

— ADDED VALUE SERVICE

Put it up.
Walk away.
*Our team takes it from
here.*

Dear *HR*,

Most of your employees won't tell you this — but the reason they avoid the dentist isn't laziness. It's fear, cost, or simply not knowing who to trust with something so personal.

We built MatchMyDentist to solve that quietly. It's a **free, anonymous dental matching service**. Your employees share what's going on — their needs, insurance, concerns — without ever revealing who they are. A dentist matched to their profile reviews their submission and chooses them, sending one private message explaining why they're a good fit.


By the time they walk in, they already know each other. And your employee already knows they can help.

Here's the part that matters to you: **this costs your company nothing**. No contracts, no enrollment, no employee data reported back to HR. You're simply making a free resource available to your team. Whether they use it is entirely their choice — and entirely private.

The pages that follow give you everything you need to offer it: a brief summary, answers to common HR questions, an announcement email ready to send, and guidance for the display materials. Most HR teams have this in place before end of day.

We think your team will quietly thank you for it.

Warmly,



Dr. David Engelsberg

President & Co-Founder, MatchMyDentist

You're paying for dental. *Most employees aren't using it.*

We're not insurance. We don't replace your plan. We're a free added value service that increases utilization.

HOW IT WORKS

We remove the *friction* that keeps employees from going to the dentist.

They share what they're actually worried about—their anxiety, their budget, whatever it is. A dentist reads it and only reaches out if they know they can help. So when they go in, the dentist *already understands them*. No surprises, *no judgment*, nothing weird. It's *completely different* from calling random dentists and hoping.

YOUR COMPANY

Nothing to run. Nothing to manage.

Zero admin.

No enrollment, no reports, no HR queue.

Zero cost.

Free for your company and your employees.

Zero conflict.

No change to your plan, carrier, or premium.

*Works with PPO dental plans and private-pay. **Not currently compatible with HMO plans.***

matchmydentist.com/kit

QUESTIONS? CALL DAVID

561-698-3405

COMMON HR QUESTIONS

Q Does this cost our company anything?

No. MatchMyDentist is **completely free to employers**. There are no contracts, no setup fees, and no ongoing costs. You are simply making a free service available to your team.

Q Will we see any employee data or usage?

No. The service is **100% anonymous by design**. Employees share their dental needs without providing their name, phone number, or employer. Nothing is ever reported back to HR or the company.

Q What if some employees don't have dental insurance?

MatchMyDentist works **with or without insurance**. Employees with PPO coverage and those paying out of pocket can both be matched with dentists who fit their specific situation.

Q What insurance plans are compatible?

PPO dental insurance and private pay are fully supported. The service does not currently work with HMO or Medicaid plans.

Q How does the matching actually work?

Employees share their needs anonymously. A dentist matched to their profile reviews their submission and **chooses them — sending one private message explaining why they're a good fit**. The employee reviews the match and says yes. We automatically connect them with the dentist, who then reaches out to schedule. If the match doesn't feel right, we find another.

Q Is there a contract or commitment required from us?

No. **No agreement to sign, no minimum usage, no obligation**. You can stop offering it at any time with zero consequence.

Q How do we get started?

Three steps: display the printed materials, forward the employee email template, and you're done. **Total time: under 15 minutes.**

DEPLOYMENT CHECKLIST

- Order your free kit**
matchmydentist.com/kit · Ships in ~3 days.
- Hang the 8.5×11 poster**
Break room, kitchen, or near restrooms.
- Set up the countertop display**
Arrives assembled — place it on a counter and stock the front slot with business cards.
- Send the employee email**
Use the ready-to-send template included in this kit.
- You're done.**
No follow-up, no tracking, no admin.

EMPLOYEE ACCESS INFO

WEBSITE

matchmydentist.com

ACCESS CODE

ANON-FREE




EMPLOYER CODE

HR-1117

NEED A REPRINT?

