



Been putting-off **dental and vision care** because you can't justify the cost?

Enough is enough... go on – make the appointments!

Just don't pay full price...



A Powerful Force Working For You

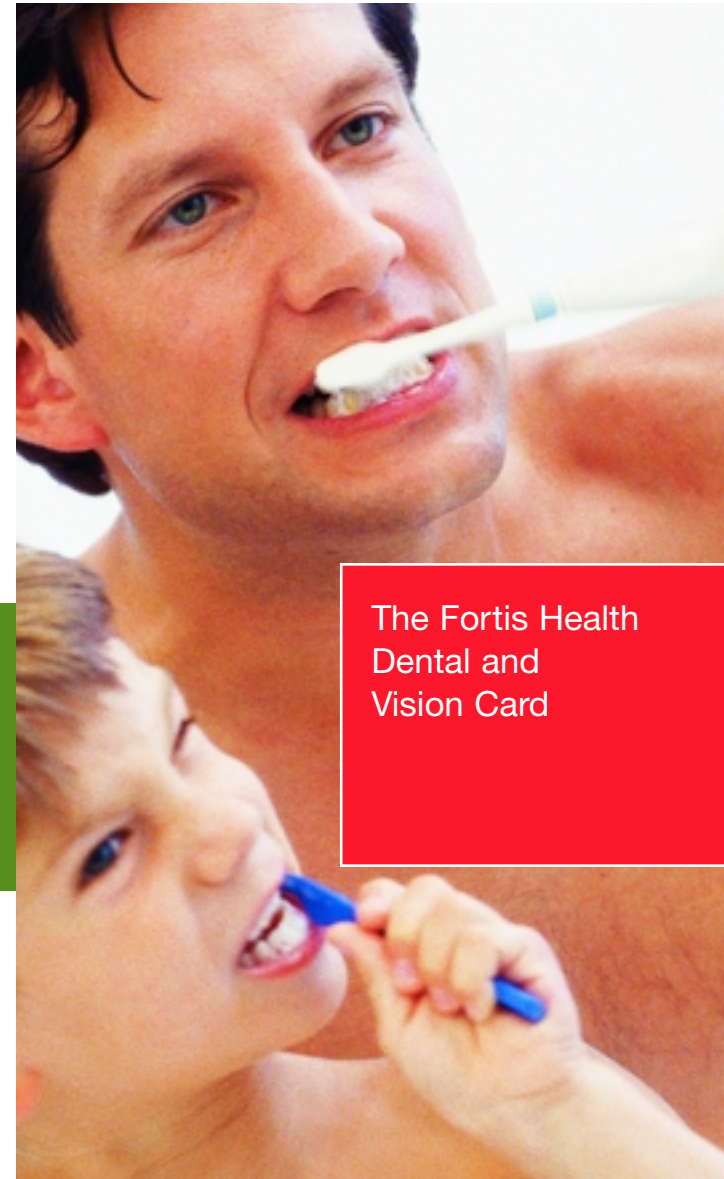
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Fortis Health

501 West Michigan
Milwaukee, WI 53203

A Special Offer Exclusively for Fortis Health Customers



The Fortis Health Dental and Vision Card

Fortis Health Dental and Vision Card

It's valuable!

The Fortis Health Dental and Vision Card is a smart and easy way to reduce your dental and vision care bills. You get **free oral exams and discounts on all other dental services, for overall savings averaging 25%. And, you get 10% to 60% off eyeglasses and contact lenses – all this for just \$9.95 per month for your entire household!**

It's easy to use!

The Dental and Vision Card is a discount program, not an insurance product, so you don't have to worry about claim forms, copays, deductibles or maximums. Just present your card to a network service provider and get discounts on his/her services. ***That's it!***



Reduce Your Dental Care Bills!

Get free oral exams for every covered individual in your family!

Preventive dental care is not a luxury – it's a necessity. The Dental and Vision Card encourages oral health by offering **free oral exams and discounts on all other dental services** performed by a network service provider. You'll save an average of 25% at each visit!

Your discounts apply not only to routine and preventive care like cleanings and x-rays, but also to more-costly services such as crowns, root canals and even orthodontia. Imagine what you can save! Here's an example of what just one person in your household can save on just one visit:

<u>Procedure</u>	<u>National Average*</u>	<u>You Pay</u>
Oral exam	\$43.00	\$0
Adult cleaning	\$77.00	\$62.00
Complete x-rays	\$108.00	\$86.00
Bitewing x-rays	\$39.00	\$31.00
Total	\$267.00	\$179.00
Total Savings:	\$88.00 for one visit	

* National averages based on "National Dentistry Advisory Service Pricing Program 2000."
The above figures are for example only.
Actual savings will vary.



Reduce Your Vision Care Bills!

Clear sight is invaluable, but for some of us getting it is just plain expensive. When you use the Dental and Vision Card, our national vision care network of 10,000 providers offers you **10% to 60% off eyewear.** That means that if just one person in your household requires vision correction, you can save enough on eyeglasses or contacts to cover the cost of the Dental and Vision Card for a year.

Your discounts apply to all types of eyewear, including:

- eyeglasses
- contact lenses and
- sunglasses

This dental and vision program is offered in AZ, CO, CT, GA, KS, MD, MI, MN, NM, NC, OR and TX.