

Create More Appointments

Seasonal Campaigns Get Patients Smiling

There's no time like the holiday season to connect with patients. Sending seasonal greetings is a simple and effective way to reach out to patients. Doing so brings your name top-of-mind for easy referring. Plus it shows your care extends beyond visits to your office. Your thoughtfulness won't go unnoticed or unrewarded with referrals.

Would you like to increase patient loyalty?

Do you want more referrals?

Plan Now. Shop Now. *Save More.*

Finish the year strong and start the new year stronger with Seasonal Marketing tools, service and expertise.

Seasonal Greetings – Consistent contact, such as sending holiday greetings, creates top-of-mind awareness and reaffirms your commitment to caring for each patient's oral health.

Seasonal Giveaways – Little gifts add a bit of fun to appointments and play a valuable role in creating memorable experiences that endear your practice to patients.

Calendars – The practicality of Calendars appeals to patients because they appreciate helpful items that they can use every day.

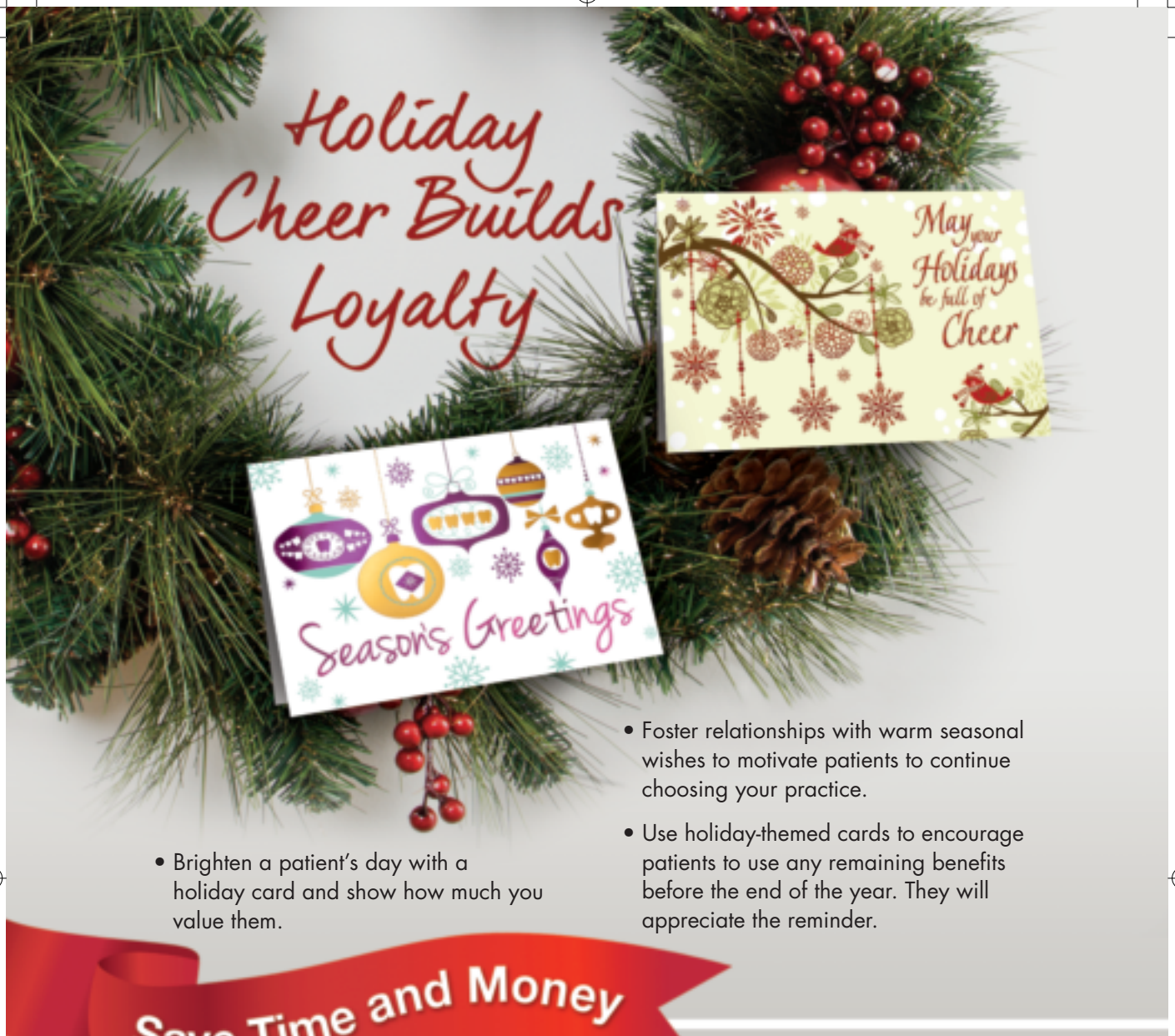
Custom – Bring your holiday vision to life with Custom seasonal greetings. The flexibility to create exactly what you want gives your holiday wishes brand-building originality that differentiates your practice from the competition.

