

This document serves as a complement to the letter to the editor draft templates also available to Alliance members, outlining best practices for submitting a letter. This document also provides a draft pitch for Alliance members to adapt and use to get the letter in front of their desired publication.

Letter to the Editor Best Practices

A letter to the editor (LTE) is a concise, opinion-based piece submitted to a publication, often in response to a specific article or current event, to express a viewpoint and potentially influence public opinion.

Here are some best practices to consider when writing, editing, and pitching an LTE:

- **Word count:** Word counts will vary by outlet, so double-check your specific requirements, but are typically no longer than 250 words.
- **Brevity and Clarity:** Keep LTEs concise and streamlined. Avoid jargon and industry-specific language when possible.
- **Real-world Impact:** When possible, try to contextualize issues and data points in ways that readers can easily understand. If you have a personal or patient example, we encourage you to include it.
- **Outlet:** When choosing an outlet to submit, look for (1) major state outlets or (2) notable local outlets in either your agency's base of operations or a market where your agency is heavily involved.
- **Submission:** Some outlets will allow submissions through an online form listed, while others will require an email submission. This information can typically be found on their website, where they outline submission guidelines for op-eds and LTEs.
- **Email Submission (Pitch):** Please find below an example submission pitch to send via email. Similar to the letters themselves, keep these pitches brief and to the point.
- **Follow-up:** If you have not heard back from a publication on your letter within 48 hours, sending a follow-up email is acceptable to check its status. If you haven't heard back within 48 hours, we recommend moving on to another publication.



Draft Pitch

Subject: Letter to the Editor: New CMS Rule Threatens Care

Dear [name of publication] Editorial Board/[name of Opinion Editor]:

Thank you for considering the following letter to the editor in response to CMS’s recent calendar year 2026 proposed home health rule, which threatens to cut more than \$1 billion in funding for home health agencies in 2026.

This change threatens an already strained system and could reduce access to critical care for thousands of patients in [city/state/area]. I am a concerned member of the National Alliance for Care at Home and a provider of home health care, and this LTE is very timely as the Alliance recently [sent a letter](#) to CMS Administrator Dr. Oz to call attention to the damages these cuts would make and urge CMS to reconsider.

Thank you for considering my perspective.

Sincerely,

[Your Name]
[City, State]
[email/phone]

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[PASTE FULL COPY OF THE LETTER TO THE EDITOR]