

Email 1: Introduction & Problem Statement

Subject Line: [First Name], Are Rising Healthcare Costs Hurting Your Dental Practice's Staff Retention?

Hi [First Name],

As a dental practice owner, you're likely facing two major challenges right now:

1. Qualified dental assistants and hygienists are harder than ever to find and keep (with turnover rates exceeding 30%)
2. Traditional health insurance is becoming unaffordable for dental practices operating with increasing overhead costs

I work with dental practices across [region/country] who tell me the same story - they want to offer benefits to attract and retain good staff, but the cost of traditional insurance is crushing their margins.

What if you could offer your dental team valuable health benefits without the crushing cost of insurance?

Alllutional has created a non-insurance benefits package specifically designed for dental practices like yours. Our dental clients are seeing:

- 32% higher retention of dental assistants and hygienists
- \$3,700+ savings per employee compared to traditional insurance
- Improved patient satisfaction through consistent care teams

I'd like to share a quick 3-minute video showing how dental practices like yours are using this solution to keep their best staff while staying profitable.

Would you be open to taking a look?

Best regards,

[Your Name]
Dental Practice Benefits Specialist
[Your Phone]
[Your Email]

P.S. If you're interested but don't have time for a video right now, you can check out the benefits package directly at alllutional.com

Email 2: Value Proposition & Social Proof (Send 3 days after Email 1)

Subject Line: How [Local Dental Practice] Solved Their Staff Retention Problem

Hi [First Name],

I wanted to follow up on my previous email about healthcare benefits for your dental team.

Did you know that dental practices with some form of health benefits retain hygienists and assistants 35% longer? In an industry where patient relationships depend on consistent care providers, that's significant for your practice growth and patient satisfaction.

[Dental Practice Name], a practice in [nearby location] with [X] team members, was struggling with the same issues you might be facing:

"We were losing good hygienists and assistants to corporate dental groups with benefits packages. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have with rising overhead costs. Allutlional's solution costs us less than \$40 per team member per month, and our staff loves the telehealth access that doesn't require missing patient appointments." - [Doctor Name], Practice Owner

Here's what Allutlional's non-insurance benefits package includes for your dental team:

- 24/7 telehealth access for staff and their families (perfect for addressing their exposure concerns)
- Prescription discounts at over 65,000 pharmacies
- Mental health support services
- Medical bill negotiation services
- No minimum employee requirements
- Simple setup with no paperwork hassle

Would Tuesday or Wednesday at 10 AM work for a quick 15-minute call to see if this might be a fit for [Dental Practice Name]?

Best regards,

[Your Name]
Dental Practice Benefits Specialist
[Your Phone]
[Your Email]

P.S. You can see the full benefits package and pricing at allutlional.com

Email 3: Specific Benefits & ROI (Send 4 days after Email 2)

Subject Line: The Real Cost of Losing a Trained Dental Assistant or Hygienist (And How to Stop It)

Hi [First Name],

When a trained dental assistant or hygienist leaves your practice, it costs approximately \$25,000 to replace them.

For a dental practice with 6 clinical team members and an industry average turnover rate of 30%, that's \$45,000 walking out the door each year.

But what's driving them away? Our research with dental practice owners shows:

- 67% of dental staff would choose a practice with benefits over one with slightly higher pay
- 78% worry about healthcare costs for themselves and their families
- 82% value the ability to speak with a doctor who understands their occupational exposure concerns

Alllutional's benefits package directly addresses these concerns at a fraction of the cost of traditional insurance:

COST COMPARISON:

Traditional Insurance: \$450-700 per employee/month

Alllutional Benefits: Starting at just \$39.95 per employee/month

ROI CALCULATION:

If you retain just 2 team members per year who would have otherwise left, you're saving \$50,000.

That covers the Alllutional benefits cost for your entire 6-person team for over 14 years!

Take 5 minutes to see how it works: [Custom link to alllutional.com]

I'm happy to answer any questions you might have about implementing this for your dental team.

Best regards,

[Your Name]

Dental Practice Benefits Specialist

[Your Phone]

[Your Email]

Email 4: Overcome Objections (Send 5 days after Email 3)

Subject Line: [First Name], 3 Minutes Is All It Takes

Hi [First Name],

I understand you're busy running your dental practice. Most of the dentists I work with initially had concerns about adding any new benefits:

"We don't have time for complicated benefits administration."

→ Allutonal takes just 3 minutes to set up online, with no paperwork or ongoing administration. Your team can enroll between patient appointments.

"My staff won't use these benefits."

→ 91% of dental teams with access to Allutonal's telehealth services use them at least twice per year, saving an average of 4 hours of productivity per use by not missing work.

"We've looked at benefits before and they're too expensive with our overhead costs."

→ Unlike insurance, Allutonal starts at just \$39.95 per employee per month with no minimum participation requirements - less than the cost of a single composite filling.

Here's what [Doctor Name] from [Similar Local Dental Practice] told me after signing up:

"I was skeptical at first, but my team started using the telehealth service immediately. One of my best hygienists was considering leaving for a corporate practice with benefits, but decided to stay after we added Allutonal."

I've set up a special link for you to explore the platform: [Custom link to allutonal.com]

It takes just 3 minutes to see how it works, with no obligation.

Best regards,

[Your Name]
Dental Practice Benefits Specialist
[Your Phone]
[Your Email]

P.S. I'm available for a quick call if you have any questions about how this would work specifically for [Dental Practice Name].

Email 5: Final Call to Action (Send 7 days after Email 4)

Subject Line: Final Thoughts on Staff Benefits for [Dental Practice Name]

Hi [First Name],

Over the past few weeks, I've shared how other dental practices are using Alllutional's affordable benefits package to:

- Attract and retain qualified dental assistants and hygienists in a competitive market
- Provide valuable healthcare access without insurance costs
- Improve patient satisfaction through consistent care teams
- Save thousands compared to traditional benefits

I understand you're busy running your dental practice, so this will be my final follow-up.

If staff retention and offering affordable benefits is a priority for your practice this year, I'd encourage you to take just 5 minutes to see how Alllutional works.

Visit alllutional.com or use this direct link to see pricing for your team size: [Custom link to alllutional.com]

If you'd prefer a personal walkthrough, I'm happy to schedule a brief call at your convenience, perhaps during your lunch break or after patient hours.

Thank you for your consideration, [First Name]. I wish you continued success with [Dental Practice Name].

Best regards,

[Your Name]
Dental Practice Benefits Specialist
[Your Phone]
[Your Email]

P.S. Feel free to reach out anytime if your situation changes or if you have questions about how Alllutional could work for your specific dental practice needs.