SmartPractice Mailing Services

Let us mail your cards so you have a hassle-free holiday season. We make it easy. Order early to receive the most savings. Then pay when the cards mail. Speak with a specialist to learn how you can save time and money with SmartPractice Mailing Services.



Reliable. Affordable. Convenient. • 800.522.0800 • smartpractice.com/seasonal



- Brighten a patient's day with a holiday card and show how much you value them.

- Foster relationships with warm seasonal wishes to motivate patients to continue choosing your practice.
- Use holiday-themed cards to encourage patients to use any remaining benefits before the end of the year. They will appreciate the reminder.

Save Time and Money

Hassle-free Holidays start now!

Plan now for Halloween, Thanksgiving, Christmas/Holiday and New Year's. Simply select the cards you like, place your order and we do the rest.

- Save time—keeps staff focused on patient care.
- Save money—order now for most savings. For less than it costs to do it yourself, we print, stuff, address, add postage & deliver to the post office for only an additional 45¢ each.*
- FREE Personalization on all Cards and Calendars. Add digital signatures and write custom messages.

Order early for biggest discount. Then pay later when we mail the cards.

See page 35 for details or call **800.522.0800 ext. 7595**

* Postage rates are higher than 45¢ per card on orders less than 200.



Build more goodwill into your seasonal cards. Invite each patient to come in for a holiday gift of a Whitening Kit.

Get More Referrals

Use Seasonal Greetings and Calendars

- Insert a Referral Slip into every Seasonal Card to make sharing your name easy.
- When you hand Calendars to patients, mention that you'd greatly appreciate them referring their family and friends to your practice.



Make all your Holidays Happy

We print, fold, stuff, address, add postage and deliver your cards to the post office for you.

Convenient. Reliable. Affordable. On time. Just some of the words customers use to describe why they use SmartPractice Mailing Services year after year.

More than just year-end Seasonal and Benefit Reminder Cards, our team can administer your campaigns all year long: Recall, Reactivation, Retention, New Patient Acquisition and more.

Speak with a Mailing Services specialist today at **800.522.0800 ext. 7595**

More details on page 35.



Seasonal mailings keep your practice connected with patients and your schedule full.



Calendars

Provide Unmatched Visibility

Get the most out of your Seasonal marketing by including Personalized Calendars. They expose your name countless times and keep your number handy for easy scheduling and referring. Since people typically display Calendars in numerous locations at home and work, the visibility of Calendars can't be matched.



Nine
months

How long people keep
giveaway calendars
on average.

Source: Advertising Specialty Institute
study of promotional items

The Longevity of Calendars Leads to Stronger Loyalty and *More Referrals*

- **Effective tool.** Use Calendar Cards for Recall October through January
- **Budget-friendly.** Give patients several Calendars to share and promote your name
- **Appreciated.** Patients know you don't have to give little gifts but they are glad when you do
- **Versatile.** Include in statements, invoices and seasonal greetings. Several styles fit in #10 envelopes with no extra postage required
- **Enjoyable.** Make it fun for patients to help themselves to this classic favorite. Stack several styles of Calendars throughout the office



Order extra Calendars and encourage patients to take several and share with friends and family.

Halloween fun is in the bag.

Take-home Supply Bags extend the positive patient experience past the door. Amusing designs for all ages; stuff with goodies like Halloween toothbrushes and healthy snacks. Invite kids to use bags for trick-or-treating.



Dracufloss
BG-03781L (Large)
BG-03781S (Small)

New



Spooky Trio
BG-03779L (Large)
BG-03779S (Small)

New



Witch Hat Tooth
BG-0371L (Large)
BG-0371S (Small)

Personalize with your message.
 See page 82C for details.

Bags have the highest impressions per month of all giveaways.

Source: Advertising Specialty Institute study



Ghostly Tooth
BG-03133L (Large)
BG-03133S (Small)

CUSTOMIZE

Customize the front and back layouts to include photos, messages, offers, your logo and personalization. See pages 33-35 for details or call 800.522.0800.



(Postcard back)

PC-03133 (Customizable Postcard)
LC-03133 (4-up Laser)

Supply Bags double as treat totes.

Halloween Supply Bags are a fun way to get your name noticed in the community. Hand them out in the office and at local schools for kids to use as trick-or-treat bags. You'll benefit from a wave of post-treat checkup appointments.



