



*the dental benefits plan for smart companies*

April XX, 2002

Name  
Title  
Company  
Street Address  
City, ST ZIP

Dear \_\_\_\_\_,

Would you knowingly pay more money for more hassle and less choice?  
With traditional dental insurance, you could be doing just that. Many employers seek an easier way to get maximum dental benefits at lower prices.

At the North Carolina Dental Association, we're here to introduce you to a simple and cost-effective alternative to traditional dental insurance. **Finally, there IS a better way!**

Introducing  
**Direct Reimbursement**

- No premiums** – Pay only for services rendered!
- No restrictions or limitations** – Give your employees the freedom and flexibility to choose a dentist they trust.
- No waiting on claims** – Employees receive prompt reimbursement.
- No referrals or prior consent** – Receive treatment when needed, without the worry of what may or may not be covered.

Direct Reimbursement provides your employees with comprehensive dental coverage: **simple and direct**. And it ensures you'll never pay a wasted premium again. If you currently offer a traditional dental plan, you know all about the limitations and administrative hassle. If you've yet to offer dental coverage, you'll be amazed at just how simple and cost-effective it can be.

There's no reason not to offer dental coverage with this valuable alternative. Take a moment to read the accompanying Direct Reimbursement brochure to discover how easy it is to keep your employees happy with this simple plan. Then contact me to learn why Direct Reimbursement is the **ONLY** reasonable choice for dental coverage. I will answer any questions and develop a **FREE** Direct Reimbursement Action Plan personally designed to meet the needs of your firm.

Don't waste another penny on traditional insurance. **Contact me today!**

Sincerely,

Audrey Yacabucci  
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**P.S. Wait! Don't put this aside. Your employees deserve great coverage, and you deserve to pay for only what is spent. Contact me today to receive your FREE personalized Direct Reimbursement Action Plan.**

[www.ncdental.org](http://www.ncdental.org)