Dear Valued Patient(s),

I hope this letter finds you well! In follow-up to my previous letter, I want to take a moment to explain some of the changes that are going on here at [insert practice name]. As I mentioned before, I am transitioning from the traditional insurance reimbursement payment model to a Direct Primary Care model (or DPC for short). As of [insert transition date] I will cut all ties to insurance companies and switch to monthly membership fees instead.

The monthly fees will be as follows:

[insert membership fee schedule]

Under this new model of payment, you will experience no more copayments, co-insurance, or deductible payments. You will not be charged a per-visit fee. Visits will be extended and more relaxed (typically 30-60 minutes instead of the current 10-15 minutes). Virtual visits, as needed, will be included at no additional fee. Additionally, routine in-office procedures (ie EKG, breathing treatments, pap smear, skin biopsy, etc.) will also be included at no additional fee. Finally, you will be provided with direct email and cell phone access to me, your physician, for medical questions and acute needs.

If you would like to join me in this new model, please sign up at [insert registration website]. And again, if you have questions please do not hesitate to call us at [insert phone number] or email me at [insert email address].

Thank you for trusting me to care for you and your family!

Sincerely,

[insert signature]