Opening letter to the physician

Helpful phrases for every situation

**Structure your letter**

This tool will help you to formulate your first letter to the physician. However, it is just a guideline with some helpful phrases for every situation to round up your letter.

* + Consider all the elements of your initial letter to catch the physician’s attention.
  + Phonak has identified a list of key content but you may have other things to say, for example, if you have had previous contact with him.
  + Remember the letter has to draw the physician's attention and has to be something personal from you and your clinic.

**Key elements**

* + Below you will find a choice of phrases for you to cut and paste to suit your individual needs.
  + The proposed key elements are:
    - Pre-paragraphs in cases where you have patients in common
    - Starter paragraphs
    - Introduction paragraphs
    - ‘Ask for referrals’ paragraphs
    - Next steps paragraphs
    - Final sentence

**Pre paragraphs (if there are patients in common)**

* + As a hearing aid professional, I recently examined “*Mr X*”, a patient of yours for *his/her* hearing loss.
  + *Mr X has / has not* been fitted with a hearing device to help *his/her* hearing loss.
  + *Mr X* consented to me contacting you.

**Starter paragraphs**

* + Did you know that in 2013 the WHO made hearing loss a priority disease? Hearing loss causes severe social and economic burdens: an estimated 360 million people – over 5% of the world’s population – are affected by hearing loss and this number is increasing rapidly.
  + Approximately one third of people over 65 years of age are affected by a disabling hearing loss. Many cases could be avoided through prevention.
  + An “inability to hear and repeat words spoken in normal voice at one meter” is the WHO’s definition of mild hearing loss. Anything worse is considered a disabling hearing loss. People with mild hearing loss already experience difficulties in everyday life, such as following a business meeting or a conversation, especially in a crowded or noisy environment.

**Introduction paragraphs**

* + At the “*Your Hearing Center*” we have over “*XX*” years of experience providing hearing care to affected patients. We offer complete hearing care services, including:
    - Hearing assessments
    - Hearing device consultation and fitting
    - Cleaning and repair of hearing devices of all brands
    - Hearing protection consultation
    - Other

**Ask for referrals paragraphs**

* + If you have patients with any degree of hearing loss, or who may be at risk of hearing loss, it would be our pleasure to help you take care of them. They will receive the best possible treatment from us and we will always keep you informed of their progress.
  + Providing the best possible care to increase your patient’s quality of life is our common goal, and we will do everything we can to help you and your patients. To achieve this, we would like you to consider referring patients with known or suspected hearing loss to us here at “*Your Hearing Center”.*
  + Treating hearing loss can help people have a better quality of life and take a full part in daily life. Here at “*Your Hearing Center”* we are dedicated to helping everyone optimize their hearing, so you can be sure that a referral to us will result in the best possible care for your patients.

**Next steps paragraphs**

* + We would be proud to be your trusted partner for hearing care. As a first step we would love to introduce ourselves in person. I propose visiting your practice to give a short presentation at a time to suit you and your team. I can also provide lunch if lunchtime is the most convenient. I will call you next week to discuss further, or in the meantime, please feel free to contact me.
  + Here at “*Your Hearing Center”* we are keen to work with you to help your patients overcome the limitations of hearing loss. I would like to arrange a time to come and talk with you and your team to understand how we can best work together. I will call you next week to discuss further, or in the meantime, please feel free to contact me.
  + I would like to meet with you to discuss how best we can work together to help your patients who have hearing loss or may be at risk of hearing loss. I will get in touch with you in the next week to arrange a time to meet at your office. In the meantime, please feel free to contact me with any questions, or if you wish to refer a patient.

**Final sentence**

* + *I/we* look forward to us working together on the well-being of your patients.