



A Better Letter

(with CD)

Make the task of letter writing easier and faster. A compendium of more than 50 letters written specifically for the optometric practice. Includes a CD.

PEN Members: \$32.00 List Price: \$42.50

1. Letter Writing Guidelines

2. Records Management: Welcome to the Practice (2 versions), Missed Appointment (2 versions), Inactive Patient (3 versions) & Dismissal of a Patient

3. Informational Letters: New Location, New Associate, Payment Policy, Corneal Surgery, Retirement

4. Invitations: Open House for Re-modeling, Style Show Preview, UV Screening & Health Fair

5. Collection Letters: 30-Day Notice (2 versions), 60-Day Notice (2 versions), Final Notice (2 versions), Thank You

6. Going The Extra Mile: Examination Shopper Follow-Up, Contact Lens Shopper Follow-Up, Follow-Up to a Complaint, Apology for a Problem, Thank You (5 versions for different situations), Congratulations, Condolence, & Thank You for a Gift

7. Letters for Employees: Newly Hired Employee, Rejection of Job Applicant, Annual Compensation Summary, Thanks to Employee's Family, Farewell to Employee & Reference (3 versions)

8. Other Types Of Letters: Patient Referral to Physician, Thank You to Practitioner for Referral, Report to Referring Physician, Welcome to New Practitioner, Welcome to the Community, Acceptance of a Request, Refusal of a Request Third Party Claim Review, Request for Assistance, Frame Return, & Request for Immediate Attention

9. Recommended References