

February 20, 2009

Dear Doctor,

I was searching the Internet when I came across your informative and attractive website devoted to your practice. I know in today's world everyone wants a knowledgeable dentist handling their oral health, and I can see you are just that. It is also clear from your site, that you have your patient's best interest at heart, and that is what this letter today is about.

I work for The Oral Cancer Foundation. Part of our mission is to inform the public about oral cancer, and to raise their awareness of potential risk factors for getting the disease. Including a link to our website (www.oralcancer.org) from your webpage will not only benefit those patients that wish to learn more from a vetted site that has current information, but also your practice. We urge the public to ask their dentist about doing an annual oral cancer screening, and tell them that this is a non-negotiable annual visit to the dental office. We do this through TV Public Service Ads, at public walk and free screening events, and in numerous TV and print media interviews every year. We believe that because this cancer is painless in its early stages, it is only through opportunistic screenings, done by a knowledgeable professional such as yourself, that the disease can be found at early stages – when survival is greatest and treatment morbidity is kept to a minimum.

Dentists are widely known as the first line of defense against this cancer. With the incidence rate of oral cancer on the increase (11% in 2007 alone), and the addition of a new risk factor that is hard to know if you have, HPV16, visits to your office are more important now than ever. I hope that you will consider having your web master put a link to OCF on your web site. Patients are more desirous than ever of knowing about their own health. An informed patient population combined with your involvement in screening, are both good for your patients and good for your practice. Please note that the Oral Cancer Foundation is an IRS registered non-profit charity, and we are not in the business of selling anything to them.

For our own use we also provide a syndicated news feed on oral cancer that you can put in your web browser. Each week we scan thousands of professional journals, newspapers and more for oral cancer related stories and information. These range from the latest research, to human-interest stories about the disease. You can add this RSS feed to your web browser free by just going to [feed://feeds.feedburner.com/oralcancernews/KsII](http://feeds.feedburner.com/oralcancernews/KsII) (cut and paste into browser) and bookmarking the page to your browser tool bar. You will not get tons of email messages, and be able to view the current stories and news only when you desire.

Oral Cancer is not a rare disease – it kills one person every hour of the day in the US, and 100 new cases of oral cancer will be diagnosed each day. These are staggering statistics, and we hope that you will join with us to help bring this disease down from its high ranking it has as a killer. For all that we do on a national level, it is only through partnerships with involved individuals such as you that we will make progress. We cannot do this without you.

Sincerely,

Brittany McGinley
Communications Manager
The Oral Cancer Foundation