Digital files available at matchmydentist.com/download — for replacements, secondary locations, or urgent deployment before the kit arrives.

WHAT ARRIVES

-  **8.5x11 Staff Lounge Poster**
Professionally printed. Ready to hang.
-  **5x7 Countertop Display**
Clear acrylic holder with printed insert and card slot.
-  **Business Cards**
Stack of 50. Stock the front slot of the display.

WHERE TO HANG THE POSTER

- Break room or kitchen
- Near restrooms or time clock
- HR hallway or building entrance

Hang at **eye level** where employees linger — coffee station, microwave, or vending area. QR code should be scannable from standing distance.


WHERE TO PLACE THE DISPLAY

- Break room or kitchen counter
- Reception or front desk
- Coffee station or common lounge

A self-serve touchpoint — employees discover it on their own.
No staff involvement required.

Need replacements or extras for another location? Digital files at matchmydentist.com/download.

BUSINESS CARDS · FRONT & BACK

<p>MATCH MY DENTIST</p> <p>Dentistry on YOUR terms</p> <p>matchmydentist.com</p> <p><small>Not insurance. Not a discount plan. Works with or without insurance.</small></p> <p>100% FREE</p> <p><small>Free - No calls No pressure</small></p> <p><small>Scan to get started (5 minutes)</small></p> 	<p>MATCH MY DENTIST</p> <p>HOW IT WORKS</p> <ol style="list-style-type: none"> 1 Tell us your needs, concerns & budget. No name required. 2 A dentist reads your story and reaches out if they can help. 3 Say yes. By the time you sit down, there are no surprises. <p><small>Not compatible with HMO, Medicaid, or Medicare</small></p>
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FRONT


BACK


8.5 x 11 · STAFF LOUNGE POSTER

Dentistry on your terms.

Anxious? On a budget? Tell us your real story. **Anonymously.**

 **A dentist reads it** and chooses you.

 **They send a message** so you can see if it's the right fit.

 **You decide.** Yes or No.

No calls. No pressure. No judgement.

matchmydentist.com


100% free · Most responses within 24 hrs.





5 x 7 · COUNTERTOP DISPLAY

Dentistry on your terms.

Anxious? On a budget? Tell us your real story. **Anonymously.**

 **A dentist reads it** and chooses you.

 **They send a message** so you can see if it's the right fit.

 **You decide.** Yes or No.

No calls. No pressure. No judgement.

MATCH MY DENTIST

Dentistry on YOUR terms

matchmydentist.com

Not insurance. Not a discount plan. Works with or without insurance.

100% FREE

Free - No calls
No pressure

Scan to get started (5 minutes)



To *All Staff / [Distribution List]*

From *HR / Benefits Team <hr@yourcompany.com>*

Subject **Information about MatchMyDentist — optional employee resource**

Hi *[First Name]*,

The company is sharing information about a service available to employees called **MatchMyDentist**.

MatchMyDentist helps individuals find a dentist based on their needs, preferences, insurance coverage, or concerns. Users submit information anonymously, and if a suitable match is available, they may receive a message from a participating dentist explaining why they may be a fit.

This service is not dental insurance and does not change or replace your existing dental benefits. It is also available to employees who do not have dental insurance.

The process typically takes only a few minutes, and most users receive a match within 24 hours.

To learn more or get started, visit:

matchmydentist.com

Participation is entirely voluntary. The company does not receive information about whether employees use the service or any information shared through the platform.

For questions about the service, please contact MatchMyDentist directly.

Regards,

[HR / Benefits Team]

[Company Name]

Empowering your employees with trusted resources—because their well-being is essential to your success.

For more details or support, visit the links provided or contact us via email.

RESOURCES

QUESTIONS

hr@matchmydentist.com

DIGITAL FILES

matchmydentist.com/download

PRINTED KIT

matchmydentist.com/kit

HR IMPLEMENTATION KIT

matchmydentist.com