

### Introducing a New Dentist to The Practice

When writing a letter to introduce a new dentist to the practice, whether it's due to retirement, a new associate or a practice buyout, it should always reflect the personality of the practice. Some letters are formal, almost like a legal notice and others can be informal. Ideally, you should try to make your letter friendly but professional.

The letter can be written from the prior owner/dentist ("I am happy to introduce Dr. ..."), or it come from the entire practice ("We are happy to introduce...") and depending on the situation it can also come from the new dentist/owner ("I am happy to be joining...").

Most software programs can provide letter merge options and will help make the job easier.

#### General guidelines/suggestions

- Limit the letter to one page – Most won't take the time to read more
- Be clear and concise with your wording
- Keep sentences and paragraphs straightforward and uncomplicated
- Always check for proper spelling, grammar, punctuation, etc.
- A nice touch would be to add a professional photo of the new dentist. This will create familiarity for the patients.
- The letter should be printed on office letterhead and should include doctor/office name, address, phone number and other contact information.
- Be sure to proofread the letter before sending

#### Greeting options

There are many options for the salutation or greeting:

- *Dear patients,*
- *Dear valued patients,*
- *Dear \_\_\_\_\_,*
- *To the \_\_\_\_\_ family,*
- *To the patients of (name of practice),*

#### Introduction options/suggestions

This is the first paragraph and explains the reason for sending the letter.

- *I am happy to be joining the practice of \_\_\_\_\_.*
- *I/We would like to introduce Dr. \_\_\_\_\_.*
- *I/We am/are pleased to have Dr. \_\_\_\_\_ joining our dental team.*
- *I/We am/are pleased to welcome Dr. \_\_\_\_\_ to our practice.*
- *I have decided to retire from dentistry and am pleased to have Dr. \_\_\_\_\_ joining our practice.*

#### Main body of letter

This is the opportunity to explain to your patients how you or a new team member will benefit the practice and ultimately the patient. Patients want to know how this change is going to affect them. You can explain things like additional services or hours you are offering, new amenities, such as refreshments in the waiting area, etc. Highlight the new dentist/team member. Be sure to include information like education, post-graduate programs, awards, community service, and personal information like where they are from, family, interests, what they like to do when not serving their patients dental needs, etc.

The information contained in this document is intended as information only and not as financial, accounting or legal advice.

Suggestions:

- *I want to say a personal thank you for the trust and faith you have placed in us over the years and allowing us to serve your dental needs.*
- *I truly feel I have found someone who can continue the excellence in quality of service that patients have come to know in our practice.*
- *With much thought and preparation, I have chosen Dr. \_\_\_\_ to continue the care of the patients in my dental practice.*
- *I am confident that Dr. \_\_\_\_ will continue to provide you and your family with the best dental care possible.*
- *I will continue to see patients until \_\_\_\_.*
- *I will be working along with Dr. \_\_\_\_ to ensure a smooth transition.*
- *Our amazing staff (list names if you would like) will continue to work with Dr. \_\_\_\_ and will be there to continue the excellence in care you have all come to expect.*
- *I know that you will give Dr. \_\_\_\_ the same respect and trust that you have given me throughout the years.*

**Concluding the letter**

Make the conclusion concise and to the point.

Suggestions:

- *Dr. \_\_\_\_ is looking forward to serving you and your families.*
- *Thank you again for your trust and confidence.*
- *I will miss all of you, but I know you will really enjoy working with Dr. \_\_\_\_.*

**Closing the letter**

Suggestions:

- *Sincerely, or Sincerely Yours,*
- *Regards, or Best Regards,*
- *Respectfully, or Respectfully yours,*

The letter can be signed by the doctor and or the doctor and staff.