

September 16, 2003

Dr. Chris Clarke
50 Marketplace Avenue,
Unit #9
Ottawa, Ontario
K2J 5G3

Dear Dr. Clarke,

Yesterday I brought my daughter Samantha in to your office for an initial orthodontic consultation. I would like to thank you and your staff for what I can only call the "royal treatment" we received while in your office. The office itself was obviously well planned and designed, with bright, open spaces, a comfortable and colorful environment, equipped with the latest in high tech dentistry, sterilization, and computer imaging tools and on-site laboratory services.

When we entered the office a cheerful receptionist greeted us and immediately made us feel as though we were visiting old friends, rather than the first time clients that we actually were. She also took the time to say hello to my daughter in the waiting area as I was doing the initial paperwork. When I had completed this task we were offered a tour of your facility. As we were being shown all around the office, the friendly, professional, and personable assistant introduced us to other members of your staff and at the same time explained the layout and general operation of the office and some of the equipment.

When it came time for the actual consultation we were attended to immediately. Your soft spoken, courteous, and friendly yet professional demeanor made my daughter and myself, both very comfortable and very confident, that we had made the right choice of orthodontist. During the actual consultation you were very gentle both in your actions and in your words, which I know for a fact made Samantha feel at ease. After your examination of Samantha you in essence repeated the exam for my benefit, showing and explaining to me what you had found, something I'm sure not many dental, or other health care professionals for that matter, would have felt necessary.

When the exam was completed you explained your decision to take no action for the time being, asking, almost apologetically, that we come back in a year to re-evaluate the need for orthodontic work, which you also explained might just result in another evaluation a year after that. We were then guided back out to the reception area where, before leaving, we were asked if we had any questions or concerns that were not yet answered during our visit.

In today's increasingly hectic and earnings centered world I believe the big differentiator is service. The level of service you and your staff provided to us, and I'm sure your other clients, is sure to make your practice one of the busiest and most talked about in Ottawa, if not all of Ontario. I know that I will highly recommend your office to my friends and colleagues (I have done so twice today). Obviously your first priority is your patients, which is not the feeling we got from the previous orthodontist we visited with Samantha.

Thankfully, we see that our decision to seek an alternative was a wise one. Please pass our thanks and appreciation to your staff, for making our visit a very pleasant one indeed. I am going to also copy our family dentist, Dr. Garside, who before today I considered to be in a league all his own, at the top of his profession, so that he may have another option when it comes to referrals for orthodontic care.

Best regards,

John Weir