

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 Esorse 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 Esorse.

**There is no cost to become an EAPN member.** The EAPN members will be featured on a new Esorse 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 Esorse 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?

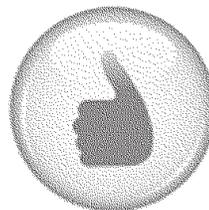
The new **Esome Hybrid Pay-Direct VISA® Card** has been designed from the ground up to be **simple, secure & convenient** - both for you and your clients. Here's a typical scenario:



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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