

Sample End-of-the-Year Marketing Letter

Date:

RE: End of the year deadline for benefits.

Dear Patient,

If you or your family members have been postponing any _____ treatment or check-ups, it would be to your advantage to have the treatment completed before the end of the year.

Most insurance plans have a year-end deadline for benefits.

We hope your health is well and you have no _____ needs. But if that's not the case we urge you to not wait til the last minute to call. Our schedule is already filling up with the end-of-year rush.

We look forward to hearing from you soon!

Sincerely,

[your name]
Office Administrator

P.S.