

Physician Referral Letter

<date>

<address>

Dear Dr. <last name>,

For the past (several) years I have enjoyed referring patients to your practice (alternative: seeing patients kindly referred from your practice.) Patients today want to look and feel their best so I see an increasing number of patients asking about cosmetic improvement. I am pleased to announce that we have added several low and no-downtime cosmetic procedures to our practice. I would like to let you know a bit about our new procedures with the hope you might consider referring patients seeking these types of cosmetic improvement.

(HR Paragraph) Cosmetic Hair Removal has been popular for the past few years and can address issues from in-grown hair to hirsutism to “I’m-tired-of-shaving” situations. Hair Removal technology has evolved to include treatments that are faster and safer for pigmented and tanned skin. I’ve selected a system that I feel is the safest and probably the fastest of this new generation of HR lasers. It uses a computer-controlled scanner that increases the speed, comfort and effectiveness of the Hair Removal treatment.

(Vascular Paragraph) Many patients have small vascular abnormalities that bother them, from broken capillaries on the face and nose to telangiectasia to blue veins on the face or legs. Rosacea or flushing is often mentioned as an unwanted problem. Our new Sciton laser can treat all of these conditions safely and effectively.

(Thermascan Skin Rejuvenation) Thermascan Skin Rejuvenation is a no-downtime wrinkle treatment and literally lets patients enjoy the benefits of a laser facial on their lunch hour. With this new procedure there are no injections, no lingering redness, and no wound recovery; just smoother, younger-looking skin. After just two or three treatments, patients see the signs of aging beginning to fade away. Results appear gradually and look very natural.

(MLP Paragraph) Skin peeling by chemical or abrasion continues to be a popular and effective method of skin rejuvenation. Our new Sciton laser is a better peeling technology and gives us the ability to control the depth of peeling in 5 micron steps! We offer our patients a “MicroLaserPeel™” which heals in just 3 or 4 days. This is not the laser resurfacing of a few years ago, but a lighter, less-invasive procedure with rapid recovery. Patients can get peeled on a Thursday or Friday and be back to a full schedule on Monday, looking great! This is very popular with younger patients as a way to freshen their appearance and maintain a youthful feel and texture to their skin. Patients with more advanced sun damage can elect a series of MicroLaserPeels to get optimal results.

I want to thank you again for a cordial referring relationship. I’m excited by the prospects this expansion of my practice portends and I hope the cosmetic procedures I am adding will be of interest to you. Please keep me in mind if any of your patients express interest in these procedures.

(optional: I would be happy to demonstrate any of the new procedures for you at a convenient time. Please call me at (phone #) and we can discuss a convenient time to get together.)

(optional: I am hosting a small reception for my professional friends to demonstrate some of these new procedures. (Wives and office managers are welcome to accompany you!) Could you join us on (day, date, time) at my office? I’d be happy to answer any questions you may have about what I’m doing and why I decided to do it! I hope to see you then.

With Best Regards,
Sincerely,

<Your name>