

NEWSLETTER CONTENT

The primary purpose for a patient newsletter is to remind the patients that you are there for them and can continue to help them improve their health. You are *maintaining the conversation* with the patient that began when they first started care with you and keeping them included in your practice family.

Too many newsletters are mass produced and have generic types of “content.” The one thing that is becoming more valuable in today’s world is authenticity. This is important because it creates trust – also scarce. So, keep your newsletter *personal*, even “folksy” and your patients will feel that the real you is talking to the real them and will have a greater impact.

Components of a patient newsletter should include the following:

1. Letter from the doctor

A short letter to the patients from the doctor. This should include a paragraph or two of “newsy” information. Subjects could be health related (such as work comp studies, etc.), new research, celebrities utilizing similar services, recent chiropractic success cases, clinic expansion or renovation, new computer system, and personal adventures. This is the most important part of the newsletter. If nothing else, just have the doctor say a few words, as if they were talking to the patient while adjusting and treating them. “Keep the conversation going!”

2. Special promotions

Information on any upcoming promotions, spinal care classes, community education lectures, or anything else of a special nature.

3. Health tips

Information for a Health Tips column, such as “Can Chiropractic Help Children?” The topic should be consistent with the time of year (September - back to school month) or Community Education Program theme (Children’s Health).

4. Staff news

Include any news about staff, such as a new baby, new staff, new staff promotion, continuing education or seminar attendance. Pictures please.

5. Doctor/Clinical News

Include news about doctors, such as new seminars attended, advanced training, specialties, new associates, new diagnostic or treatment equipment, etc.

6. Patient testimonials, successes, and news

Any news that is appropriate about patients, such as patient of the month, patient success stories (include photograph of patient) "I Can Now Play with My Grandkids Again!" Ensure you have a signed release from any patients that you want to include information about.

7. Community Education Calendar

List the dates, times, places, and other pertinent information about community events that you will be sponsoring during the next month or quarter.

8. Just for Fun

Start a recipe column. Assign this to one of the staff as appropriate. For example, if your office manager's name is Jean, have a column called "Jean's Recipes". Each month, Jean can feature a different recipe, including, for example, the doctor's favorite special chili recipe.

9. Cartoons and Jokes!

