Dear Valued Patient(s),

Thank you for trusting me to care for you and your loves ones! As you know, I care deeply about each and every one of my patients, and strive to provide the best possible care for each of you. However, over the past several years there have been many changes to the practice of medicine that have hindered my ability to focus on you and your health.

In order to ensure that I can continue to provide high-quality care to all of my patients, I will be converting [insert practice name] to a Direct Primary Care practice (or DPC for short). Under this model, we remove third-party intrusions into your healthcare by replacing costly and complex billing systems with a low monthly fee, similar to a gym membership. This shift in billing will enable me to shift our focus from billing and insurance reimbursements back to what really matters - you and your health.

For those who choose to join me in this new practice model, you will experience prolonged visits with your physician (me) without co-pays, co-insurance, or hidden fees and surprise bills. You will also enjoy direct access to your physician (me) via texting and email, rather than going thru a call service and reaching an on-call physician who does not know you and your unique situation.

Effective [insert transition date here] I will be cutting all ties to insurance companies (yes - even Medicare) and will begin practicing in this new model. Just because I will not be accepting insurance payments does not mean you cannot join if you maintain your insurance. In fact, if you choose, you will still be able to use your insurance to cover labs and medications.

I know this is a big change, and expect that you will have a lot of questions. We will be sending out additional communications with more information in the near future, but please do not hesitate to reach out to us either by phone [insert office phone number] or email [insert email address] with your questions.

I am excited about this transformation and am looking forward to providing you with the highest quality of care possible!

Sincerely,

[insert signature]