Halloween Words
BG-03848L (Large)
BG-03848S (Small) New



Sugar Skull
BG-03410L (Large)
BG-03410S (Small)



Candy Corn
BG-0514L (Large)
BG-0514S (Small)



Haunted House
BG-01951L (Large)
BG-01951S (Small)



Haunted Mansion
BG-03780L (Large)
BG-03780S (Small) New

- 2 mil plastic for durability
- Die-cut handles for comfortable grip
- Made in the USA from recyclable plastic
- Unique dental designs

Supply Bags

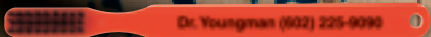
	Large	Small
Qty	9" x 13"	7 1/2" x 9"
100	\$.43 ea	\$.38 ea
250	.37 ea	.33 ea
500	.34 ea	.30 ea
1000	.30 ea	.25 ea

Personalized as shown

ships within
24
 Hours!

Halloween-themed Giveaways make dental care fun.

There's something for every member of the family. Personalized Toothbrushes for adults and kids keep your name visible. And Lip Balm is a patient favorite.



Halloween Youth Toothbrush
 Fun Halloween colors encourage kids to brush. 27 tufts, .007 filament diameter. Made in USA. Also available with Happy Halloween imprint. Ships within 48 hours.

691955Personalized; box 144
65¢ per brush

Glow-in-the-Dark Lip Balm
 Lip Balm packaged in a glow-in-the-dark tube and cap. Our Lip Balm is made with 100% natural ingredients including beeswax, aloe vera, vitamin E, sunflower oil and extra virgin olive oil.

292493Personalized

Qty	250	500	1000
Price	\$ 1.04 ea	1.02 ea	1.00 ea



Glow-in-the-Dark Toothbrush
 Fun glow-in-the-dark toothbrush encourages kids to brush! Adult, 41 tufts, .007 filament diameter. Junior, 27 tufts, .007 filament diameter. Includes travel cap.

32526Adult Personalized; box 144
 33450iJunior Personalized; box 144
86¢ per brush



Orange & Black Tiger Teen Toothbrush
 With tongue scraper designed to fight off germs and bad breath. Thumb grip for comfort and control. 32 tufts with .007 filament diameter. For ages 10-14.

SP699970PPersonalized; box 144
69¢ per brush

Halloween Postcards are ideal for:

- Reminding patients to come in for a checkup
- Inviting patients to bring in children for candy buy-back
- Increasing name awareness among prospects
- Reactivating lapsed patients



(Postcard back)



Halloween Text and Tooth
PC-01932 (Postcard)
LC-01932 (4-up Laser)



(Postcard back)



Cavity Zombies
PC-03783 (Customizable Postcard)
LC-03783 (4-up Laser)

New



(Postcard back)



Pumpkin Smiles
PC-03325 (Customizable Postcard)
LC-03325 (4-up Laser)



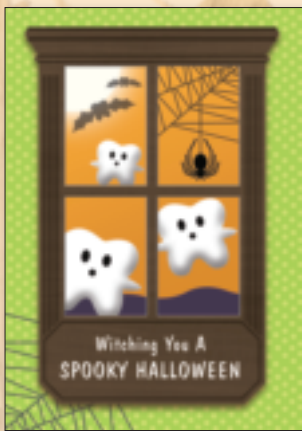
Write your own greeting and messages.
With Customizable Postcards, you can change the text on the front and back.

No trick, all treat.

Scare up more appointments using Halloween-themed cards for recall, reactivation and reminder campaigns. Our fun designs make patients of all ages smile.



Halloween Words
PC-00156 (Postcard)
LC-00156 (4-up Laser)



Witching You New
PC-03782 (Customizable Postcard)
LC-03782 (4-up Laser)



Smile Pumpkin
PC-3918 (Postcard)
LC-2518 (4-up Laser)



Witch Hat Tooth New
PC-03784 (Customizable Postcard)
LC-03784 (4-up Laser)



Halloween Friends
PC-7419 (Postcard)
LC-5285 (4-up Laser)

Postcard back shown personalized in brown with suggested message 908. For additional messages and logos see pages 34-35.



Postcard (4 1/4" x 6")			4-up Laser (4 1/4" x 5 1/2")		
Qty	20% Off	Price	Qty	20% Off	Price
50	\$ 37	\$ 46	50	\$ 32	\$ 39
100	44	55	100	36	45
200	60	75	200	56	70
500	120	150	500	112	140
1000	208	260	1000	208	260
	Expires 11/30/15			Expires 11/30/15	

ships within
24 Hours!

Benefit Reminder messages are perfect for your fall marketing mailings.