benefit Reminders.

Want your 4th of July mailing to really stand out? You can design and build a custom postcard or mailer using red, white and blue in the design of backgrounds, borders and text to effectively convey a patriotic feeling that will have patients thinking positively about your practice.

Lady Liberty
The Statue of Liberty is another iconic symbol perfect for Postcards and Benefit Reminders. Although Lady Liberty isn’t necessarily

Get involved in your local 4th of July events by handing out individually wrapped personalized Patriotic Toothbrushes to attendees. It’s a memorable way to show your community that you care about their oral health.
associated with America’s independence from Great Britain, it’s an internationally recognized symbol of freedom and opportunity, two values that go hand-in-hand when thinking about the United States.

Fireworks
The big event! Everyone eagerly awaits the moment each year when 4th of July festivities culminate in a celebration of color, light and sound at the local fireworks show. You can capture the feelings of excitement and wonder when you use images of fireworks on your Dental Recall Postcards and Mailers.

Order Today!
Ensure patients pay attention to your dental appointment request by including Independence Day in your summer Dental Marketing plan. Just about everyone celebrates and relates to the holiday that celebrates this land we call home. Look for increased checkup and cosmetic appointments as a result of your efforts. Order your Patriotic Cards early and start planning your 4th of July mailings today!

The Fourth of July Holiday will be here before we know it! We want to remind you that July also signals that half of the year has already flown by. In order to maintain your oral health and to take advantage of your dental benefit plan, please call our office today at (602) 225-0595 to schedule an appointment before July 1. According to our records your last dental visit was March 13, 2012. We look forward to seeing you soon and wish you a safe holiday weekend full of laughter and smiles.
Traditional Benefit Reminders

Grab patients’ attention with a strong call to action using traditional benefit reminder postcards or laser cards.
Use it or lose it. This simple and effective message will stop patients in their tracks and have them checking their dental benefits and calling you for an appointment. Sometimes a subtle message on a seasonal card is not enough, be sure to grab your dental patients’ attention with a strong call to action using Traditional Benefit Reminder Postcards or Laser Cards.

Selecting your eye-catching Benefit Reminder Card.

Keep it simple. A proven card our dental clients have used successfully is our Featured Product: The Use It or Lose It (Postcard PC02428 ➤ / Laser Card LC02428 ➤).

A matching email is an affordable way to double the impact.
Make it a memorable message.
Use a combination of education and facts to make the most impact. Give your patients the exact steps you want them to do and create a sense of urgency by adding a ‘call before’ date. A final touch is adding their last appointment on the card. It may feel like yesterday that they were spending time in your dental office, so it’s critical to remind them how long it’s actually been.

Your dental practice management software offers you the flexibility to identify your dental benefit patients, as well as those who have not been in this year. Sending a combination card mailing followed up by a coordinating email or text will maximize your response rate. This is not a campaign we would recommend doing via email only. When the call to action is “Call to Schedule an Appointment” — you need to use direct mail. Direct mail continues to be the go-to choice for Benefit Reminder communication since the Card has a longer life and the patient will keep it to reference and act on later.

Traditional Benefit Reminders are an effective dental campaign, and if you choose the right image and message combination - you will see an immediate increase in patient compliance as they call to schedule their mid-year appointment. Make a note on your

Additional Message Options

Have you maximized your dental benefits for the year? If not, now is the perfect time to make appointments for yourself and your family.

Not using your benefits is like leaving money on the table. Be sure you get all you pay for and make an appointment today. Hurry and call us today at (XXX) XXX-XX or visit yourwebsite.com to request your first appointment before July 1.

According to our records your last dental appointment was on 02/27/12. We are passionate about optimal oral health and encourage you to be too.

THE TIME IS...NOW

If you have dental insurance, it's important to know that your twice a year dental benefits typically expire at the end of the year. Policies generally have dollar maximums that do not carry over, creating a use-it-or-lose-it scenario.

We'd love to see you and your family members for a checkup and cleaning. If additional treatment is needed, you'll have plenty of time to complete your dental care and take full advantage of this year's benefits.

Hurry and call us today at (XXX) XXX-XX or visit yourwebsite.com to request your first appointment before July 1. Your dental health is our number one priority!
calendar now for October 1 to run your Benefit Reminder mailing again to end the year strong.

Let a SmartPractice Customer Care Specialist answer any questions you may have about performing a Benefit Reminder Campaign. If your current Reminder Software does not easily print your postcards, we recommend completing a PracticeMojo™ Automated Recare and Marketing demonstration ➤. You’ll be impressed with how much time your team will save and best of all - how busy the practice is after you’ve turned on PracticeMojo.

