

Quality Checkup

Three Letters to Patients

Note: The first letter got a 6% response.

Letter #1

Hello John Smith,

Dr. _____ here. As your dentist, I am constantly looking for ways to improve the quality of our care at my practice. To do this, I have hired ExecTech, an independent consulting company, to provide a questionnaire for you to complete. A minute or two of your time will be very valuable to us.

Sincerely,

_____, D.D.S.
ABC Dental

Note from ExecTech:

We would truly appreciate knowing your opinions! Dr. _____'s questionnaire includes 10 questions and will only take you a minute or two to complete. Your name is not required and you can skip any question you do not want to answer.

As a gift for completing the questionnaire, you will receive a free copy of "Ten Ways to Prevent Bad Breath." As you know, no one likes bad breath! By following these tips, your breath will smell great (not to imply you have bad breath :)).

[Please click here to begin the questionnaire.](#)

Thank you in advance,

Mike Chatelain, Managing Partner
ExecTech

Letter #2

To: (Patient's email address)
From: _____, DDS
Subject: Service Quality Questionnaire

Dear John Smith,

As your dentist, I am constantly looking for ways to improve the quality of our care and service at my practice. To do this, I would love to know your thoughts and opinions about your experiences with me and my staff. I have hired ExecTech, an independent consulting company, to provide a questionnaire for you to complete.

The questionnaire includes 10 questions and will only take you a minute or two to complete. Your name is not required and you can skip any question you do not want to answer.

As a gift for completing the questionnaire, ExecTech will give you a copy of "Ten Ways to Prevent Bad Breath." As you know, no one likes bad breath! By following these terrific tips, your breath will smell great (not to imply you have bad breath).

[Please click here to begin the questionnaire.](#)

Thank you in advance!

Dr. _____

Letter #3

Dear John Smith,

As your dentist, I am constantly looking for ways to improve the quality of our care and service at my practice. To do this, I would love to know your thoughts and opinions about your experiences with me and my staff. I have hired ExecTech, an independent consulting company, to provide a questionnaire for you to complete.

Please help us out by completing this simple questionnaire as soon as possible.

Thank you in advance!

Dr. _____

Questionnaire Instructions

The questionnaire includes 10 questions and will only take you a minute or two to complete. Your name is not required and you can skip any question you do not want to answer.

As a gift for completing the questionnaire, we will give you a copy of "Ten Ways to Prevent Bad Breath." As you know, no one likes bad breath! By following these tips, your breath will smell great (not to imply you have bad breath).

[Please click here to begin the questionnaire.](#)