



SAMPLE

Recruiting From An Existing Practice: 1st Letter

Dear friends,

When I first started my journey into medicine, I remember having a passion for patient care that drove me to be the best physician I could. My dream in life was to help care for children during the good times and the bad. That passion has driven me for decades to work countless hours and overcome numerous obstacles so that my patients were always able to receive the care that they deserved.

Unfortunately, we exist in a broken healthcare ecosystem. And despite our best efforts, I worry that you have seen your care slowly being eroded by the bureaucracy of government and insurance paperwork. The regulatory burden has become so massive, that nearly 70% of physicians, including myself, suffer from burnout. I personally believe my patients deserve better...

I did not go to medical school to manage paperwork I was called to be a physician to care for children, and their families.

That is why, I would like to invite you on an exciting new journey in my family's life and hopefully your life as we reshape the face of medicine. Direct primary care is the fastest growing model in medicine today because it helps wipe away the bureaucratic headaches and expense so that physicians can focus on helping their patients maximize their healthcare. It is a fascinating model where we will be able to offer unlimited visits in the office by phone by text message or by email... We don't have to have any co-pays for anything, EVER ☐ furthermore we are working on ways that we can offer medications and labs and other tests wholesale to save up to 95%.

I hope that you are as rejuvenated by this opportunity as I... The opportunity to make medicine great and easy and affordable... Again. But I can't do it alone, I need the support of my friends and family and patients to help grow this from the ground up. My dream medical practice has always been a community of physicians and nurses and parents and children all working in harmony for good health. Please help share and spread the word that there is a better way for doctors to care for your children.

Thank you and I look to being the physician you've always deserved...