

## OUR GUARANTEE OF EXCLUSIVITY

This is an exclusive offer for one and only one dental practice per zip code market area. First come, first served. Whoever signs-up with us first will lock-in their geographic region for the duration of the program and we guarantee not to sell it to any competing dentists in the same area period.

# Get Quality Patients®

## ENROLLMENT FORM

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**Yes! Sign me up for the proven Get Quality Patients turnkey direct-response dental marketing program.**

I want to expand my patient numbers, enhance patient quality, boost responses and referrals, improve retention rates and increase my bottom line.

**Before you start, you must meet the following qualifications:**

- 1. You must be the first dentist in your zip code area to sign up!** As stated above, first come first served. We guarantee not to sell our dynamic, result-oriented program to any other competing dentists in your market area for the duration of this contract.
- 2. You must be ready to dramatically increase your long-term income.** This means planning ahead for long-term success and gearing up for increased response rates, seeing more patients and doing whatever is necessary to properly meet that increased demand for your dental services.
- 3. You must have the commitment to judge results over a minimum 12-month period:** You will most likely start making a dramatic ROI within the first month. However, there is usually a gap between the time you begin getting new patients scheduled and in for appointments and the time you actually get paid. Also, it generally takes additional time before revenue from new referrals is realized. So you must have the patience to see our carefully designed, systematically executed program all the way through to the end.
- 4. You must view your ROI in terms of a patient's true lifetime value.** Even though some new patients will come in and only need an initial exam, cleaning and minor work, they are actually worth many, many thousands of dollars to you over the course of their lives. If you go into our program with this in mind and view it as an investment for the long haul, we can help you achieve the greatest possible success.
- 5. You and your staff must be willing to work closely with us to get the best results from our program.** In short, if you are not genuinely committed to this program, then we can not help you. We must have your and your staff's complete cooperation and you must work diligently in order to get the kind of long-term results we promise.
- 6. Don't stop doing what is currently working for you in order to participate in this program.** We strongly recommend that you take a comprehensive, multi-pronged approach to marketing your practice and building your image. There are no magical, overnight solutions and it requires time, money, commitment and hard work to establish and maintain a successful dental practice. Therefore, if your other marketing efforts are already working for you, don't stop! Look at our program as a dynamic, new extension to your overall strategy – one that will yield even better results in terms of increased patient quality, quantity and profits.
- 7. Be honest with yourself and with us.** Last but not least we ask that you be 100% honest with yourself and we us in the planning, customization and execution of the program so it fits your personal style, your abilities as a dentist and your office's capacity to handle new business. If we all start with an honest, forthright approach and base our decisions on realistic expectations, together we can build your practice into an amazingly profitable one that commands an enviable reputation and is a joy to work within.

**NOW, IF YOU ARE READY TO GET STARTED, PLEASE READ AND FILL-OUT THE FOLLOWING SECTION.**



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**Postcard quantity to be mailed monthly for a minimum of 12 months:**

5,000 (minimum)  7,500  10,000  15,000  20,000  Other Quantity \_\_\_\_\_

Includes initial consultation and planning, customization of up to ? standard postcard designs through finished artwork, FREE jumbo size upgrade to 6 1/4" x 11 1/4", all printing including FREE 4-color printing on back and 5,000 FREE customized office money coupons, exclusive mailing list in your zip code area, addressing, standard postage, delivery to post office and FREE staff training seminar.

**Method of Payment:**  
**(See pricing and payment schedule on page 3)**

Check enclosed for \$ \_\_\_\_\_ ( make payable to Get Quality Patients???)  
 Mail to: Get Quality Patients / 1330 Post Oak Boulevard, Suite 1600 / Houston, TX 77056

**Visa      MasterCard      American Express      Discover**

**You can use more then one credit card. If paying with check your signature below authorizes bank debit**

Card Number 1: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ / \_\_\_\_\_

Card Number 2: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ / \_\_\_\_\_

Name (as on card): \_\_\_\_\_ DOB: \_\_\_\_\_ / \_\_\_\_\_

Company Name: \_\_\_\_\_ Position: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Business Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Ext: \_\_\_\_\_

