

General Tips for Writing Letters to Patients



Tips

- Keep letters short and straightforward.
- Use proper spelling, grammar, style, punctuation, and formatting. Don't forget to edit your first draft.
- Limit your letter to one page. Anything longer will not be read by most.
- Consider including a professional photo of yourself and/or your team. This will catch the patient's eye and generate familiarity from the beginning.
- Print letters on a high-quality office letterhead and send them in matching high-quality envelopes with regular postage stamps to appear more personal than postage metering.

Example Letter #1

Hello family, friends, and patients of Modern Day Dentistry!

I am incredibly excited to announce a new service that will be available to you!

Many of you know that I love to stay on the cutting edge of dental treatment technologies. For the past year and a half, I have been on a journey to learn all I can about dental sleep medicine.

This branch of dental practice focuses on helping those suffering from sleep apnea and other sleep-related breathing disorders, such as underdeveloped facial bones (e.g., upper and lower jaws that never developed to our genetic potential), which are a significant part of the root cause for sleep apnea and other severe health problems. Sleep apnea is associated with sudden death, heart disease, cancer, diabetes, Alzheimer's, depression, anxiety, ADHD, and many more.

I began learning about dental sleep medicine for personal reasons and, along my journey, realized many of you can benefit from dental sleep medicine as my family and team have. I am honored to serve all of you for so many years; I truly cherish each and every one of you and want to help you and your families in as many ways as I can.

To celebrate our new services, we'll be offering this treatment for **20% off** to the first 10 patients who respond to my letter and proceed with therapy!

Please reach out to us if you are interested or have any questions regarding how we can help you, your family, and your friends!

Sincerely,

Brian Michaels, DDS

Example Letter #2

To all of my family of patients here at Delightful Dentistry,

The American Dental Association has asked all dentists to screen their patients for sleep apnea and sleep-related breathing disorders.

As you know, we are committed to you. You and your health are at the core of what we do. I wanted to personally let you know that I have been relentlessly studying up on a new treatment that is relatively new to medicine and dentistry.

To serve you better, we are adding dental sleep medicine to the wide array of services we offer beginning immediately!

Because sleep and breathing disorders have become such a widespread and severe problem that's associated with health problems like heart disease, sudden death, stroke, diabetes, Alzheimer's, cancer, anxiety, and depression, the American Dental Association has asked all dentists to begin screening all of their patients for sleep apnea and sleep-related breathing disorders.

We are excited to focus on helping people who suffer from sleep apnea, sleep-related breathing disorders, and snoring. Dentists like myself are uniquely qualified to help their patients because we understand how to create devices for the oral cavity that can help treat the conditions listed above.

Unlike CPAP, Inspire, and other mandibular advancement devices that act like bandages for sleep apnea, this oral appliance therapy creates a permanent change in the size of your jaw, oral cavity, and airway.

The appliance is similar in appearance to an orthodontic palatal expander but behaves much differently. Oral appliance therapy will encourage your airway and upper and lower jaws to enlarge toward your genetic potential. Your teeth will move with the bone, likely giving you a much broader smile; This works even if you have bridges or dental implants. A larger airway, oral cavity, and jaws can help alleviate and possibly eliminate symptoms of sleep apnea and sleep-related breathing disorders.

Oral appliance therapy is for both children and adults. The earlier we can involve children, the better. Early treatment will make it less likely they will need braces or orthodontics when they get older.

I love practicing dentistry and will continue to do so for many years to come, but I also love helping people get better sleep (and preventing children from ever developing the problems associated with bad sleep).

Again, your health is at the core of what we do here at Delightful Dentistry, and we are excited to add Dental Sleep Medicine to the wide array of services we offer, beginning immediately! Contact us today for your FREE consultation.

Sincerely,

Dr. Suzie Williams

Example Letter #3

Salutations!

I wanted to reach out and let you know that I am adding dental sleep medicine services to my practice here at Brown Family Dentistry.

In 2015, after years of encouragement from my wife, Kelly, I finally reached out to my primary care physician because Kelly was worried that I had sleep apnea. Kelly said I had been snoring loudly for years (poor Kelly), and I frequently stopped breathing and gasped all night long. She was worried about me, so, reluctantly, I obliged. After in-lab sleep testing, I was diagnosed with severe sleep apnea!

A diagnosis of severe sleep apnea meant I stopped breathing longer than 10 seconds, with a corresponding drop in oxygen of 3% 40 times an hour! I stopped breathing more than once every two minutes. This was a very scary realization for Kelly and me!

My doctor prescribed a CPAP for me to use, which I reluctantly wore for years. It was very uncomfortable and constantly blew air on my face and eyes regardless of the type of mask I used. My apnea episodes dropped, and my daytime tiredness decreased. However, sleep was still difficult with a CPAP. I already knew it was a bandage and didn't cure sleep apnea and that my apnea would get worse over time.

Up until recently, the only thing close to a cure for sleep apnea was surgery, which involved detaching and sectioning your upper and lower jaws from your skull and then having your jaws wired shut with braces for a month or more. I've seen people suffer through that, and I wanted no part of it for myself. I wanted to avoid that surgery at all costs.

A little less than a year ago, I became my first sleep apnea patient and began treating myself with an oral appliance that is FDA approved to treat people with sleep apnea. My sleep apnea has been reduced from 40 to 25 times an hour, and I'm dreaming again like I did when I was young. I'm not even halfway through treatment yet!

Treatment for sleep apnea and sleep-related breathing disorders can be multifactorial, which means I may suggest you see your primary care physician, ENT, myofunctional therapist, and/or other medical specialists. On the other hand, therapy can also be as simple as mine: wearing a customized oral appliance overnight.

As you can see, I began my educational journey about dental sleep medicine for personal reasons. Knowing what I know now, I have realized that you can also benefit from this appliance and dental sleep medicine as I have.

I am so excited to provide this new service that I am offering complimentary consultations to anyone who responds to my letter and a 20% discount for my patients who undergo treatment. I look forward to hearing from you soon!

Best regards,

Morgan Neily, DDS