Additional Benefit Reminder Cards

MORE CARDS YOU CAN MAKE

View PC02427 ➤

View PC8061 ➤
Between music and food festivals, sporting events, fairs and awareness races it’s easier than ever to go where your patients - and future patients - are.

Chapter 4

Summer Community Events Ideas

Between music and food festivals, sporting events, fairs and awareness races it’s easier than ever to go where your patients - and future patients - are.
Summer starts June 21 - it’s right around the corner! People love receiving postcards from friends and family on vacation. Create a memorable moment when they check the mail by sending Summer-themed cards to invite them to your dental office for an event or to meet your dental team at an upcoming local gathering.

Community involvement is a key element in creating a positive brand image, and summer is great time to make this happen as each weekend offers a new opportunity to engage with your neighbors. Every marketing consultant will tell you - be where your customers are. Between music and food festivals, sporting events, fairs and awareness races it’s easier than ever to go where your patients (& future patients) are.

Whether your event is at the office or at a local park during an awareness 5K run, create a Summer-themed promotional giveaway and hand out practical Drawstring Backpacks (292331) ➤ personalized with your Dental Practice Logo and contact information. They're just $1.25 each! Then fill them with other summer-inspired giveaways like Customizable Lip Balm with SPF 11.
(292390) ➤, Water-fillable Squirt Teeth Toys (250681) ➤ and Personalized Dental Care Coloring & Activity Books (1002286) ➤. They're a huge hit with all ages and for less than a $1, you'll make countless marketing impressions as patients use these giveaways over and over throughout the summer.

If you are volunteering at an athletic event (soccer tournament or 5K run/walk) or will be around families with young, active kids, consider handing out bottles of EMT Toothsaver (63779) ➤ that you can label with your dental practice contact information. Help protect a future knocked-out tooth from cell damage and at the same time create oral health awareness. Many parents will be relieved to know that the tooth may be saved if proper precautions are taken.

You'll also want to distribute Educational Brochures or Cards (LC5962) ➤ with Mouthguard Awareness messaging to help prevent oral injuries. The simple personalized water bottle (292005) ➤ with your logo on the label is perfect for warm summer days too! Most of all – make sure the team is dressed in S.C.R.U.B.S. ➤ with your logo embroidered on them and display a large banner advertising your Dental Practice.

In-office Event Message

Now is a terrific time to complete any needed dental treatment in order to maximize your insurance benefits for this calendar year.

Hurry and call us today at (XXX) XXX-XXXX or visit yourwebsite.com to request your first appointment before August 1 and you’ll receive a FREE Summer-fun tote giveaway.

According to our records your last dental appointment was on 02/27/12. We are passionate about optimal oral health and encourage you to be too.

External Event Message

Dr. Smith, Dr. Johnson and the entire staff from Happy Dental will be attending this summer’s Autism Awareness 5K walk/run on Main Street on June 23rd.

Please stop by our tent and say hello if you will be attending too! We will be handing out Oral Health Educational Brochures, Whitening Coupons, Toothbrushes, Lip Balm and so much more.

We look forward to seeing you there.
Seize the moment and take the opportunity to get involved in your community this summer. Create awareness of your Dental Practice and Oral Health Facts while spending time together as a Dental Team outside the office. Use this as an opportunity to reach out to active and past due patients to invite them back to the office as well. Be sure to maintain the summer-themed event communications in your emails and Facebook posts too.

You might also be surprised to find how popular a Toothbrush Giveaway is at local events (like a parade), so be sure to stock up on adorable Kid’s Sparkle Personalized Toothbrushes (692441I) ❯

Educational Brochures or Cards (LC5962) ❯
Personalized Water Bottle (292005) ❯

View PC7802 ➤
View PC5993 ➤
View PC1176 ➤
View 15529ST ➤
View PC7220 ➤
View PC7801 ➤
Celebrate the excitement that comes with school being out for summer with a “School is Out” campaign!
The essence of Patient Communication is delivering the right message, to the right person, at the right time. If your patient file is full of families with school-aged children, why not celebrate the excitement that comes with school being out for summer?

When selecting the appropriate image for a “School is Out” campaign - be sure to make it relevant and fun.

