

2033 10th Avenue East

Seattle, WA 98102

866-696-7577

www.acupuncturemediaworks.com

## Planning tips for your PAD

- Go through your active and inactive files and send out mailings.
- Start promoting at least 8 weeks in advance.
- Place posters/flyers of your event in your reception area.
- Send patients home with at least 3 flyers each visit and ask them to hand them out to friends, family and relatives, and place them at their office.
- Mail a flyer with a letter 6 weeks in advance, even if they already know about your PAD.
- Mail another flyer, as a reminder, 2 weeks in advance.

What you will need:

- Refreshments. Try to stick with “healthy” snacks.
- Balloons, a fortune teller/tarot reader, a magician, clown, face painting. These can help keep it fun and even entertain the little ones that arrive.
- Give away door prizes, free treatments, massage or herbs.
- Offer a Health Pass for anyone who is interested in your services.
- Don’t forget to have an ample supply of education cards, brochures, business cards, and other practice promoting materials nicely displayed on a table nearby! Its always a good time to promote acupuncture and support your practice! Be sure to place personalized labels on your patient education materials.

## A sample PAD Letter to mail out

Dear XXXXXXXX,

I want to let you in on some exciting news.

On <Date>, we are having our Patient Appreciation Day, from <time> to <time>.

This is our way of saying “Thank You” for being one of our special clients and letting you know that we appreciate you!

This is the perfect time to introduce me to all of those wonderful people you have mentioned to me over the last few <months, years>.

Please accept this invitation to come and share in our celebration!

Feel free to bring whomever you wish! The more the merrier!

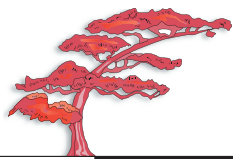
All we ask is that you RSVP so that we can plan for you and your guests!

I am looking forward to seeing you there!

All my best.

<Your name>





Acupuncture **MediaWorks**  
Growing Your Practice by Connecting You & Patients

## Sample Flyer

Here is a sample flyer that you can create for your PAD.

2033 10th Avenue East

Seattle, WA 98102

866-696-7577

[www.acupuncturemediaworks.com](http://www.acupuncturemediaworks.com)

# Patient Appreciation Day!



Friday, June 9th • 8:00 - 3:00

In honor and appreciation of all my wonderful  
patients, I am going to throw a  
Patient Appreciation Day!

Yahoo!

It will be a great time to meet, socialize, have fun, eat, and you may  
even receive some free goodies.

There will be door prizes and entertainment for your little kiddies.  
Please feel free to bring your friends and family members  
Please call today to reserve your space.

**XXX-XXX-XXXX**

