

Henry Ford Health System Sample Recruitment Letter

Date
Patient Name
Patient Address
City State Zip

Dear <Patient First Name>,

I am excited to introduce you to a new nurse on my team, <NCM name>. <NCM> will be working closely with me as we move forward in managing your health care needs. This approach is part of a new innovative health care model called the Enhanced Care Program (ECP).

The goal of this program is to provide you with the best possible health care. An important part of this program is <NCM name>, who will be your very own **personal** care manager. As a part of this new team approach, you will have enhanced communication with me and direct access to <NCM name> to address your medical concerns. As your personal care manager, <NCM name> will:

- Schedule time for us to meet in the near future (at no cost to you) to discuss any health concerns
- Help you achieve your personal health goals by working with you and me to develop an individualized care plan
- Provide an easy and efficient way for you to communicate with me between visits
- Be available to you by phone, email or face-to-face whenever you have health questions or concerns

Enclosed, please find information about <NCM name>, including her picture and her biography. <NCM> will be contacting you soon to schedule a time for us to meet. If you would like more information or want to schedule your visit sooner, please feel free to call <NCM name> directly at xxx-xxx-xxxx.

I look forward to meeting with you soon.

Sincerely,
<PCP name>