



Smith Cosmetic Surgery
123 Main Street, Profitville, CA 99999
(555) 555-5555
www.SmithCosmeticSurgery.co.com

John Smith, MD

Date

Note: This template has been saved as a .docx so you can easily customize it to your practice. Pay particular attention to the red copy talking about fees that you may need to revise.

Dear Patient Name,

Thank you for choosing to contact Smith Plastic Surgery to help you look and feel your very best. This is one of the most important decisions you will make in your lifetime, and we are here to help.

When you have something that bothers you about your appearance, you feel less than confident and sure of yourself. You know it's holding you back from living "full out," but you're not sure what to do and whom to trust.

You are not alone. Our other 6,000 patients felt the same way. They, too, were apprehensive about picking the best surgeon for them. They wanted someone who was skilled so they were confident they would get a good result and NOT regret their decision.

Those same patients who chose Dr. Smith are now ecstatic about their results, and the one thing they say most often is,

**"Gosh, if I had known it was this easy and I would feel this great about myself,
I would have done this years ago." – Pamela K.**

Now it's your time and your turn to live confidently! Keep reading, and then let's begin your transformation. You, too, will be ecstatic.

Meet Dr. Smith

Dr. John Smith is a Board-Certified Plastic Surgeon who received extensive training at UCLA, Baylor College of Medicine, Rice University, USC for his plastic surgery residency, as well as a specialized fellowship in aesthetic surgery. He has authored many peer-reviewed articles, lectures around the world, and trains other surgeons on his innovative techniques.

Our patients love Dr. Smith's bedside manner and appreciate his caring nature, as well as the relationship he builds and maintains with them, and I'm confident you will too.

"The Smith Difference"

- ✓ Board-Certified Plastic Surgeon
- ✓ More Than 6,000 Surgical Procedures Performed
- ✓ State-Certified Surgical Center
- ✓ State-of-the-Art Exam and Operating Rooms
- ✓ Bi-Lingual Surgeon and Staff
- ✓ Our Home is Your Home

Before/After Photos of Our Other Happy Liposuction Patients



Before/After Photos of Our Other Happy Rhinoplasty Patients



What Patients Say About Their Results and Experience

Annette Howard

3 reviews

★★★★★ 5 months ago

Dr. Smith and staff were fantastic! I had breast-augmentation in 2016 with amazing results. The outcome looks and feels real. The experience was comfortable and luxurious with a nice warm spa robe given to me to enter surgery. I will be back for my face and highly recommend Dr. Smith if anyone is looking for a great surgeon.

Shiela Campbell

2 reviews

★★★★★ 4 months ago

Got augmentation done back in October, my results are amazing & scars are so small and barely noticeable. Size and shape are perfect for my body. Was going to do a lift and he told me I didn't need it was right after implant was in they are ... [More](#)

Megan Jobs

Local Guide • 27 reviews • 12 photos

★★★★★ 4 months ago

Dr. Smith is amazing! I had an abdominoplasty and breast augmentation in August 2021. The staff was always kind and comforting and very helpful with any questions or concerns I had. Dr. Smith gave great advice during the ... [More](#)

Kaytlyn Maichetti

Local Guide • 44 reviews • 7 photos

★★★★★ a month ago

Waited 7 months for a consult and 1.5 for surgery but there's a reason he's so booked out. He's the best in the valley and possibly California. I was so scared surgery day and all the staff took super care of me. I didn't have much pain ... [More](#)

Dr. Smith is greatly loved and appreciated by his patients and has maintained a 4.7 Star Review Status from Google Reviews.

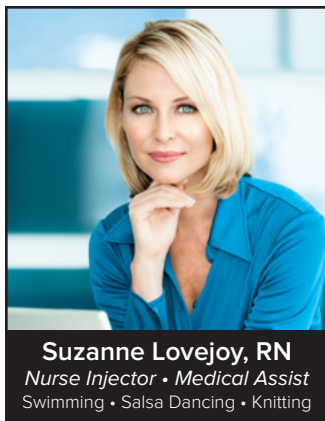
4.7/5



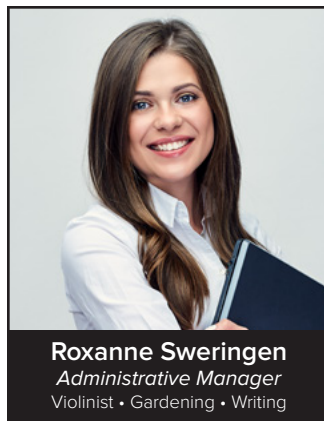
Meet the Team



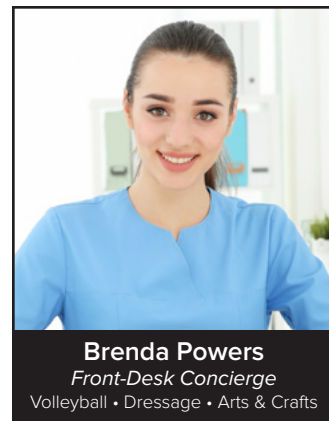
Catherine Maley, MBA
Patient Care Coordinator
Dog Lover • Travel • Hiking



Suzanne Lovejoy, RN
Nurse Injector • Medical Assist
Swimming • Salsa Dancing • Knitting



Roxanne Sweringen
Administrative Manager
Violinist • Gardening • Writing



Brenda Powers
Front-Desk Concierge
Volleyball • Dressage • Arts & Crafts

What to Expect During Your Consultation

You will be greeted by me or our friendly staff and escorted to an exam room. We'll learn more about you and your concerns and show you before/after photos of other happy patients who had the same procedure(s) you are interested in.

You'll then meet with Dr. Smith who will examine you and give you his clinical recommendation and a plan of action to get you your desired result. He will also answer all of your questions so you are completely comfortable with the plan of action.

You'll then meet with me, and I'll go over the fees and surgical dates available. and because Dr. Smith is very popular and booked out, **we do require a \$1K deposit to hold your surgical date**, should you decide to move forward,



I also encourage you to bring along your spouse, friend, or family member (via FaceTime, if necessary), if they are helping you make this decision and/or your aftercare. That way, we can answer both of questions all at once.

Our **fees for liposuction start at \$3,500** and we offer 0% Financing, Easy Pay Plans, Hybrid of cash, credit cards and financing, VA and multi-procedure discounts. You'll get all of those details once Dr. Smith has examined you.

Ways to Save

If you love saving money, you'll love this....Dr. Smith likes to reward decisiveness, so, **you save \$500 when you book your surgery at the consultation**, because that way, we are sure to accommodate your schedule since we book out quickly. We also **offer a 5% cash discount**.

I will be calling you soon to introduce myself and get to know you better and I look forward to meeting you and guiding you through your cosmetic surgery journey to look great and feel fantastic!

Sincerely,

Catherine



Catherine Maley, MBA

*Patient Care Coordinator
(and dog lover)*

Text/Call: (555) 555-1212

This is a sincere short video welcoming patients to your practice, explaining your patient-centric philosophy and you look forward to meeting them.



P.S. Please click on the links below to get to know us better. We can't wait to meet you and make your dreams come true!

