**Email Template – Introducing the MOA DVH to Current Patients**

**Subject:** Presenting the Missouri Optometric Association Dental-Vision-Hearing Plan

**Email Body:**

Dear <Patient Name>,

Our office, like most others around the country, has noticed over the last decade-plus that our patients’ out-of-pocket costs have steadily risen even while utilizing a vision plan for their office visit and glasses or contact lens purchases. Many of our patients have taken a long hard look at whether a vision plan is even worth the investment today.

In Missouri, your community optometrists decided to take action. We pooled our resources and built for the public true dental, vision and hearing insurance. Members of our plan see their dollar stretch further than their old dental and vision plans could ever promise while offering unmatched flexibility in where these benefits are used. Whether for dental, vision or hearing, we know our patients’ needs change yearly.

We’re not trying to build a multi-billion-dollar insurance empire, which is how we’ve been able to keep premiums down while still offering unmatched benefits in today’s market. We simply want to make healthcare more accessible for our fellow Missourians.

So you can browse information at your leisure, we have included links and contact information for our plans: [www.moadvh.com](http://www.moadvh.com) | 417-208-9006 | [info@moaia.net](mailto:info@moaia.net). I invite you to take a moment and see what a true revolution in vision, dental and hearing coverage would look like for you and your family.

Sincerely,

<Name of Sending OD>  
<Name of Office>  
<Any other Applicable Titles>