**Featured fun cards**

- View PC6109
- View 15290ST
- View PC01383
- View PC01384
- View PC7202
Creating an impactful, memorable message

Be sure to include the young patient's name in your email or card mailing. Kids LOVE to see their name on mail. It makes them feel special and involved.

Tip: In-office events create calls requesting appointments

Within the message on your card and email - invite patients to bring in a report card or school ID to get a free movie ticket or other incentive to encourage them to respond. Make it an age-appropriate incentive, such as a personalized dental-care themed coloring book.

Frequent patient communication each season keeps your practice in mind and helps keep patients on track to receive two dental checkups a year. Leveraging the change of pace associated with the end of the school year gives you a chance to engage with parents and use this free time to get the whole family in for their annual summer cleanings. Creating this behavior ensures that each summer, parents fit dental appointments between summer camp and vacations.

School is out and it's a great time to schedule dental checkups! Please call us today at (XXX) XXX-XXXX and we will find time to care for [CHILD'S NAME] between summer camp, family vacations and school starting again.

If you have friends, family members or new neighbors who haven't found a family dentist, we would love to care for them as well. We look forward to seeing you during school break.
Chapter 6

Summer Social Media Promotions

Your patients want to show off a great white smile at summer events including Weddings, Family Reunions and Graduation Parties.
Whether you choose to do a “Pin it to Win it” campaign on Pinterest, a Facebook contest or an in-office promotion, make it summer-inspired, make it fun and watch how your schedule fills.

Idea#1: Tag Along on Patients' Vacations

When you hear your patients talking about upcoming vacation plans, WOW them with travel Grab-n-Go Personalized Toothbrushes - they'll think of you every time they use it, no matter where they are in the world.

With kids out of school for summer, this is the time many families plan vacations. Ask your patients if they have any exciting summer vacation plans. If they do, surprise them with an extra Travel Toothbrush. Even a dedicated power brush user can’t say no to a Travel Toothbrush. For families taking camping trips, offer Disposable Toothbrushes or Chewable Toothpaste Tablets (can be used without water - cool, huh?).

Idea#2: Create a Fun Summer Contest

Promote high-value dental health products like WaterPik Flossers or Power Brushes. Use contests to generate more traffic and ‘likes’ on Facebook and to create brand awareness and patient engagement. Facebook has established rules.
about how to conduct promotions...make it easier on yourself and let SmartPractice help you do it.

Here is an example of an online promotion completed by one of our Dental Offices:

They use PracticeMojo Automated Recall & Marketing - so they used the Facebook Pro App to set up their Facebook promotion. This office has had a Facebook page for awhile and has only been able to earn 65 “Likes.” Patients really didn’t post much on their page, but did occasionally like some of the educational content. With their centrally located office, they were looking to build a stronger base of families and use Facebook and its referral potential to build more brand awareness.

They chose to promote the new Waterpik Flosser for Kids - it’s adorable! If you have not learned about this new product - watch the video on smartpractice.com - it comes with stickers so kids can decorate it and make it their own. What kid wouldn’t love that?

Once they had the promotion set up on Facebook, they sent
an email to their patients. Within a day, they had increased their “Likes” by 22%!

Contest Tips
• Make sure to include a promotion disclaimer that clearly states the dates of contest, who is eligible, the prize(s) and when you’ll announce the winner.

• Create a clear call to action – Enter to Win! ‘Like’ us on Facebook and fill out entry form.

• In addition to sharing the details of the contest on your practice blog and Twitter, be sure to display signs in the reception area and in the operatories as well. (PracticeMojo supplies this to support the promotions)

Idea#3: Refresh Patients' Smiles for Summer Photo Ops
Summer is filled with big events including Weddings, Family Reunions and Graduation Parties. Your patients want to show off a beautiful white smile. End each hygiene appointment with a conversation about whitening. You'll be surprised to discover how many people have been thinking about it. Looking for more natural, easy ways to bring up whitening to patients without feeling like you are selling the solution? Download your FREE "Icebreakers" questionnaire on smartpractice.com/whitening to get patients talking
about their smiles. Dental offices love this chair-side cheat sheet.

If your dental office has a whitening program, let patients know about it. Create a custom promotional sign to display in the reception room or treatment areas to advertise whitening services to patients. Download yours today ➤. Ask patients to post images of their bright new smile on your dental office’s Facebook page to receive their next whitening refill for free. Load your Newsfeed with examples of your work.

