January 25, 2016

[Company]

[Company Address]

[Subject]

Dear Dr. [Manager],

As per your request, I am excited to share with you our Signature Hygiene Program that has been in development since 2007.

**What would it mean to your Hygiene Department and practice if you could…**

* Achieve a 300+% ROI on Hygiene Department training
* Achieve results that last long after the training ends
* Decrease “open” time in the hygiene schedule
* Increase compliance and case acceptance from patients
* Increase rapport between providers and the patients
* Increase referrals from patients

**People think we’re crazy to guarantee our results**

We have enough pre- and post-training statistics gathered over the course of 5 years to allow us to GUARANTEE our results to any practice that ***qualifies*** for the training. Yes, I did say ***qualifies***. We do not believe in improving a practice if a department is already running at 100%. That is why we conduct a FREE Hygiene Department assessment to identify the following before we make any recommendations:

* Case Acceptance Percentage
* Amount of Open Time
* Efficiency of Recall
* Production per hour
* Production per visit
* Lost potential – if any

**What participants are saying**

Visit <http://www.strategicpracticesolution.com/dental-hygiene-consultants> to see what our clients and attendees have to say about their experience with the program. There is no other program in the marketplace that delivers the results like our Signature Hygiene Program.

**Results that speak for themselves**

I have attached 2 case studies for 2 different types of practices we have worked with. One that schedules 25 days of hygiene per week and had the training in April of 2015, and the other schedules 6 days of hygiene a week and had the training in February 2014. These case studies show what kind of impact the training had on the hygiene revenue and the longevity of the training.

I will reach out to you at the end of the week to see if you would like to schedule a face to face meeting so I may address any questions you may have, show you other case studies and/or discuss the free Hygiene assessment.

Tricia Casasanta

[Title]
Strategic Practice Solutions

Cell: [Company Phone]

Tel:  586.803.7501

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| Toll Free:  888.421.1808 |

Fax:  586.803.8130