Cell Phone: ( \_\_\_\_\_ ) \_\_\_\_\_

Fax: ( \_\_\_\_\_ ) \_\_\_\_\_

Home Phone: ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail: \_\_\_\_\_

**NOTE:**  
 Fix underscore lines in form.

**Authorization: Please read and sign.** This agreement contains all of the covenants and agreements between the parties with respect to the Get Quality Patients direct-response postcard program for the above listed print quantity. Each party to this contract acknowledges that no representatives, inducements, promises, or agreements have been made by or on behalf of any party except those covenants and agreements embodied in this agreement. I release Get Quality Patients and its parent company Envision Advertising, Inc. from any liability and indemnify Get Quality Patients and Envision Advertising, Inc. against any liability that may result from their mailing of said postcards. I authorize get Quality Patients / Envision Advertising, Inc. to charge the above amounts and by signing this agreement will not dispute the charge. I also agree and understand all orders are FINAL and not refundable in any way. This program must be completed within 1 year of the agreed start date OR you could be subject to future price increases (i.e. postage, etc.). At least 5,000 pieces must be mailed monthly until this campaign is completed or \$2,225 will automatically be charged (each 30 days from this date) and the postcards will be shipped to you, fully prepared, to be mailed when you are ready. If scheduled payment is declined or is not received within 45 days of payment or client voluntarily defaults the remaining stored postcards will be destroyed or after a \$500 cancellation/default charge is collected can be mailed to the client.

Signed \_\_\_\_\_ Date: \_\_\_\_\_

**Print-out and Fax to our 24-Hour Order Line at: 713-963-4684  
 or Call in your order to: 1-800-000-0000 M-F, 8am- 6pm CST**



## GET QUALITY PATIENTS ENROLLMENT FORM Page 3 of 3

### PRICING & PAYMENT OVERVIEW

**Standard 12-month Program** - The Get Quality Patients program is based on a minimum 5,000 piece-per-month mailing for a minimum of one year at a cost of 70 cents per piece. This translates to \$3,500 per month and is inclusive of everything from start to finish. It includes marketing consultation, design customization, high-quality stock photography, art production, ultra high-quality printing on premium-grade paper, list selection and costs, preparing the mail, standard mail postage and delivery.

**Payment Schedule** - We collect a portion of the initial cost of production and printing up front then we finance the balance over the course of the year-long campaign as follows: \$3,000 due on sign-up. \$3,000 due upon approval of artwork. \$3,000 due on completion of the printing. (The entire first year's supply of postcards is printed in one run in order to get the best possible price-to-quality ratio for you.) Once the monthly mailings begin, the initial \$9,000 in payments is deducted from the total cost for the year. The balance is then divided by 12 to calculate a monthly fee of \$2,750, which must be paid one week before each drop date.

**Additional Quantity Discounts** - Discounts are given when the volume is increased to 10,000 and 20,000 monthly mailers. For a quantity of 10,000 the cost is dropped from 70 cents to 60 cents per piece. For 20,000 or more monthly mailers another 5 cents is discounted, dropping the cost to 55 cents per piece. Our standard prices cover 2-color printing on the back of the postcards but as an added bonus, we include 4-color printing for FREE (which is a \$500 savings for every 5,000 pieces).

**Optional Personalized Variable-Data Printing (VDP)** - To maximize the impact of your monthly mailings and drive-up response rates even higher, we offer a special premium package that includes the latest digital VDP techniques. But to also assure you get the best overall price, we pre-print six months worth of personalized postcards at a time. Then after six months, we assess the results, make adjustments to the database if deemed appropriate, print a second six-month supply and resume the mailings for the remainder of the 12-month cycle. This option adds ?? cents to the price of each piece for a total cost of \$?,??? per month based on a minimum quantity of 5,000.

**Custom Postcard Designs** - If for any reason our existing designs don't work for you, we can develop completely new, custom concepts for an additional fee of just \$750 per card with a two-card minimum.

FOR ADDITIONAL INFORMATION PLEASE CONTACT US AT:

**Get Quality Patients, Inc. (?)**  
1330 Post Oak Boulevard  
Suite 1600  
Houston, TX 77056

1-800-000-0000 Toll-Free Phone

713-963-4685 Local Houston Area Phone

713-963-4684 Fax

General E-mail Inquiries: [info@getqualitypatients.com](mailto:info@getqualitypatients.com) (?)

Sales-Related E-mail Inquiries: [sales@getqualitypatients.com](mailto:sales@getqualitypatients.com) (?)

Web Site: [www.getqualitypatients.com](http://www.getqualitypatients.com)

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