

## MARKETING LETTER TO PHYSICIAN

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## Introduction

A marketing letter to a physician may be written by a pharmaceutical company or a company manufacturing medical equipment. Physicians are busy people and are hard pressed for time. A crisp and well written letter written can succeed in getting the physician's interest in your product. Follow this sample to write an effective marketing letter to a physician.

## Marketing letter to Physician Tips

Tips for writing an impressive marketing letter to a physician:

- Be very precise and to the point
- Identify your company clearly
- Avoid describing the benefits in too much detail (for medicines)
- Praise the doctor for their efforts in health care

## Sample Marketing letter to Physician

From,

Shankar Maharajan

Whitclime Reacham Pharma

45, Kanoji Industrial Estate

Vapi,Gujrat

Date ----- (Date of letter)

To,

Dr. Devesh Desai,

GetSetGo Hospital

45-49 Mulji Patel Marg

Ahmedabad.

Dear Dr.Desai,

We commend you on the great work you are doing in the field of sports medicine. You have ensured that the budding athletes and sportspersons in our city have remained healthy and recover completely and quickly from injuries and illnesses.

You know the importance of extra nutrition for people like athletes who exercise a great deal.

We at SportHealth have just launched a new nutritional supplement called 'Provital'. It is whey protein fortified with essential minerals like calcium,iron, phosphorous and magnesium, and vitamins A, B1,B2, B12, C, D, E and K. It is perfectly legal for sportspersons even at the international levels and is safe when consumed in the proper doses. Provital is the result of years of research and we hope to have your valuable support in popularizing this product. Enclosed with this letter is a detailed list of ingredients, recommended dosage, and quantities available (we have different sized packs) .

We are also attaching a sachet with a sample of this supplement.

I would be honoured to come over to your clinic later this week with more samples and literature.

Hope to have your continued support.

Thanking you

Yours truly

Shankar Maharajan

## Marketing letter to Physician Template

From,

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Date ----- (Date of letter)

To,

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Dear Sir/Madam,

We at ----- (company name) would like to congratulate youa for your outstanding work in the medical field in the city.

We are pleased to inform you about our new product, ----- (range/single product name).

It contains ----- (mention contents). It can be prescribed for ----- (mention for what it can be given). This has been created after years of research at our labs.

Enclosed with this letter is a detailed literature about the product and also a sample. We hope we will have your valuable support in promoting this product.

I would be honoured to visit you at your clinic to show you more samples and literature.

Thanking you

Yours truly

Signature and name.

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