

23 Patient Email Templates Every Cosmetic Medical Practice Needs

Get instantly better at email with these templates,
stolen straight from the expert's outboxes.

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How to use these emails

These email templates are the result of over 15 years of experience (sending hundreds of thousands of emails) across all types of businesses and medical practices. They're designed as a "starting point" and allow you to customize them to your individual needs and use cases, while keeping an authentic 'voice'. These aren't just templates, they're training for you to improve your overall communication.

To use this guide, you should read through all of the emails. You'll immediately notice that they're not as 'formal' or business-like as what you may have expected. They're personal and informal. There's a simple – a very simple – reason for that. They work a lot better. They get opened more, they are read more, they are responded to more, and people take actions based on them more often. That's the point after all. People buy from people that they know, like and trust. *Your job is to be a good friend*, not a business.

Adapt these emails to your style. Decide on your 'signature' signoff. Go with something friendly and engaging like "Cheers" or something more formal like "Warm regards", but make it friendly. The more personal the better. The same thing with subject lines and body copy. Feel free to modify it to fit your needs, but write it like you're writing to someone you already know.

Don't obsess with grammar or punctuation. It makes you more human if there's an occasional dangling participle. DO obsess with spelling. Misspellings make you look sloppy and undisciplined.

To really take advantage of email patient marketing, software is your friend. We've negotiated a special offer for you from ConvertKit, the email system we use ourselves.

ConvertKit special offer for Members. <https://medicalspamd.com/convertkit>

Happy emailing,

The Medical Spa MD Team

Welcome Emails

Email 1: Welcome

Subject line: Welcome!

Hi [FirstName],

I'm happy to have you aboard! I'm also looking forward to helping (in some small way) to help you meet your goals. I've spent [20 years] of my life building my medical skills and I want you to know that my team and I are dedicated to making your experience with us as warm, safe and effective as we possibly can.

We're excited to be working with you.

Warmly,

[Your Name]

P.S. Have a question? Just reply. I read all emails. :)

P.P.S. Any time you want to unsubscribe, just use the link at the bottom of the email and we'll part friends (but I'll still be a little sad).

Email 2: First Consultation Booked

Subject line #1: Booked!

Subject line #2: Appointment on [date] @ [time]

Hello [PatientFirstName],

Thanks for booking your consultation with me.

Here's the consultation info: [Time/Date/Location]

Here's the most important question I'll ask you: If I could wave a magic wand and get you the results you most desire, what would that look like?

The more you can tell me about *that*, the better the results of our work together will be.

[Your Signature Signoff],

[Dr. LastName]

P.S. I'd love it if you also arrived with [Any Further Instructions].

Email 3: Consultation Follow-Up Email

Subject line #1: [Dr. LastName] – Our next steps

Subject line #2: Here's what's next

Hello [PatientName].

It was great meeting you today.

It takes courage to reach out and try something new. I hear what you were saying about [reference to prior conversation].

I promised to follow up on a few of the things we talked about. Here it is:

- [a helpful link or two]

Here's what I'd see working for you as we move forward: [package/service name, info + link]. Click over to the link if you'd like more info about pricing and what's included. How does that plan of action sound to you?

Hit "reply" if you've got any unanswered questions. Otherwise, I'll see you at your next appointment.

[Your signature signoff],

[Your name]

Email 4: Personal Welcome

Subject line #1: [Dr. LastName] from [ClinicName] – Amazing to have you on board!

Hi [FirstName],

I want you to know how appreciative I am that you've trusted us with your care, and I want to make sure everything is in place for you to feel welcome and at home. We're going to work hard to continue to earn that trust. On the slightest whim, please drop us a line at your@emailaddress.com

[Dr. LastName] and the [ClinicName] Team

P.S. In case you also want to connect with us on Facebook, [Link: here we are].

Automated + Campaign Emails

Email 5: Opt-in Confirmation Email

Subject line #1: One click away. [Dr. LastName]

Subject line #2: Almost there... [Dr. LastName]

Before we go any further, let's make sure we're on the same page.

(Because inboxes fill up quickly, and I want you to feel like a million bucks when the name [YOUR CLINIC NAME] pops up in your inbox.)

