

Introduction

If you are a clinical therapist who knows how to provide appropriate, quantifiable results for your patients and clients, you are a perfect fit for working closely with healthcare providers. As a part of your client's therapy team, your goal is to help them attain therapeutic results. As you know, these results range from increasing their ability to function and carry out activities in their daily lives (ADLs) to reducing pain, to helping them with their stress management.

When you are trying to establish a relationship with health care providers, you will no doubt have a conversation about what you do and how your services can help these health care providers' patients. Remember, their reputation is on the line if they refer a patient to you, so they want to be absolutely confident you will provide not only great results, but also stellar service.

In all your correspondence and communications with health care providers, be sure to always be professional and focus on what is best for them and their patients. Use their "lingo" such as the word 'patient', even if you don't use that word.

We suggest you create an introduction letter that you send via email or regular postal mail to the health care provider. This document represents you and your business, so be sure to highlight the aspects of your business that make you unique and stand out from the other therapists in your town.

We've compiled these letters for you to use as templates. You can use these to model your own. Make these letters specific to you and your practice, by replacing our information with your own and writing them to reflect your brand, your clinic or practice and you personally!

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