

I'm Closing My Practice to Everyone
Except a Selected Group of My Patients
and You Are One of Them.

To my very special patients and friends,

I realize that there are only a fraction (although a large fraction, it is still only a segment) of my patients that I really enjoy treating and spending time with. They're wonderful people, nice people, good-hearted people who appreciate my brand of caring and you're one of them.

I know you as one of the finer people and would like to extend to you a special invitation to join my new practice.

I've selected very carefully from my patients. I've always been known for attracting the nicest people. Everyone always remarks about how friendly my office atmosphere is. That's because neighbors meet neighbors here and the people who come in and out of the office greet each other like friends.

My practice has always been different from the standard practice and that's probably one of the qualities that attracts my patients to me. It's likely the reason you're my patient.

You know that I'd do anything I can for you and you know that I really care for you.

I admit to not being perfect. While I may veer from perfection, I will never misguide. While I may err on the side of safety and reason, I will never let you remain displeased, uncomfortable or unhappy about your smile.

You've already benefited from my brand of treatment so you know the gentleness and the soft music, the warm colors and photographs, the lack of hurry-up and the emphasis on individualization and how I appreciate the specialness of each person like you.

That's why I've decided to change my practice into one that accepts only nice people and I want you to be one of my patients. I want to continue to be your dentist. I'd rather have someone like you than anyone else.

It would be my pleasure to have you as one of my pasts and part of my new practice.

There's a little bargain I'd like to run by you and one part of the bargain is that I owe a lot of things to you because you are my patient.

I expect to provide you with the kind of care that will prompt you to tell your friends about me.

I owe you that I will be on time for your appointments and that I will perform to your satisfaction while maintaining the standards you've come to know and the level of professionalism and skill you've experienced from me.

The treatment I render should be delivered in a relaxing and comfortable manner. It should be treatment that endures and is attractive. It should look as though you don't need any dentistry and that you didn't have any done.

I owe that you'll always feel that you've been treated with only the highest of respect and intelligence; that your dentistry is performed skillfully and carefully and that you feel good about the care you get and the results you enjoy.

You should expect me to schedule your appointments and live by them.

You should expect me to worry about you at a higher level than you worry about yourself.

You should expect me to perform services at such a level of professionalism and artistry and craftsmanship that results are superlative and enduring.

You should expect me to - in no way, shape or form - render any pain to you and be gentle and respectful.

You should expect me to worry about you as if you were a member of my of my family.

You should expect that years down the road, when all of your friends and neighbors are having destructive experiences with gum disease and dental problems that you should be free of such calamities.

I want you because you care about yourself. You care about your oral health and your health in general. You appreciate the value of not needing a lot of dental treatment. You've heard me say that the best dentistry is no dentistry and when something must be done, it's always best to treat it the best way the first time. We think along the same lines and you know that my practice has been built on giving the absolute best advice and guidance.

You understand the great value that good dentistry offers. You are preventatively oriented. You value the problem-free comfort and security a healthy mouth gives you. You appreciate that you should be unaware of your mouth and you understand the value of being able to properly chew your food. You understand that a mouth without teeth develops that sunken look - a sign of old age - and you know I'll prevent that from ever happening to you.

The people you work and associate with are people like yourself and that is just the kind of person I want in my practice. It makes such a wonderful atmosphere for all involved when those involved are nice people. The best source of such people is from people like you.

In fact, one of the changes that go along with my special invitation to you is a leap of faith. In return for providing you with the things I mentioned above and so much more that you know I offer and provide, one of the things that will keep this kind of practice in motion and is expected of you is that you revere and treasure the importance of your teeth and your oral health and your oral hygiene and you respect the fact that we're in this together to keep your teeth solid and enduring and comfortable and in your mouth and healthy for your whole life.

I expect you to schedule with me and honor appointments on a regular basis to take good, preventative maintenance. When you make an appointment, you should show up and on time. You should make and keep regular appointments to assure that your teeth and gums remain healthy and never need dentistry on a large scale. Being late will cause a problem for not only the timing of your appointment but may effect the next patient's timing. If you must change an appointment, please give me at least 48 hours notice so someone who needs me can be seen promptly.

I want to be your friend and I want you to be my friend. I want you to care about me at the level I care about you and I don't want our relationship to be just professional. I want us to care about each other at a deep and fraternal level. I want to know about your family. I want to know about your life. I want to know about your hopes and dreams. I don't want to just think in the limitations of your mouth.

I don't ever want you to pay me for anything if you do not feel that it was provided at the levels of competence and comfort that you expected. If I do provide that level of treatment, however, I expect you to tender payment that day. I do not want to send you bills or worry about you when I would rather concentrate on your dentistry.

If you are satisfied and I perform the way you expect in the first session we have together in my new practice, a requirement of being my patient is that I expect between then and a month from then is that you refer to me - at the very least - two patients of similar, comparable caliber and quality and value systems as you. Because you habitate with the kind of people I want as patients, you are the best source.

When I say refer to me, I don't want you to just give me their names. You must talk to them and extol my virtues. You must basically compell them to call my office and make an appointment to interview me. When you send your friends and relatives to me, I can concentrate on the dentistry and not devote efforts to finding new patients. By keeping those costs down, I can keep your costs down. If you fail to do that, I'll have to charge more because it means I have to expend more effort and money in marketing my practice.

Dentistry to some people is a scary thing and until they know that they can be treated kindly and generally, they just may not realize what you know to be true. You can do a great deal to calm someone before they ever meet a dentist who cares. If you tell them the truth about me and I deliver what you promise, that person will no longer be fearful of seeking regular care and will be much better off for it. Also, it will solidify their trust in your advice and guidance.

If you come to me, I will keep your teeth in your mouth healthy for the rest of your life. You will not have to wear dentures. You will not be anything but maximum attractive. If there's a problem, I will keep you cosmetically beautiful or handsome or distinguished and proud and confident because you'll always be proud to open your mouth because you know you look great. You'll always feel great.

If there is a problem, I will take care of it in a way that will never come back to haunt you. It'll be done right and it will always be done the same way I would do it for my own family.

When relaxation and comfort and design all come together, you'll find the results and benefits to you are magnified; that you're highly advantaged; that you're more secure and healthier.

I hope you'll accept this invitation to be part of my new practice and become part of a group of people who are not average and are not treated like average.

This is dentistry at its full power and impact. It's private practice that depends on the integrity of the individuals and the results are dramatic because the foundation is real and structured from goodness and honor, from dignity and virtue and the substance of things that are cherished and wholesome.

This is a practice that is driven by what's best for you and the emphasis is on you and your wants and needs. It is not driven nor directed by the terms of dental insurance contracts nor the complacency of routine. Everything is coordinated for your special, specific circumstances and revolves around the best approach for your short and long term successes.

I look forward to seeing you and deepening our relationship from more than just the single dimension of your teeth and gums. I want to know you from a person point of view and establish a relationship that means more to me than just the doctor-patient relationship that we have, as strong as it is.

I openly and warmly welcome you to my new practice and thank you for being my patient.

Sincerely,

Paddi Lund