

# <<<<FIRST>>>>, I'm Worried About You...

Dear <<First name>>,

Yes, I really am worried about you. It's Dr. Aldon Hilton. Hopefully you remember me. I made you a sleep retainer for your sleep apnea and it's been a while since we have seen you.

I know it may seem silly to get a piece of mail with a small doll, but I wanted to be sure I got your attention. I have been using my worry doll because, quite frankly, I really do miss and worry about you. Here's what I mean.

I was reviewing the records of our great and loyal past patients the other day. I noticed that it's been quite a while since you've been in to have your sleep retainer checked.

Over time, your sleep retainer can go through normal wear and tear. It happens to all of them (and us, for that matter!).

Your retainer can develop cracks and break, or cause you some discomfort so you stop wearing it. Maybe you started snoring and a quick, simple adjustment would correct it.



## What is a Worry Doll?

Worry dolls are traditionally made in Guatemala, like this one. A person who cannot sleep due to worrying can express their worries to a doll and place it under their pillow before going to sleep.

According to folklore, the doll is thought to worry in the person's place, thereby permitting the person to sleep peacefully. The person will wake up without their worries, which have been taken away by the dolls during the night.

## Most Medical Insurance Plans Will Pay For Replacement and Back-up Retainers.

It's true. Most insurance plans will cover the cost of a replacement, or even a back-up retainer. All you need to do is schedule a no charge follow up visit.

I'll thoroughly check your retainer to see that it's still fitting correctly and working properly. If we find you need a replacement, your insurance will very likely cover the entire cost of the replacement retainer, meaning no out of pocket expenses for you.

Over please...

And, if we find it's working perfectly, we can still get you a back-up retainer. And, just like a replacement, your insurance will very likely cover the entire cost of the back-up retainer.

We can confirm your exact out of pocket total, if any, before you proceed with the second retainer. However, we find most patients are completely covered.

**Major Medical advancements since your last retainer have made modern devices more comfortable and more effective than ever before:**

- » **New designs are smaller and more comfortable than your current retainer. Devices last longer and save you money with improvement in materials.**
- » **Many of the new designs even help you breathe through your nose while sleeping.**
- » **All models have a soft liner that cushions the teeth and prevents tooth movement.**

Scheduling your free office visit is easy. Just pick up the phone and call Dulce at 408-910-8800. We're open Monday through Thursday, 9 AM to 5 PM. If for some reason we don't answer during that time, or you call after hours, just be sure to leave a message with your name and phone number. We'll give you a call back as soon as we return to the office.

What do you have to lose? A free office visit and, most likely no out of pocket expenses should you need a replacement, or even a back-up retainer. Give my office a call today. I look forward to seeing you again very soon.



*To your health,*

*Aldon Hilton*

408-910-8800

P.S. We're mailing this same letter to several hundred former (and we hope future) patients. We can only accommodate the first 5 people this month who take us up on this offer. So if you are interested, please call us now at 408-910-8800.

**Now Serving You At Two Locations:**

14503 Bascon Ave.  
Suite H  
Los Gatos, CA 95032

455 O'Connor Dr.  
Suite 320  
San Jose, CA 95128

**One Phone Number For Both Locations:**

**408-910-8800**