

Dear Healthcare Executive,

I've enclosed a sample of a simple tool that will help solve two of your most difficult problems easily and economically ... 1) keeping your enrollments high, and 2) keeping your costs down.

Hundreds of health care executives just like you all across the country use it every day. Here's what one fellow health care executive says:

"alsdkfjalskfjasl;kfasl;kfjaslkfja;slkfjas;lkfjasl;kfjaslkfjasl;dkfaslkfjasl;kfjasl;kfjaslkfjlsakfjalskf-jaslkdfjlsakdfjalsfjal;skfjal;skjfal;kjfal;kfjal;ksdjfl;kdjfl;askjfl;askdjfl;ksajdfdI,"

This "tool" is called *FastGuide*. I've enclosed a sample of one of 16 different topics we publish. They are all informative, medically accurate topics your members need and want to know more about. Other *FastGuide* topics include: Pregnancy, Cholesterol, Heart, Blood Pressure, Diabetes, Cancer, Senior Health and Children's Health.

Your Enrollments ... and Profits ... Will Increase Because *FastGuides* Show Your Patients That You Care!

Studies show that the main reason people disenroll is simply because they don't get any positive reinforcement that they've made a good choice. That won't be your problem any more! Nothing makes a better impression than *FastGuides* imprinted with your facility's name and phone number. The laminated finish combined with exciting graphics, bright photos and vital health information tells your members that you care about them. *FastGuides* are perfect for direct mail, health fairs, patients, welcome wagon, new member drives and community outreach!

One of our most popular *FastGuides* is the dynamic "You and Your Doctor" which helps build goodwill by teaching your patients how to be more prepared for each visit with their PCP and have a more enjoyable, helpful and informative appointment. This leaves your patients feeling more comfortable with your organization and its care-givers, and less likely to leave.

***FastGuides* Will Save You Thousands Of Dollars Every Year By Preventing Costly, Unnecessary Patient Visits**

All *FastGuides* are written in simple language so your members can grasp even complicated health issues quickly and easily. They'll have fewer questions. They'll know how to care for themselves better. And that means less unnecessary office visits ... less unnecessary emergency visits ... and **huge cost savings** for your organization!

Figure it out -- at an average cost savings of \$300 for each unnecessary emergency visit they prevent, you can see how ***FastGuides* will save you thousands of dollars every single year!**

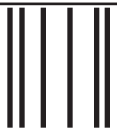
There's No Cost and No Obligation To Find Out More

If you'd like to enroll new members easier, save thousands of dollars and maintain high enrollment year-in and year-out, *FastGuides* are for you. Call me today at 800-406-2035, Ext. 101, or mail the enclosed card today to discuss how *FastGuides* can make a profitable difference in your organization. Of course, there's NO cost and NO obligation at all.

Sincerely,

Chris Hewitt
Vice President

P.S. You'll be surprised how little *FastGuides* cost! Call or write today and I'll be happy to send you additional FREE samples of the *FastGuides* that are of most interest to your organization. Please call me now, toll-free, at 800-406-2035 ext. 101.

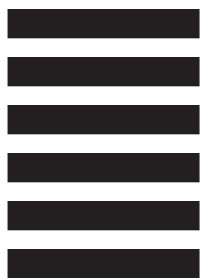


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FastMark, Inc.
125 University Avenue, Suite 250
Palo Alto, CA 94301-9764



MAIL TODAY FOR
FastGuides ...

- ✓ Free Samples
- ✓ More Information
- ✓ No-Obligation Quote

OR CALL TOLL FREE
1-800-406-2035 Ext 101

Keep For Your Records:

Called Mailed
____ / ____ / ____

FastMark

125 University Avenue, Suite 250,
Palo Alto CA 94301-9764

**Make Your Enrollment Higher
& Your Costs Lower!**
FastGuides

Perfect For ...

- ✓ Direct Mail
- ✓ Health Fairs
- ✓ Patients
- ✓ Welcome Wagon
- ✓ New Member Drives
- ✓ Community Outreach

FastGuides NO Cost, NO Obligation Information Request

YES! I want to know more about how I can make enrollments higher and costs lower with *FastGuides*!

Please send me the additional information I've checked below, plus pricing and personalization options without cost or obligation. I can be reached at the address and phone number below.



SEND ME FREE SAMPLES OF FASTGUIDES ON THE FOLLOWING:

- | | | | | |
|--|-----------------------------------|---------------------------------------|--|------------------------------------|
| <input type="checkbox"/> Healthy Heart | <input type="checkbox"/> Diabetes | <input type="checkbox"/> Children | <input type="checkbox"/> Smoking | <input type="checkbox"/> Pregnancy |
| <input type="checkbox"/> Fitness | <input type="checkbox"/> Travel | <input type="checkbox"/> Healthy Back | <input type="checkbox"/> Asthma/Allergies | |
| <input type="checkbox"/> Nutrition | <input type="checkbox"/> Women | <input type="checkbox"/> First Aid | <input type="checkbox"/> High Blood Pressure | |
| <input type="checkbox"/> Stress Management | <input type="checkbox"/> Seniors | <input type="checkbox"/> Cholesterol | <input type="checkbox"/> Cancer Prevention | |

Name: _____ Title/Dept. _____

Company/Organization _____

Address _____

City, ST Zip _____

Phone (____) _____ Fax (____) _____

Does your organization currently send the following to your members/patients:

Premium products Yes No Health Educational Materials Yes No

Chris Hewitt
125 University Ave., Suite 250
Palo Alto, CA 94301-1630

SAMPLE
ENCLOSED