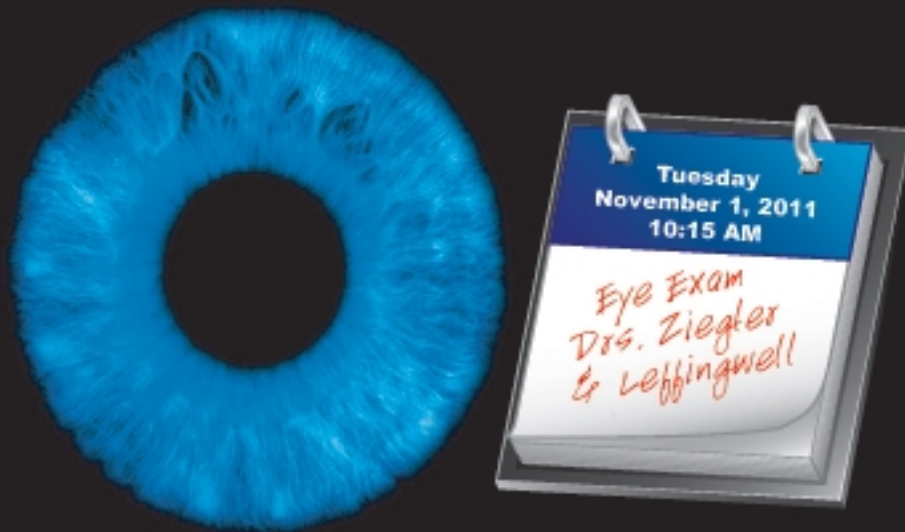




Pre-appointment card sample personalized with patient name, appointment date and time.

John, we're looking forward to seeing you on . . .



personalized image on front of card

Dear John,

When you saw the doctor for your last examination, he recommended you return for an appointment in one year. To help you stay current with your eye care and to maintain healthy eyes, we tentatively scheduled your next exam at 10:15 AM, on Tuesday, November 1, 2011. ***We realize that this appointment may not work in your schedule, so we are happy to change it for you.*** Please call us today at 414.541.2100 to confirm that this appointment is acceptable to you.

John, we appreciate that you have chosen us to care for your eyes.

Ziegler Leffingwell Eye Care

**ZIEGLER • LEFFINGWELL**  
eyecare

8400 SOUTH 102<sup>ND</sup> ST. | WEST ALLIS, WI 53227 | 414 • 541 • 2100 | EYE@ZCARE.COM

Ziegler Leffingwell Eyecare  
2406 South 162nd Street  
West Allis, WI 53227

John Smith  
1234 Peachtree Lane  
Montgomery, WI 54321

personalized message on back of card