

# RECALL CARDS

Dental & Optometry



Is your doctor using a stock recall card or standardized letter to send to their patients? Our recall card program can help them improve response rates by using unique personalized variable data.

**Patients First Name**

Hi Susan,

It's been one year since we last checked your teeth? That's a very long time when you are growing as fast as you. Right now you probably have both primary and permanent teeth and it's so important to take care of them. Brush twice a day, flossing and good nutrition lead to healthy teeth. Cavities are common at your age. Please have your mom or dad call us soon!

SMILING DENTAL CENTER  
987 Floss Way | Outtown, WI 98765 | 987.654.3210

Hi Susan,

Did you know that a whole year has gone by since we last checked your eyes? It's time to have an eye exam again. When you're growing as fast as you are right now things can change quickly. And if you are going to do well in school, you'll need good vision. We want to make sure that your eyes are healthy and still seeing well. Please have your mom or dad give our office a call at 000.000.0000 so we can take a look at your eyes. See you soon!

20/20 VISION CARE  
4567 Clearview Avenue, Suite 101 | Elmwood, WI 98765 | 987.654.3210 | www.2020visioncare.com

**Date of last exam for easy mail reference**

1/15/08

Susan Brown  
500 Glass Street  
Anytown, USA 99936

**Variable letter based on age of patient and years since last exam**

**Pre-addressed for easier mailing**

Our award winning recall program incorporates a highly personalized graphic on one side and a versioned message which is based on the age of the patient and how long it has been since their last visit. Since the message is based on the age of the patient, relevant information is given in the recall card. And the graphics which are used are more relevant to the age of the patient, creating a better response.

This simple card is printed 4/2 on 100# gloss cover and UV coated on one side. The cards can be printed and shipped to the doctor to mail, or Printco can provide the mail service. The patients last visit date can be printed on the card for easy mailing reference.



Call us at 920-685-5662 to request your free sample packs

## Standard Package includes:

- ✓ 5 personalized pictures shown below for specific age groups.
- ✓ Backprint featuring 20 letters which are specific to the age of the patient and the date of the last visit.



1-12 Years Old

13-20 Years Old

21-44 Years Old

45-64 Years Old

65+ Years Old



## Pricing

| <250         | 250      | 500      | 1000     |
|--------------|----------|----------|----------|
| \$187.50/Lot | \$.65/ea | \$.60/ea | \$.50/ea |

Set up Fee - \$35.00. First order only

## Deluxe Package includes:

- ✓ Any personalized image from our library. Visit [www.emotional-expressions.com](http://www.emotional-expressions.com) and click on the link '**See Some of Our Personalized Examples**'.
- ✓ Your choice of age groups.
- ✓ Custom wording for each letter.

## Pricing

| <250         | 250      | 500      | 1000     |
|--------------|----------|----------|----------|
| \$212.50/Lot | \$.75/ea | \$.70/ea | \$.55/ea |

Set up Fee - \$105.00. First order only. Change Fee - \$12.50 ea



**Printco**  
Incorporated

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