

Thank You to Patient for Referral (1)

Date

Referral Source

Street Address

City, State Zip

Dear *Referral Source*:

Thank you for your trust in our dental team! Your referral of *name* shows us that you are pleased with the services we provide. We're confident *name* will receive the best possible treatment in our professional and caring environment.

Our practice continues to thrive with referrals of your friends and family. Again, we greatly appreciate your interest in our practice and look forward to providing you and your family with outstanding dental care.

Sincerely,

Dentist

P.S. In an effort to provide excellent patient service, we wanted to let you know about our practice website located at *website address*. It's got the latest practice news and oral health care tips, plus a Kids' Area with coloring pages!

Thank You to Patient for Referral (2)

Date

Referral Source

Street Address

City, State Zip

Dear *Referral Source*:

Just a word of thanks for referring *name* to our office for dental care! The confidence you show by referring your friends really makes our team feel appreciated. We will do everything possible to provide *name* with the highest quality of dentistry with the greatest amount of comfort.

I also wanted to let you know about our latest patient service effort—our new practice website located at *website address*. It features oral healthcare tips for adults and kids and the latest practice news.

Thank you again for your referral! We look forward to providing outstanding dental care to you, your family and friends for years to come.

Sincerely,

Dentist

Thank You to Patient for Referral with Gift Certificate

Date

Patient

Street Address

City, State Zip

Dear *Patient*:

I wanted to write you a letter of thanks for referring so many wonderful patients to me over the last *x* months. It really gives me and the *name of practice* team a boost when we know that our patients have confidence in us and pass along recommendations to family and friends. I've truly enjoyed treating *name(s)* and getting to know their families as well.

As a thank you I've enclosed a \$*X* gift certificate to *restaurant/movie theater/etc.* for your enjoyment. Your support of our practice is appreciated, and please know that you will receive another gift certificate for the next (*insert #*) patients you refer to our office as well.

As always, I look forward to seeing you at your next office visit. In the meantime, be sure to check out our practice website at *website address*—it features oral health care tips for adults and kids.

Sincerely,

Dentist

Update Referral Sources on New Techniques

Date

Referral Source

Street Address

City, State Zip

Dear *Referral Source*:

Over the years, you've been a wonderful source of referrals to our practice. We greatly appreciate the patients you have referred, and want to reaffirm our commitment to working with you to provide patients with excellent dental care and warm personal attention.

I'd like to tell you about some new services we're offering in our office. We recently purchased an intraoral camera, which is helping us motivate patients to improve their oral health. When patients are able to "see" their oral conditions on a monitor, my staff or I can easily discuss any problems with the patient and explain the diagnosis.

The intraoral camera is also helping patients make cosmetic decisions about their teeth. The image of a patient's teeth can be projected onto the screen and manipulated to show how his or her smile might look after cosmetic treatment.

In addition, we've recently purchased digital x-ray technology, which means we can take x-rays much more quickly, with a minimum of radiation and no processing time.

In other news, our dental office is using the FDA-approved air abrasion technology to diagnose and treat tooth decay at an early stage. With special equipment, we can "sand away" some areas of the tooth surface without using the dental drill. This is good news for patients — there is no drilling sound, vibrations or need for anesthesia. Although air abrasion is not appropriate for removing all decay, it is certainly making dental treatment more comfortable for many patients.

We are pleased to offer these new services and will continue to keep you informed about our in-office procedures. Also, be sure to log onto our website at *website address* to see our latest practice news and oral healthcare tips. Please don't hesitate to contact me at *office number* if you have any questions.

Sincerely,

Dentist