

Dear Friend,

When I sat down to set standards and goals for my practice, it occurred to me that I want to give my patients the same kind of care that I would want for myself. As a doctor with over 15 years of experience, a teacher and mentor for other doctors, and numerous letters after my name indicating honors and earned designations, I can assure I have some pretty high standards.

I would want my doctor to know me as an individual, to know me on a personal level, not just as a number or the next patient. I would want my doctor to foster this relationship by knowing what I consider important and respecting my opinions and views.

I would want him to accept me and to understand who I am. And I wouldn't want any finger-wagging or scolding. Moreover, I don't want to be taken for granted just because I have been a patient for many years.

As a patient myself, I prefer not to experience discomfort during my visit. I want my doctor to genuinely have concern for my comfort before, during and after the visit. And I want my doctor to have mastered techniques that help ensure the best possible outcome. I would want my doctor to use the latest technology to improve the delivery of my treatment and do it as quickly as possible.

Frankly, I don't want to wait long for my appointment when I arrive. I want to be seen on time and have the full attention of my doctor and the team. I know it isn't always possible, but I do want to know that the doctor is respectful of my time.

As you might guess, I am a stickler for quality and I am willing to pay a little more if I am receiving top of the line treatment. Since this is the only body I will ever have, I wouldn't choose my doctor because his or her fees were the lowest. I wouldn't choose based on where the doctor was located. I would choose based on the quality of care I want to receive – the highest level possible – because I know how important my health is to the quality of my life and how long I live.

I would appreciate someone who pays attention to the smallest details, someone who is a perfectionist about the treatment itself.

So what I want for myself, as a patient, is what I hope you would want because the results of this kind of care are my standard: optimal health, a body I can be proud of, a daily feeling of joy and vitality and the confidence that I'm in control of my destination.

If this is what you want, I would be happy to be your doctor.

Yours in Health and Wellness,

A handwritten signature in black ink, appearing to read 'David Adams', written in a cursive style.

David Adams DC, FICPA, DRIT, D.PSc