

Email template you can send to patients in your database

Dear [Patient name],

You may have seen government ads about new bulk billing changes and wondered why our practice has not signed up.

We share the goal of making care affordable. We also believe every patient deserves safe, high-quality medicine. That takes time, skilled staff, secure systems, and well-supported doctors. All of this has a real cost.

The Bulk Billing Practice Incentive Program sounds simple in advertising. In reality, it does not cover the time and resources needed to care for many patients – especially those with complex, long-term, or mental-health needs. For practices like ours, joining the program would mean shorter visits and less support for people who need more care.

Another barrier is trust. Over many years, governments have changed funding rules with little warning. These shifts make it hard for practices to plan and invest in your care with confidence.

Our first responsibility is to you. We choose a model that lets us spend the time needed to listen, diagnose, treat, and follow up properly.

You can learn more about these issues [here](#).

Thank you for trusting us with your care.

Kind regards, [Practice name]