

SPECIAL NOTICE TO DENTAL PROFESSIONALS:

Esome Launches New Hybrid Pay-Direct Dental VISA® Card



Esome Corporation is a leading provider of **electronic claims processing and real-time adjudication** services to insurers, Third Party Administrators, Insurance Brokers/Advisors and corporations. We are pleased to announce a **significant enhancement** to our card's capabilities that will increase its acceptance in the dental care community across Canada.

Why are you receiving this notice?

We simply want to ensure that all Dental Offices are aware that the existing **Esome card will soon be reissued to all current and new Esome clients as a Visa® Card.** This new, enhanced card can be accepted as the direct payment vehicle for dental services, with tremendous benefits (see below) for both your practice and your clients.

How is the new card different?

It is not new technology, **but an enhancement to the process** which has enabled Dentists to submit claims online for many years. The new **Esome Hybrid Pay-Direct Dental VISA® Card** will enable you to file claims electronically and **be reimbursed immediately in real-time.** For those dentists who previously accepted assignments it will mean **elimination of the normal delay in receipt of payment.**

What will change with the new card?

For those utilizing CDANet and ITRANS **nothing really changes** in terms of claim submission. However, **the claim will now be adjudicated and reimbursed in real-time!**

Non-CDANet members who become a member of the **Esome Associate Provider Network (EAPN)** will now be able to submit claims electronically via the Internet directly to Esome.

There is no cost to become an EAPN member. The EAPN members will be featured on a new Esome web site to allow cardholders to seek services from a registered Dental Professional and **know that their card will be accepted as a payment vehicle.** This will minimize patients' out-of-pocket expenses to the maximum extent possible and improve client relationships.

To Summarize:

The Esome Hybrid Card combines the benefit of a dental card and the convenience of VISA® card - it's a win/win for Dental Professionals & their patients.

What's more, **there is no need to invest in a new machine or system to accept the card.** If you are already sending claims electronically and have a VISA® terminal, it will be business as usual... except that you are now giving your clients more reason to smile, and your business more room to expand!

How can you learn more?

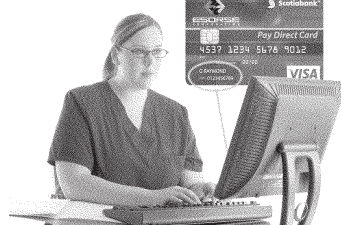
Dental offices wishing to learn more or participate in this new EAPN should go to **www.paydirectcard.com** where additional information is available, including a downloadable copy of the Agreement, or you can contact us as indicated below.

How does it work?

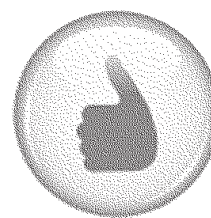
The new **Esome Hybrid Pay-Direct VISA® Card** has been designed from the ground up to be **simple, secure & convenient** - both for you and your clients. Here's a typical scenario:



Practitioner provides service.



Practitioner logs in and enters client number, treatment and amount online.



System provides immediate approval.



Immediate payment using client Pay-Direct Visa® Card.

VISIT **WWW.PAYDIRECTCARD.COM** OR CONTACT US TODAY TO LEARN MORE!

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