Yes, subscribe me to this list

Confirming your subscription means I have permission to contact you. It also means you'll get the occasional promotion or special offer that we only send to our very best friends. :)

Subscribing to a new list is a fundamental act of trust, [FirstName]—one I take very seriously. You can expect periodic updates from us on all things [SERVICE OFFERINGS]

Warmly,
[Dr. LastName]

P.S. If you received this email by mistake, go ahead and delete it. No harm, no foul. You won't be subscribed if you don't click the confirmation link.

Email 6: Confirmation Thank You Email

Subject line #1: A simple thank you gift... [Dr. LastName]

Subject line #2: Subscription confirmed. [Dr. LastName]

Your subscription has been confirmed [FirstName]! Welcome.

Here's a small thank you: [Link to Coupon/Download/Freebie]

Here's to new friends.

[Signoff]
[YourName]

PS: Almost forgot. I want you to do one simple thing... add this email address to your 'no spam' list. If you don't you may well miss out on something

Email 7: Newsletter Welcome

Subject line #1: Let's get started

Welcome.

There are a few things I've found that my patients are looking for more of —I wonder if you can relate. Any of these make you go, "Yes! More of that, please!"?

- [insert outcome of working with you]
- [insert outcome of working with you]

Thanks for giving me the chance to share some of what I've learned from working with [#] of clients over the last [#] years. I'm honored to share the best of what I know about [top result here, starting with a verb].

You can expect actionable insights delivered to your inbox on a [frequency] basis. *(I understand that your inbox is busy, so I'll only send you the best of what I have to offer.)*

I look forward to working with you to meet your goals.

[Your signature signoff],
[Dr. LastName]

P.S. Our team loves hanging out on [fave social media network + link], so c'mon over and join us if we're not connected yet.

Email 8: Newsletter Sign Up Success

Subject line #1: Huge fist bump [FirstName].

You're in, [FirstName].

First order of business. You can grab your [SpecialOffer?] right here: [Link]

Now to the important stuff. Gratitude.

If you're just joining my mailing list, thank you. I know how busy you are, so I take this kind of thing very seriously. You can unsubscribe anytime (decluttering is power), but if you allow me an occasional space in your inbox, it's possible we might just become friends.

Here's the crib notes on me:

- [serious point] Board certified in [specialty]
- [endearing point 1] A nut for all things Jane Austen (yes, even the fan fiction)
- [endearing point 2] A wanna-be pianist with a girl-crush on Chopin.

I'll be touching base bi-weekly with straight-talking info you can put into action right away.

Have an awesome day, [FirstName].
[Your Name]



Sales Emails

Email 9: Keeping In Touch Sales Email

Subject line #1: An article for you.

Hello [PatientName].

I came across this article [article that is not yours but touches on services you offer] and it really made an impression on me – I've found myself thinking about patients I've discussed this with a fair amount since then.

Here's a [PublicationName] article that thoughtfully describes some of the issues that I'm commonly asked in patient consultations.

[Link]

I hope you find it interesting!

[Your Name]

Email 10: Pricing Objections

Subject line #1: Addressing your comment on pricing

Dear [PatientName].

I just got your [email/note /call], and before you get swamped with other things, I wanted to ask you a couple of quick questions about your thoughts on our pricing:

1. Is our total package price too high, or mainly the way I proposed the payments would be structured?
2. Are there aspects of the overall proposal that didn't resonate as much with you?

Sometimes I get too carried away with all we could do together. By staging the treatments, we could lower our price while still leaving the option to expand later. I'm happy to go into our pricing and find something that works for you.

Are you free for a call tomorrow at [time]?

[Your Name]

Email 11: 30 Day Follow-Up (engagement)

Subject line #1: You might like this.

Subject line #1: You might like this.

Hello again, [FirstName]!

Came across this and thought of you.

We talked a lot about [something from your services list] the last time we met, and I found this [article/resource] that sheds a bit more light on it.

[Title + link to some valuable content here]

I hope we'll get to work together again soon, [client name] on what we discussed, or something else.

[Your Signature Signoff]

[Your Name]

Email 12: Cold Patient Re-Engagement Email

Subject line #1: Hey [FirstName], Where are you?

Subject line #1: What happened?

Dear [FirstName],

Just now, I was sitting at my desk going through some stuff, and I had a sudden thought. So I called out to my long-suffering front desk manager...

"Hey Barb! What the heck happened to [FirstName] [LastName]?"

