Dear [NAME of ADMIN/LEADERSHIP TEAM MEMBER],

I recently met with [NAME of AMS SALES REP] about a program American Medical Systems has developed to help healthcare organizations like ours promote GreenLight™ Laser Therapy as a treatment option for local patients with benign prostatic hyperplasia, or enlarged prostate.

One of the key items I took away from this meeting was the potential of utilizing an AMS marketing tool kit. The kit includes customizable marketing materials that can help us increase awareness of our GreenLight Laser Therapy capabilities, and ultimately, our patient volumes. Plus, the materials are free to download, which could save on the overall costs to market the service.

I’d like to schedule a follow-up meeting with you, the other members of the senior leadership team, marketing and [NAME of AMS SALES REP] to discuss the possibility of implementing these materials and to review some of the other economic benefits of increasing our GreenLight Laser Therapy usage.

Please let me know when you and the other leadership and marketing team members would be available, and I can arrange for [NAME of AMS SALES REP] to meet with us.

Thank you,

[SIGNATURE OF UROLOGIST]

[NAME OF UROLOGIST]

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