



[Street Address]
[City, State ZIP]
(XXX) XXX-XXXX
[www.PracticeWebsite.com]

Dear {Name},

You've experienced the benefits of your current hearing aids, but significant advancements in hearing aid technology have been made over the last few years--advancements that we believe may benefit you.

As a valued patient, I want to invite you to trial new hearing aids with **no upfront cost, no obligation** and **no risk**.

Sound too good to be true? It isn't!

There's no better way to compare your hearing aids. You can trial a number of enhancements, including improved speech clarity, less interference from background noise, easier telephone conversations (in both ears!) and wireless connectivity to your favorite audio devices, such as your cell phone or TV.

Sound interesting? I invite you to get started by coming in for a Flex:trial consultation. It's an easy process: we'll rescreen your hearing and if you're a good candidate for the program we'll send you home with Flex:trial hearing aids that very same day* — equipped with the latest technology and features — to wear on a trial basis. Let me repeat: **There is no upfront cost or obligation to purchase.**



At the end of your trial, let us know what you think of the hearing aids. If you love them, great! You can make the purchase and continue to enjoy the same listening experience. If not, you simply walk away and owe nothing. No strings attached.

I urge you to call today at **(XXX) XXX-XXXX** to set up your safe in-person appointment. We're scheduling Flex:trial appointments for **Month XXth through Month XXth** and expect our calendar to fill up quickly.

I look forward to seeing you soon!

Kind Regards,

Signature

Name, Credential
Title

Are you 100% satisfied with your current hearing aids?

*Subject to availability. Supply of Flex:trial hearing aids is limited.