As far as we know, [FirstName], you're still alive and kicking. But we haven't heard from you... and, well, we kind of miss you around here.

[Your Signature Signoff]

[Your Name]

P.S. Let us know you're alive and **we'll send you something nice.**

Customer Support Emails

Email 13: Scheduling

Subject line #1: [Dr. LastName] – Your appointment

I'm thrilled that you're interested in working with us [PatientFirstName]. (You can't see us, but we're doing the happy dance right now.)

Here's a [link/phone number] to book your appointment.

[Link or phone number here]

Have any questions? Just hit 'reply' and ask away. We're here to help.

[Your Signature Signoff]

[Your Name]

Email 14: Rescheduling Appointment

Subject line #1: [Dr. LastName] – Rescheduling Your appointment

We got your message [PatientFirstName]. You certainly can re-schedule.

Just type my name into your email search bar and grab the email confirmation for your appointment.

You can click the "change/cancel" button at the bottom, and choose a time that suits you better.

Thanks for being my client.

[Your Signature Signoff]

[Your Name]

Email 15: Missed Appointment (first time)

Subject line #1: Today's Appointment

Subject line #2: Missed you, [client name]!

Oops! We must've gotten our wires crossed, [FirstName]. I had you booked for a [type of] appointment at [location, date, and time].

I understand that these things happen, so this one's on me.

You can reschedule using this link, keeping in mind that under normal circumstances I charge for missed appointments, and will do so in the future.

(You can always reschedule up to 24 hours prior to your appointment. No charge.)

I'm honored that you're thinking of working with me. If the thought of it sent a little spark to your heart, I'd encourage you to try again.

'Till next time then.

[Your Signature Signoff]

[Your Name]

Email 16: Our Mistake

Subject line #1: We Messed Up

Hello [FirstName]

You have every right to be upset. I sincerely apologize for the issues we had [Problem] yesterday. We clearly didn't have the necessary [staff on hand] to handle [Specific Error].

Anytime something like this happens, we learn a lot about how [ClinicName] can get better. Yesterday was no exception and we are already hard at work on changes to prevent this from happening again.

Finally, we have credited your account \$25, which will be subtracted from your next bill. Hopefully this lightens the blow a little and shows how serious we are ensuring that all of our patients have a great experience.

My personal phone number is XXX-XXX-XXXX. If you have any further questions or feedback, it would be my pleasure to listen. Thanks very much for your time.

[Your Name]

Email 17: Our Mistake

Subject line #1: Your recent purchase

Hi [FirstName]

It does look like this purchase was refunded to you on October 15, but I just wanted to follow up and make sure you're seeing the credit on your end of things as well.

I've also added a \$20 credit to your [Clinic] account as an apology for this having taken so long. This should definitely not have taken as long as it did, especially not for someone who's been as great a client to us as you have.

Please let me know if there's anything else we can do for you!

[Your Name]

Email 18: Resolving a problem

Subject line #1: Let's fix this

[FirstName],

I owe you an apology. [Explain exactly how and why you screwed up - just the facts.] That's not an excuse, just an explanation.

Let's fix this now:

1. [Resolution action #1. Add additional actions as necessary.]
2. I'm processing a full refund – your [product] is on me. An email receipt will be sent from my credit card processing system. You should see a credit to your card on file in 2-3 business days, once the banks settle accounts.

My sincere apologies. I hope you enjoy the [product]. If you have any other questions or concerns, let me know.

[Your Name]

Email 19: Turning an Angry Patient into a Raving Fan

Subject line #1: This is not acceptable – you are SO right!

Hi [FirstName],

Thank you so much for letting me know that you were unable to [Problem]. I understand how absolutely frustrating that must have been when you've [what patient did] only to find out that you can't even get your treatment! I'm truly mortified this happened to you and I'm hoping you'll accept my apology. We have high standards for how we want to always treat our clients and I want to assure you we're going to make things right.

We pride ourselves on over-delivering on all we've promised, so for this to happen is absolutely unacceptable. Let me explain what occurred and then I'll let you know how we want to make it up to you.

[Detailed explanation of what happened AND what you've done to make sure it doesn't happen to anyone again.]

I'm really sorry that we had to learn this the hard way...and at your expense!

Here's what I'd like to do to make it up to you: I'd like to offer you [Remedy].

