sample work

alcove

dental studio

midtown
sacramento

a welcome for new patients



this folio

four notes, in the order they arrive

An alcove is a small recess set back from a busier room. It is the place you step into to be out of the traffic for a while.

This is a sample new-patient welcome kit for Alcove Dental Studio, a corner room at Larkmere Avenue and Fennel Street. It holds every note a new patient receives from us, from the morning they book to the morning after their first visit. Each one says what happens next, where, and for how long.

01 the welcome email — 3
Sent within the hour after a first visit is booked.

02 what to expect at your first visit — 6
The whole visit, in order. Linked from the welcome email.

03 getting here and parking — 9
From the car to our door. Linked from the welcome email.

04 after your visit — 13
An email the morning after, and a folded card handed over at the desk.



white oak
#CDB48E
The desk, the canopy, the lounge bench. Oiled, not lacquered.



honed limestone
#E8E1D3
The entrance floor and the plinth with the name. Matte, the colour of dry sand.



sage linen
#B9C2A8
Curtains along the glass, the cushions, the blanket in the chair.



muted green
#7F8C76
One wall in each room. Eucalyptus leaves in shade.



01

the welcome email

your first visit at alcove

Sent within the hour after a first visit is booked.

from	Alcove Dental Studio <hello@alcovedentalstudio.com>
subject	your first visit at alcove
preview	*Day, Month Date* at *time*. Everything you need is below.

One column, set to be read on a phone. The appointment is the first thing the eye lands on. Three things to do before you come in, each with one button.

alcove

dental studio

Hello,

Thank you for booking with us. Your first visit is set.

field

Dashed type is filled in for each patient.

your first visit

Day, Month Date

time

1886 Larkmere Avenue, at the corner of Fennel Street

We've kept this note short. Three things are worth doing before you come in.

1. fill in your forms at home

It takes about ten minutes, and it means your visit starts in the chair instead of on a clipboard.

Complete your forms →

button

Opens the forms. The two below open pages 9 and 6.

If you'd rather do them here, arrive fifteen minutes early and we'll have a quiet seat and a pen ready.

2. look at the parking page

Midtown is easy once you know where to go. The Kestrel Garage at 1805 Halden Street is a three-minute walk, and there is metered parking on Larkmere Avenue and Fennel Street. The getting-here page walks you from the car to our door.

How to get here and park →

continued

3. bring a few things

- a photo ID
- your insurance card, if you have one
- a list of any medications you take
- recent x-rays or records from another dentist, if they're easy to find

That's all. Glasses for reading, if you use them. Headphones, if you like your own.

what the visit is like

Plan on about seventy-five minutes. We hold ninety, so nothing is rushed.

You'll come in through the oak door on Larkmere Avenue. The front desk will greet you, offer water or tea, and show you to the lounge. Your hygienist will walk you back to your room, and your dentist will join you there. Before you leave, you'll know what was done today and what, if anything, comes next.

The full walk-through is here, if you like to know the whole shape of a thing in advance.

What to expect at your first visit →

if your plans change

Call or write and we'll find another time. We ask for a day's notice when you can give it.

Talk soon,

the front desk
Alcove Dental Studio

alcove dental studio
1886 Larkmere Avenue
Sacramento, CA 95811

(916) 555-0148
hello@alcovedentalstudio.com
Monday to Thursday, 8:00 am to 6:00 pm
Friday, 8:00 am to 2:00 pm



02

what to expect at your first visit

the whole visit, in order

A first visit somewhere new is mostly not knowing where to stand. This page is the whole visit, in order, so you know.

time	About seventy-five minutes. We hold ninety, so nothing is rushed.
where	1886 Larkmere Avenue, at the corner of Fennel Street.

one
before you arrive

Fill in your forms at home if you can. The link is in your welcome email. It takes about ten minutes.

Bring:

- a photo ID
- your insurance card, if you have one
- a list of any medications you take
- recent x-rays or records from another dentist, if they're easy to find

Wear whatever you're comfortable sitting in for an hour. If you use reading glasses, bring them.

Plan to arrive five minutes before your time. Fifteen, if you're doing your forms here.

two
arriving

The door is on Larkmere Avenue, a few steps in from the Fennel Street corner. Look for the white oak canopy and the name cut into a limestone block beside it. The entrance is level with the sidewalk. There are no stairs and no lobby to cross.

Inside, the floor is honed limestone and the light comes in from two walls of glass. The desk is straight ahead, in white oak.

The front desk will say hello, confirm a few details, and scan your ID and insurance card. If anything needs a private conversation, such as payment or a question you'd rather not ask at the desk, there is a small room for that just off the entrance. We call it the quiet room.

three
the lounge

You'll wait in the lounge, usually for no more than a few minutes. There is a long oak bench with sage linen cushions, a low limestone table, water, and a small tray of tea.

It is a quiet room on purpose. No television. No music you didn't choose.

four
your room

Your hygienist will come out to meet you and walk you back. The rooms are down a short hall. Each one has natural light, from a window or a skylight.

