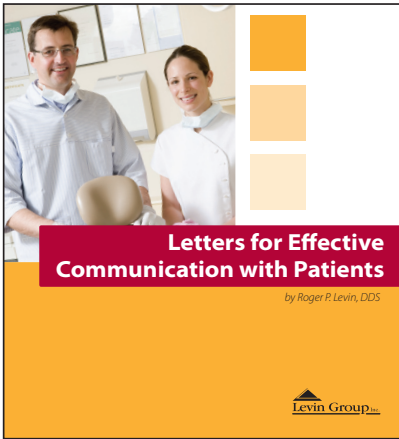


EXCERPT

From Dr. Levin's Book **Letters for Effective Communication with Patients**



This book includes examples and strategies for letters to your patients that cover nearly every situation that arises in your practice. The letters help ensure positive patient experiences and communication.

Roger P. Levin, DDS
Chairman & CEO
Levin Group, Inc.



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Collecting Money & Referrals

Written communication is often undervalued as an element in practice success. We communicate with our current and potential patients to provide dental education and show professional goodwill. Too often, the only communication a patient receives between appointments is the statement sent following treatment. During that lapse of time, you are out of touch with your patients, and they are out of touch with you.

Effective communication, whether in the form of a letter, a fact sheet, an email or a statement flyer, is a personal contact. These contacts should be straightforward, easy-to-read messages from you to your patients. *Letters for Effective Communication with Patients* offers you a variety of letters and written communications that address critical subjects appropriate for dental practices.

From "Collecting Money"

We recommend collecting at least 90% of payment at the time of service. But there will be times when patients owe the practice payment. Collecting fees can often be uncomfortable.

In writing the collection letter, you want to focus on two objectives. Clearly, you want to collect your fee, but unless the person is a consistent problem, you want to keep the individual as a patient:

Dear Mr./Ms. <Patient's Last Name>,

We have not yet received the payment of <amount> for treatment completed in our office. It was due <date>. I am sure that this is just a simple oversight.

We do appreciate payment within a reasonable period of time. If there is a need for further assistance with this payment, please call and talk to <Financial Coordinator's Name> to work out arrangements as soon as possible. We also accept all major credit cards. Our Financial Coordinator, <Name>, handles all finances in the office and can work with you to make paying your bill convenient.

If there has been a misunderstanding regarding this overdue bill, please let us know immediately.

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An Excerpt from Dr. Levin's Book

Letters for Effective Communication with Patients



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Thank you for your prompt attention to this matter.

Sincerely,

<Doctor's Signature>

From "Thank You for Your Referral"

The best compliment any patient can pay a practice is the referral of a friend or family member. Every referral should be considered important. What a wonderful achievement to have patients who think so highly of you and your staff that they want their family and friends to benefit from your expertise.

If you want patients to continue referring, you need to let them know you appreciate it:

Dear Mr./Ms. <Patient's Last Name>,

The highest compliment a professional can receive is the referral of family and friends by a respected patient. Thank you for having referred <referred patient's name> to this office for professional care. I truly appreciate your expression of confidence in our office.

My staff and I will continue to offer the highest level of professional care available in dentistry today.

Please accept my warmest regards. Patients like you make dentistry so rewarding.

Sincerely,

<Doctor's Signature>

When you take the time to communicate with your patients in writing, you are offering them tangible evidence that you really care about them. You want patients to be aware that they are receiving optimal dental care in an ideal environment—your office!

*Receive these and dozens of other valuable and effective letters for patient communication when you order your copy today at <http://store.levingroup.com> or call 888.973.0000. **Retail Price \$149.00.***