To:

From:

Subject:

Date:

Professor Roe

Adhem Azzabi

Chapter 1 Assignment

June 1, 2020

This memo is a detailed evaluation of Dr. Remington’s letter to his clients. Within this memo, I discuss the strengths and weaknesses of the letter in regard to the Measures of Excellence from *Technical Communication* by Mike Markel.

**Discussion**

To begin this evaluation, I will be detailing the topics that we will cover. Through the evaluation I will be referencing The Measures of Excellence are nine characteristics that elude to a well written document. These nine are Accessibility, Accuracy, Clarity, Comprehension, Conciseness, Correctness, Honesty, Professional Appearance, and Usability.

Remington presents himself as honest, clear and accurate. This letter is likely intended to be received both as a physical letter by mail, and a PDF attachment. Within this letter, Remington addresses the audience, his patients, in order to inform them of recent changes and make the decision to continue receiving dental services from him.

The letter is addressing his decision to no longer be a “preferred provider”. Remington elaborates in a fashion meant to convince the patient that his decision was made with their best interest in mind. The letter describes multiple solutions in a comprehensive matter, which makes the available choices clear to patients.

Where Remington’s letter fails is in it’s conciseness, professional appearance, and usability. Remington, in an attempt to connect with readers, uses lengthy sentences and unnecessary words. He describes his history and the current status of the insurance industry more than is needed to get his point across. Because of this, what could otherwise be a clean one page document is broken into two pages, which gives the letter a less than ideal professional appearance. Lastly, due to the lack of certain information the overall comprehension of the letter is lowered. This isn’t a huge blow to a reader’s ability to understand the contents of the letter, but it does make it more or less useless as a reference where details and financial costs are concerned.

**Conclusion**