Before anything starts, your hygienist will:

- ask what brought you in, and anything you'd like us to know
- go over your forms with you
- show you how the chair moves
- tell you how to pause: raise your left hand at any point and we stop

There is a folded sage linen blanket on the chair if the room feels cool. We have headphones, or you can use your own. Quiet is also fine.

five

what happens

The order can shift a little, but a first visit usually goes like this.

first

Photographs and x-rays.

A set of pictures of your teeth, so we have a clear starting record. Your hygienist will tell you before each one.

then

A look and a cleaning.

Your hygienist checks your teeth and gums, measures a few things, and cleans your teeth. They'll talk you through what they're doing as they go, or keep it quiet if you'd rather.

last

Your dentist.

Your dentist joins you in the room, looks over the pictures and the notes, and examines your teeth. They'll tell you plainly what they see, in everyday words. You can ask anything. Nothing is decided in the chair without you.

six

before you leave

Back at the desk, you'll get:

- a short summary of today's visit, printed or emailed, your choice
- your next appointment, if you'd like to book one now
- any paperwork for insurance

If your dentist suggested further visits, the front desk will walk you through the options in the quiet room. There's no pressure to decide that day.

seven

a few small things

Running late?

Call us at (916) 555-0148. We'll adjust where we can.

Bringing someone?

They're welcome to wait in the lounge.

Need something different?

If the light, the sound or the pace isn't right for you, say so. We'll change it.

Accessibility.

The entrance, the lounge and every treatment room are on one level, step-free.

alcove dental studio
1886 Larkmere Avenue
Sacramento, CA 95811

(916) 555-0148 · hello@alcovedentalstudio.com



03

getting here and parking

from the car to our door

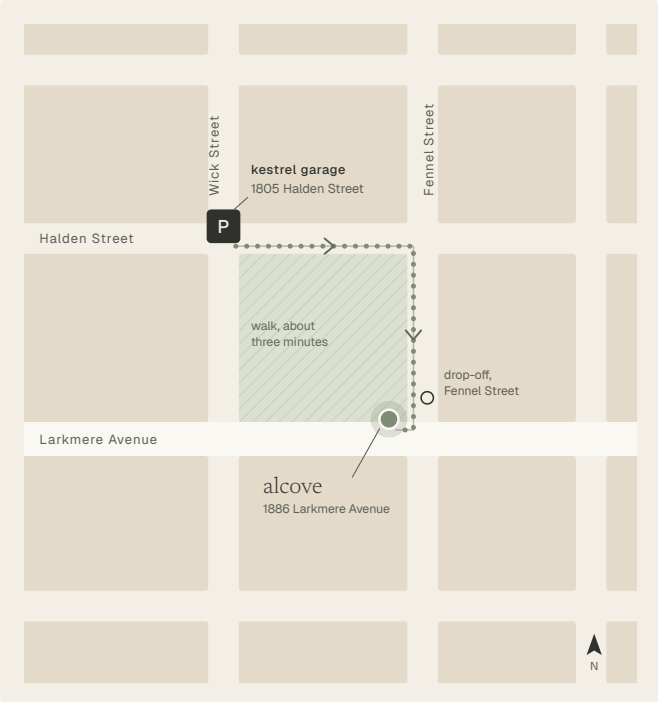
Alcove Dental Studio
1886 Larkmere Avenue
Sacramento, CA 95811

The corner of Larkmere Avenue and Fennel Street, in midtown.

Give yourself ten extra minutes the first time. After that, you'll know the way.

the short version

1. Park in the Kestrel Garage at 1805 Halden Street, or at a meter on Larkmere Avenue or Fennel Street.
2. Walk to the corner of Fennel Street and Larkmere Avenue.
3. Look for the white oak canopy on Larkmere Avenue, a few steps in from the corner. That's our door.



locator, not to scale. the walk is drawn in green.

finding the corner

Midtown is a grid. The avenues run east and west. The streets run north and south. Halden Street runs east and west too, one block north of Larkmere Avenue.

Our building sits on the northwest corner of Larkmere Avenue and Fennel Street. It is the low building with glass on two sides and sage linen curtains behind it.

Many midtown streets are one-way. Let your map choose the turns; the last few blocks are short.

being dropped off

Ask your driver to stop on Fennel Street, just north of Larkmere Avenue, where the curb runs along our glass. It's a few steps from there to the oak canopy.

lost, late, or unsure

Call (916) 555-0148. Someone at the desk will stay on the line and walk you in.

parking in the garage

The simplest choice, especially on a first visit.

Kestrel Garage, 1805 Halden Street. At the corner of Halden Street and Wick Street. One block north and one block west of us. Drive in from Halden Street.

