

Practice stimulation

Patient postal recall for prescription foot
orthoses

Paul Gabriel Scullion



17

Patient postal recall for prescription foot orthoses.

The first time I got the idea for this recall was in July 2008. In that month I had two patients that I had not seen in years who returned to my clinic of their own choice but wanted new foot orthoses prescribed. The first was a gentleman who had a pair from 17 yrs ago, and the second was another gentleman from 11 yrs ago. I got to thinking just how many other patients in my past records are like this, successfully wearing their devices but are now in need of new ones.

In this article I will give a practical example of a mailing promotion that not only have I used within the last twelve months but also found very successful in bring additional foot orthoses work back into my practice.

Having been in practice now for just over 34 years I have a good number of old records to draw on. Your first objective is to create a list of patients from your old records that you prescribed foot orthoses for and have not seen for quite some time.

You can create the list by;

1. Manually trawling through your old patient records.
2. Going to your biomechanics log book and using this (see newsletter 5).
3. Contacting Biomechanics Foot Laboratory Ltd and have them create a hit list of patient names associated with your past orders (this would help focus your record trawl).

Once you have your list then it is a matter of setting time aside and creating your own cover letter (see sample below) and looking at the mail merge feature in most standard computers and setting about producing custom letters to send out.

I aimed to do this mailing just after the Christmas holidays as An Post have some savings on postage when you use their Christmas promotion stamps. I also used a window envelop which allows the mailing address to show through, thus no need to print up labels.

Go on and try this out and give your practice some needed stimulation in 2017

Sample Letter

Ms. Bernadette Mc Ardle

XXXXXXXXXX

XXXXXXXXXX

XXXXXXXXXX

XXXXXXXXXX

date XX XX XX

Dear Bernadette,

RE; your prescription foot orthoses (insoles)

Looking through my records I note that it has been quite some time since last I saw you and your prescription foot orthoses.

Keeping the physical condition of your feet in good shape is an important factor for your overall enjoyment of life and continued good health.

The following list of services from my clinic is applicable to patients committed to the continued wearing of their prescription foot orthoses:

Review of the wear and tear of their devices (where these are moderate/minor then repairs can be arranged)

Review of lower limb stretching and strengthening routines (this helps with how your devices function)

Review of your custom made orthoses requirements (new or additional pairs of devices can be ordered)

Review of your general foot and lower limb health (my clinic offers comprehensive podiatric treatments)

I have also enclosed my practice biomechanics booklet **“Why am I interested in the way you run?”** for your added attention.

Please phone my office and arrange an appointment some time soon. I really look forward to catching up with you again and helping keep you foot and leg health in good order.

Yours sincerely,

Mr. Paul Gabriel Scullion FCPodS
Podiatric Surgeon