

A Letter to Our Valued Clients

Dentistry has been undergoing a transformation – evidenced by the increasingly complex and sophisticated surgical and elective procedures, and the advent of new materials and technology. To keep pace with your changing needs - the Dentist's Advantage Program has been undergoing a transformation of its own

Re-Inventing the Dentist's Advantage Program

We knew we had a number of challenges to confront – so we started the process of reinventing the Program from the ground-up.

We began by dissecting and evaluating every aspect of the Program while asking ourselves "How can this be improved to better serve you?" And like dentistry, we are taking advantage of the new tools and technology to make it easier for you to do business with us.

"Practice based Pricing"

"Practice based Pricing" is a unique, new and innovative rating approach that matches your malpractice insurance premium to the procedures you perform in your everyday practice – and is exclusive to the Dentist's Advantage Program.

"Practice based Pricing" is new and just now being launched across the country. We'll keep you informed as this new, on-point rating plan becomes available in your state – and with the release of each new phase of your New Dentist's Advantage Program.

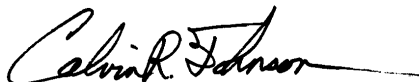
Our Commitment is all about "You"!

Here are a few additional improvements immediately available to you:

- On-line Premium Payments – visit www.dentists-advantage.com
- On-line Certificate of Insurance Request form
- Up-Front - Quick and Easy Renewal Update

We refuse to be just another one of your choices for professional liability insurance – we are working to earn the privilege of being the right choice for you.

Very truly yours,



Calvin Johnson
President

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