- Take a ticket from the machine as you drive in.
- Keep the ticket with you. You need the same ticket to leave.
- Pay at the pay station beside the stairs before you return to your car, or at the exit gate.
- Rates are posted at the entrance.

walking from the garage to our door, about three minutes

1. Leave the garage on foot and go to the corner of Halden Street and Wick Street.
2. Walk east on Halden Street one block, to Fennel Street.
3. Turn right onto Fennel Street and walk south one block, to Larkmere Avenue. Stay on this side of the street. Our glass will be on your right.
4. At the corner, turn right onto Larkmere Avenue. Our door is a few steps in, under the white oak canopy, with the name cut small into a limestone block beside it.

parking on the street

There are metered spaces on Larkmere Avenue, on Fennel Street, and on the blocks around us. Spaces closest to the door go first in the middle of the day, so look a block out if the corner is full.

- Read the meter screen. It shows the hours payment is required and the time limit for that space. Limits and hours can change from block to block.
- Pay with coins or a card at the meter, or by the app named on the meter's sticker.
- If you pay by app, you can usually add time from the chair. If you pay at the meter, you'll need to go back to the meter to add time.
- Watch for residential permit signs on the quieter side streets. Without a permit, the posted visitor limit applies.

if you carry a disabled placard or plates

The garage charges the posted rate. On the street, the meter screen and the signs say what a placard covers. Our entrance is level with the sidewalk.

by bike or on foot

There's a bike rack beside the canopy. Bring your own lock.

If you're coming by bus or light rail, call us and we'll give you the walk from your stop.



at the door

You'll know you're in the right place by:

a white oak canopy over a single glass door

the name, alcove dental studio, cut small into a honed limestone block at the left of the door

sage linen curtains behind floor-to-ceiling glass on two sides of the corner

The entrance is step-free. Come straight in. The front desk is just inside.

alcove dental studio
1886 Larkmere Avenue
Sacramento, CA 95811
(916) 555-0148 · hello@alcovedentalstudio.com

Monday to Thursday, 8:00 am to 6:00 pm
Friday, 8:00 am to 2:00 pm



04

after your visit

thank you for coming in

Sent the morning after a first visit. Also printed as a folded card, handed over at the desk with the visit summary.

from	Alcove Dental Studio <hello@alcovedentalstudio.com>
subject	thank you for coming in
preview	Your visit summary, and how to reach us.

thank you for coming in

alcove

dental studio

Hello,

Thank you for coming in yesterday. It was good to meet you.

This note closes the loop on your first visit. It's short.

your summary

Your visit summary is attached. It lists what was done, anything your dentist talked through with you, and any notes your hygienist gave you for the days ahead. If you asked for a printed copy, it went home with you.

View your visit summary →

If something in it doesn't read clearly, write back and ask. We'll explain it in plain words.

your next visit

> **your next visit**
>
> Your next visit is *Day, Month Date* at *time*. We'll send a reminder two days before.

one of two

If no visit is booked, this block reads: When you're ready to book your next visit, reply to this email or call the desk. We'll find a time that suits you.

if you have a question

Anything at all about yesterday, a word in your summary, or something you meant to ask and didn't: call or write. The desk answers during open hours, and your note goes to the person who saw you.

If something doesn't feel right after your visit, call us at (916) 555-0148. Please don't wait for your next appointment to say so.

continued

one small ask

If anything about the visit could have been easier, such as the parking, the forms, the wait or the room, we'd like to know. Reply with a line. It goes to the people who can change it.

Thank you again. See you next time.

the front desk
Alcove Dental Studio

alcove dental studio
1886 Larkmere Avenue
Sacramento, CA 95811

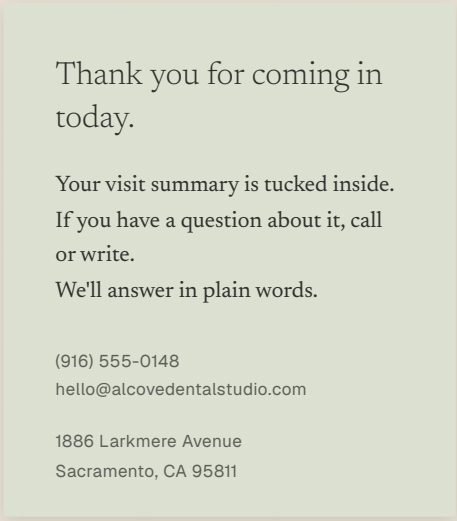
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the printed card

A folded card, sage linen stock, handed over at the desk with the visit summary.



front



inside

a private reply

The small ask is answered by replying to the email. It goes to the front desk and nowhere else. No rating, no review page, no public link.

care notes

Care after the visit lives in the patient's own summary, written by the clinician who saw them. The note gives no advice of its own.

sample work

alcove

dental studio

A small recess set back from a busier room. Come in through the oak door on Larkmere Avenue.

address

Alcove Dental Studio
1886 Larkmere Avenue
Sacramento, CA 95811

reach us

(916) 555-0148
hello@alcovedentalstudio.com

hours

Monday to Thursday, 8:00 am to 6:00 pm
Friday, 8:00 am to 2:00 pm
Saturday and Sunday, closed

A sample new-patient welcome kit. Alcove Dental Studio is an invented practice: its address, phone, email, hours and rooms are fictional, and so are the streets and the garage around it. Nothing here describes a real Sacramento business.