Looking to refresh your whitening program? Use giveaways to build brand awareness. Create a branded kit using Reflection™ Personalized Patient Take-home Whitening Kits ➤ to offer a safe whitening solution that looks like it’s manufactured exclusively for your dental practice. You can easily select existing packaging or provide SmartPractice with your dental logo and we can create packaging that is uniquely yours.
Idea#4: I flossed on my vacation!

Summertime is the perfect time to use your dental Facebook page and other social media to connect and interact with patients. One great way to do this is to hold a summer-long photo contest. Invite your patients to post pictures to your Facebook page, have them tweet you the image, or have them tag you in an Instagram photo of them brushing or flossing their teeth wherever they happen to be vacationing this summer. Your Summer Social Media contest should run something like this:

Part 1 - Contest Details
Send an email, patriotic postcard or other communication instructing patients to bring in their family for one of their annual cleanings.

At the end of the visit give each patient the same toothbrush, pack of floss or other item that they must include in their summer picture.

Make sure those who may not be going on vacation are also included. Patients can take the photo anywhere as long as the Toothbrush and other items are included.

Instruct patients to take their picture and post it to your dental office’s Facebook, your Twitter or
Instagram page. Choose a central location to make it easier to monitor.

Part 2 - Voting
The second part of your Summer Social Media contest is the voting. Select the winning image based on the amount of ‘Likes’ and comments the photo has. This is an important step in the overall contest strategy. To stay in the loop patients must ‘Like’ your Facebook page and continually come back to your page to like and comment, creating interaction with your brand. In an effort to increase ‘Likes’ for their own image patients will encourage their friends and family to visit your page and ‘Like’ their image as well. Make sure each patient understands voting, encourage them to get as many ‘Likes’ as they can.

Part 3 - Prize
The last part of the contest involves the prize for the most popular image. At the end of the contest select the image with the most ‘Likes’ and post the results on your as well as the winner's Facebook page. Leave instructions to stop by the office to pick up their prize.

Leverage the ongoing popularity of social media to become more involved in patients' everyday lives. Once they're conditioned to check your Facebook, Twitter and Instagram feeds on a regular basis, they'll continue checking in to see what's new.
The PracticeMojo ReachAll Dental Recall program is the most comprehensive dental recall solution today.

CHAPTER 7

A Complete Contact Strategy

The PracticeMojo ReachAll Dental Recall program is the most comprehensive dental recall solution today.
Does implementing a complete contact strategy sound like a lot of work? It can be, especially when you talk about using Benefit Reminders to reactivate lapsed accounts. This is where PracticeMojo - Automated Recall & Dental Marketing can help.

Your time is valuable
Your practice will spend over two weeks this year making phone calls, filling out postcards, and sending mailers—all trying to chase down patients and get referrals. Even with this amount of effort, 40% of patients fall through the cracks every month on average.

PracticeMojo is an automated solution that targets and reaches all of those patients. This helps to free your time to spend on increasing production and chair-side care. It’s true not all of your patients can be reached by text or e-mail, but that’s why PracticeMojo also sends postcards and includes online ratings, surveys and reviews.

Looking for growth?
Studies show it’s 5-10 times cheaper to keep current patients than it is to acquire new ones. Plus, if your practice can retain all current patients by just a month per year, you can achieve 3% annual growth—without adding a single new patient.

The PracticeMojo ReachAll Dental Recall program is the most comprehensive dental recall solution today. It individually targets each one of your patients with timely emails, text messages, phone reminders and even postcards. It effectively and effortlessly reactivates, schedules and confirms patient appointments to ensure a
steady stream of hygiene visits and additional treatments.

Whether your main objective is saving time or practice growth, PracticeMojo is perfect for:

**Recall**: Recall is the single most important aspect of an effective dental marketing strategy. The *ReachAll Dental Recall* program from PracticeMojo is the most complete recall solution.

**Referrals**: It’s never been easier to request, remind and reward your patients for referrals. PracticeMojo referral communications are designed for maximum response rates.

**Reviews and Surveys**: Reviews coupled with surveys help your practice gain valuable insight. Plus, PracticeMojo reviews are everywhere: Google, Yelp, Yahoo! and other top review sites.

**Social Media**: Don’t just “have” a Facebook page. Effective social media is more about content than ownership. Our Facebook solution combines eye-catching design with post ideas, promotions, appointment requests and review apps to maximize your social clout.

Learn more by visiting practicemojo.com ➤
**Websites:** Even if you have a website, make the switch to PracticeMojo websites to enjoy access to the top web designs, free customizable content, HD dental videos, unparalleled support and more.

