

Sample ReActivation Letter

Dear PatientX,

In reviewing our patient charts, our Hygiene Provider noticed that it has been over a year since we have seen you in our practice. We know that your health is very important to you, and would like to help you maintain your dental health with regular professional cleanings.

For the month of April, we are extending a special Patient Appreciation offer. When you call in the next two weeks to schedule your appointment by June 30th, we will add in **Free Whitening** and you'll be entered in a drawing for a **Kindle Fire!**

We do realize that sometimes a patient has moved, or found a new dental home. To help us maintain accurate patient records, please call us at (503) 555-5555 or email us at info@dentalhygieneworks.com and we will update your patient chart accordingly.

Our dental team looks forward to hearing from you, and we hope that you will take advantage of our Patient Appreciation offer!

For Brighter Smiles,

XXXXXXXXXX

The Art of Following Up

When you have sent out your Patient ReActivation Letter, be sure to follow up within 14 days of the initial mailing. Find a system that works for you - whether it is using Microsoft Outlook or a calendar on a different mail system, or writing a reminder in a notebook. Be consistent, and always be prompt in returning phone messages.

Your Timeline:

- ReActivation Letter mailed
- Follow up phone call (14 days later)
- If no reply, follow up with a final phone call (30 days after mailing)
- Inactivate the patient if no reply