



# The Business Case for Oral Health

## BECAUSE *ORAL HEALTHCARE CAN'T WAIT*<sup>®</sup>

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### Letter Template to Friends and Colleagues

Download the customizable digital version on [www.oralhealthcarecantwait.com](http://www.oralhealthcarecantwait.com) under the resources tab.

[Your Name]  
[Street Address]  
[City, State Zip]

[Today's Date]

[Name of Recipient]  
[Title]  
[Company]  
[Street Address]  
[City, State Zip]

Dear [Name of Recipient] ,

As you know, my business is in the dental supply and equipment market. I want to share information with you that is quite interesting and can positively impact your business.

If every American had a dental appointment every year, the overall health of the nation would improve. That's because oral health is essential to overall health. The body of research showing a strong connection between oral disease and systemic diseases is growing.

Most executives look at a dental benefit for employees as an added cost to medical coverage. Research in the last few years points to another conclusion. Several insurance companies have shown that providing dental care saves in medical costs. This is particularly true for employees with chronic diseases such as heart disease and diabetes.

Please take time to read the enclosed pamphlet and learn more at [www.oralhealthcarecantwait.com](http://www.oralhealthcarecantwait.com). Please let me know if you have any questions.

Sincerely,  
[Signature]  
[Your Name]  
[Title - if applicable]

#### DENTAL TRADE ALLIANCE

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