Letter #1: Announcing Back Pain SmartSite

[Name, MD]
[Practice Name]
[Street Address]
[City, State ZIP]

Dear Dr. [Name]:

[Hospital Name] now has a Back Pain SmartSite, an easy to navigate, online decision support tool to assist patients in learning more about back pain and treatment options. The Back Pain SmartSite is available on our website at [insert URL].

The site provides a customized self-assessment tool that includes branching logic based on user input to provide a personalized profile to help consumers make decisions about their treatment options. We stress throughout the site that this tool is not a substitute for professional medical care and advice. The site recommends that patients work with their physicians to make the most appropriate health care decisions.

Our goal is to help patients learn more about the underlying factors of back pain, set realistic expectations for pre- and post-surgical commitments, and provide resources to support successful management of their back-related health care goals.

As patients approach you with questions about whether back surgery is a suitable option for them, we believe this online resource will provide your patients with a valuable information resource to complement the care provided by your practice.

We invite you to take a personal tour of the [Hospital Name] Back Pain SmartSite at [insert URL], and welcome your feedback regarding the online tool and suggestions for additional resources that might help patients considering back surgery. I’ve enclosed some cards with the Back Pain SmartSite URL that you can make available to your patients.

Please give me a call if you have questions or if I can provide you with additional information.

Thank you.

Sincerely,

[Name]
[Title]
Letter #2: Introducing Back Pain and Spine Surgery Programs

[Name, MD]
[Practice Name]
[Street Address]
[City, State ZIP]

Dear Dr. [Name]:

[Hospital Name] offers a comprehensive range of back pain management and back surgery services for patients suffering chronic pain, loss of mobility and disability. Services include surgical assessments, diagnostic imaging, surgery (including minimally invasive surgical techniques), rehabilitation, home care and other support services.

Our board-certified doctors are skilled at both surgical and non-surgical techniques for evaluating and treating conditions of the musculoskeletal system, and are trained in new, less invasive techniques to alleviate chronic back pain.

Surgical procedures at [Hospital Name] include:
- Spinal fusion
- Disc replacement
- Discectomy/laminectomy
- Kyphoplasty
- Vertebroplasty

We understand the importance of continuity of patient care among primary care physicians, surgeons, hospital and rehabilitation staff, and we are committed to timely scheduling and communications with referring physicians.

Additionally, we support patients throughout pre- and post-surgery stages of treatment and recovery with education and resources to speed healing and achieve optimal outcomes. One of those resources is our Back Pain SmartSite. This unique, web-based service provides patients with information, personal assessments and access to clinical experts to assist with pain management, surgery preparation and post-surgical recovery. We invite you to take a personal tour of the Back Pain SmartSite at [insert URL], and welcome your feedback and suggestions.

I will contact you soon to discuss how the specialists and staff at [Hospital Name] can support you in providing chronic back pain management services, and state-of-the-art spine surgery services for your patients. In the meantime, please let me know if you have any questions or would like an introduction to our surgeons and clinical professionals.

Thank you.

Sincerely,

[Name]
[Title]