

[You can use this as a plaque, a patient newsletter, or an insert to patients after their 12 visit. Customize for your office.]

## Why We Have Outreach Programs and Special Promotions

Dear Patient and Friend,

I first want to say “thank you” for being our patient. It gives me immeasurable joy to see you find the pain relief and better health that you were looking for, here, at our office.

Every month, I, along with our doctors and staff, spend time both outside and inside the office participating in various types of outreach programs and promotions. I want to tell you why we do this.

Too frequently, over the years, I see patients who come to our office as a last resort. Not knowing about the natural healing benefits of our specialized form of chiropractic care, these patients often have spent years in pain and poor health. Sometimes they come to us with pages of prescription drugs in an attempt to resolve the pain and discomfort. Sometimes, I see them after back surgeries, too often no better after the surgery than before it.

I know that if we could have treated them years earlier, chances are they would never have had suffer with pain, discomfort, and a diminished level of health and happiness. Neither would they have been persuaded to take harmful drugs or, in some cases, go under the knife.

We not a large medical facility and we do not have the advertising support of pharmaceutical companies or the marketing budget of hospitals. Because of this, I have to rely on patients like you to help me get the word out.

It is my dream to eradicate the physical pain of as many people as possible in our community and to improve their health and happiness without the use of drugs or surgery. I appreciate your help, and working together, I believe we can come closer to achieving this as a goal.

We promise that we will do all we can to ensure your family and friends, and anyone whom you send us, will get our very best care.

Sincerely,

Dr.