PracticeMojo is compatible with EagleSoft, Easy Dental, Dentrix, SoftDent, and PracticeWorks.

**Available PracticeMojo Plans**

**Solo Plan**
The least expensive plan. This plan is ideal as an add-on to your existing dental marketing strategy to bolster your practice’s recall program. The Solo plan includes:

- Unlimited emails & texts
- Printed, addressed and mailed postcards for only 50¢ each
- Dental Reviews Pro
- 60-day, RISK-FREE trial

**Partnered Plan**
This is the middle-tier plan and it is perfect for offices looking to reach all their patients and to bolster their dental marketing plan with social media and promotions. The Partnered plan includes:
• ReachAll Dental Recall:
  • Unlimited emails & texts
  • 100 FREE Printed, addressed & mailed postcards each month
  • 100 FREE automated phone reminders each month
• Dental Reviews Pro package
• Facebook Pro Solution package
• 2 Coordinated events per year ($100 value)
• FREE automated phone reminder set-up fee ($300 value)
• FREE Facebook design and set-up fee ($500 value)
• Unlimited support and training

Managed Plan
The top-tier plan. Ideal for offices new to technology or those looking for a complete dental marketing solution. The Managed plan includes:
• ReachAll Dental Recall
• Dental Reviews Pro
• Facebook Pro Solution
• 6 Coordinated events per year ($300 value)
• Free Marketing Consultation ($199 value)
• Dental Website with Integrated SEO
• FREE automated phone reminder set-up fee ($300 value)
• FREE Facebook design and set-up fee ($500 value)
• Unlimited support and training
• Over $500 in FREE extras

PracticeMojo’s ReachAll Dental Recall technology utilizes emails, 2-way text messages, postcards, automated phone reminders, and more to contact, reactivate and help schedule new appointments. Contact PracticeMojo today to schedule a 10 minute, no-obligation demo to see for yourself just how easy it is to let PracticeMojo contact, reactivate, and schedule new appointments.

Tip: Benefit Reminders are a great opportunity to reactivate patients you haven’t seen in over a year. Improve the success of your summertime patient recall program by 26% with expert tips, best practices with Benefit Reminders, shareable Facebook content and save big with special insider-only offers. Visit PracticeMojo to learn more ➤.
Insider-only offers make it easier to get started on your marketing plan.
As it gets warmer, consider sending patients home with a cold bottle of water personalized with your logo and contact information. It’s an easy way to create a ‘wow’ moment.

LEARN MORE ➤

Starting off your whitening promotion with an offer that makes it even more economical is a win/win for both you and your patients.

LEARN MORE ➤

Fall in love with the ease of automated recall exclusively provided by PracticeMojo. Increase your practice production by targeting and reactivating past due patients with the right mix of email, texts, mailings and phone calls. It is easier than you think.

LEARN MORE ➤

Practice Brochures and Educational Brochures can start to look outdated quickly. Keep your inventory fresh and offer a wide selection of comprehensive and personalized brochures.

LEARN MORE ➤

Get serious about in-office marketing and create curiosity about your dental services to patients sitting in the reception & exam rooms and potential new patients walking by your window. Designs can be personalized with branding and more.

LEARN MORE ➤

Easily promote your practice and monthly specials to thousands of potential new patients with our Facebook Solution. Receive ideas for posts, a beautifully designed timeline cover image, a dental promotions app and so much more.

LEARN MORE ➤

Revamp and refresh your recall and reactivation program with a summer-themed card design.

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LEARN MORE ➤

Technology has made it easier than ever to organize mailing lists, qualify for postage discounts and so much more. By partnering with SmartPractice, you’ll save both time and money on your mailings.

LEARN MORE ➤

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LEARN MORE ➤

25% OFF
the wide selection of Window Clings, Posters and Wall Art - including custom designs

LEARN MORE ➤

2 Months FREE
after 10 months of continuous PracticeMojo™ service

LEARN MORE ➤

12 FREE Kits
when you order 24 or more Reflection Whitening Patient Take-home Kits

LEARN MORE ➤

10% OFF
Personalized Water Bottles

LEARN MORE ➤

$200 OFF
Facebook Solution for Dentists

LEARN MORE ➤

15% OFF
Personalized Educational Brochures

LEARN MORE ➤

100 FREE Postcards or Laser Cards with order of 500 or more

LEARN MORE ➤

$0 FREE
Mailing Services Consultation

LEARN MORE ➤

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YOUR OFFER CODE:
D3A34

OFFER EXPIRES 6/30/2013

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