



Creating and Effective Follow-Up Email Checklist

This is an extra resource to go along with the original article:
[How to be attentive \(not annoying\) with patient communication & follow-up](#)

When you send a follow-up email to patients after an appointment, you'll want it to be clear, effective, and thorough. Here's a checklist that you can run through to make sure you've covered all your bases:

1. Is the purpose of the email clearly stated in the first or second sentence?
Yes _____ No _____
2. Is the subject line warm and friendly – or stiff?
Yes _____ No _____
3. Does the email give a strong call-to-action (call us, fill out these forms, etc.)?
Yes _____ No _____
4. Is the email written in language that's easy to understand?
Yes _____ No _____
5. Are all links functional?
Yes _____ No _____
6. Is the contact information accurate?
Yes _____ No _____