Again, [FirstName], I'm really sorry that this happened. If there's anything I've missed or something else I can do to make this up to you, please do let me know. Finally, I also want to offer to speak with you on the phone, if you prefer that over email. Just say the word and I'll give you a call!

[Your Name]

[Full contact info including phone number]

Miscellaneous Emails

Email 20: Invoice Reminder

Subject line #1: [Dr. LastName] – a friendly reminder

Subject line #1: Follow-up on Invoice [#]

Hi [client name],

Just reminding you that the invoice for [recap of work] was due on [date]. Was there anything unclear or anything we need to discuss about it?

Hit “reply” and let me know if you’d like to go over this invoice together.

Things get busy and emails can slip through the cracks, I get that. Are you able to take a moment to pay the invoice this week?

Thanks again for choosing to work with me to [remind them of the results].

[Your Signature Signoff],

[Your Name]

Email 21: The Most Effective Debt Collection Email

Subject line #1: Oh oh.

Subject line #1: Follow-up on Invoice [#]

Hi [client name],

A quick note to say that I am really disappointed that you have still not paid me the [\$XXX.XX] that I'm owed for the work I did for you. In the grand scheme of things, it's not a lot of money, but actually I think that this is more a matter of respect.

I have always been there at the drop of a hat to sort out any problems you might have. I love working with you and have always taken our relationship as more than just client/provider. But if I can't rely on you paying promptly or it takes several attempts and reminders to get my money, that's not good business.

I'm not saying that I don't want to work with you, I do. But if I don't receive what I am owed within the next couple of days, I will have to think twice about helping you in the future.

Kind regards,

[Your Name]

Email 22: Thank You + Request for Review

Subject line #1: Got feedback [FirstName]?

Subject line #1: A fun (and short) survey

Hey there, [FirstName].

Thanks again for allowing me the opportunity to work with you. It was a privilege to have a seat on your bus, if only for a little while.

If you have a second, would you share some feedback about your experience working with me? It would get you some good karma points. (Most clients say it takes about [x] minutes to complete).

[Link]

It'll help me create the best possible experience to future clients (and hopefully...you).

[Your Signature Signoff],

[Your Name]

Email 23: Thank You + Request for Review #2

Subject line #1: Would you give us 3 minutes and share your thoughts?

Hey, [FirstName].

Thanks so much for taking the time to try our new [treatment]. I really appreciate it.

I was wondering if you might have 3 minutes right now to leave us a review. It's critical that we get the product right for people like you, so any questions, criticisms or feedback would be amazing!

There may be a \$10 Amazon Gift Card in it for you as a thanks for your help. ;)

Have a great day!

[Your Name]

A Bonus - Email 24: Just Raised My Prices Email

Subject line #1: A love note about pricing.

Subject line #2: Announcing some new packages.

I have to thank-you [FirstName].

You took a chance on me when my business was young, and that's something I'll always be grateful for.

Over the years I've been lucky to work with some awesome patients and watch them [insert specific results] as a result of our work together. It's been a quite a ride.

I'm in your inbox today to tell you about a few upcoming changes.

Effective [date], the price for [package/service] will be [new price]. Due to [insert reason], that rate might be a wee bit higher than the last time we worked together.

Here's a link where you can check out rates for my full suite of services (some of which will be the same price you're accustomed to.)

As a thanks to loyal customers like you, I'll be offering [existing patient offer] at the old rate, as long as you book by the end of the week.

[Your Signature Signoff],

[Your Name]

Bonus Email 25: My favorite reminder email!

Subject line: Haven't heard from you in a while.

Bump.

Terrible Emails

Terrible Sales Email

Subject line: Jane Doe from Your Clinic

Hi Sue,

I wanted to follow-up on my voice mail to you regarding your future plans. As (clinic name was here) representative I look forward to further conversations around this topic.

I'd like to invite you to watch the following short videos which briefly talk about the benefits that our special offers and the solutions we could offer you.

Please feel free to contact me with any questions regarding our treatments and services. I encourage you to look at the other offerings that we have featured on our website and see how we can help you meet all of your cosmetic treatment goals.

I look forward to working with you in the future and am available to assist with any other questions that you may have.

Regards, Taylor

Problems with this email:

1. It's all about "me". Focus is not on the client.
2. Sentences are too long
3. It's boring.
4. No clear call to action.