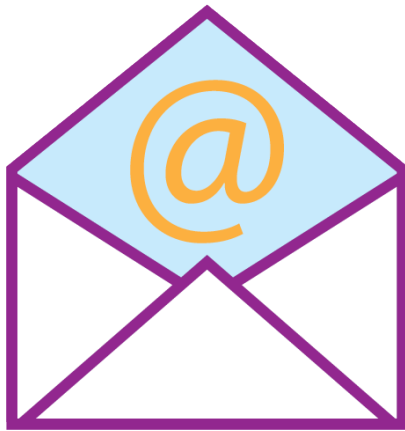


TOPIC: MARKETING FOR PATIENT RETENTION

IMPROVING PATIENT RETENTION WITH EMAIL



Email communication will help your Care Center in many ways. It is an effective, inexpensive way to reach your patients on a regular basis. It facilitates direct communication with your existing patients and increases patient engagement. It can also position you as a reliable source of health information. This all will help build loyalty, trust, and understanding. Email campaigns allow you to create more targeted messages and can be effective in building meaningful relationships with your patients.

Be cautious to not overuse email - you don't want to send too many to the same patient at once or it may get ignored or irritate the patient.

Depending on the circumstances, you will want to email your patients at least monthly. This could be more or less, and you'll have to decide what the right number is for your specific needs.

You can send emails to patients via the Athena EMR tool and you will have all the information you need to select which patients you want to send your emails to. You can filter by age, last appointment, etc. If you have any questions on how to send an email through Athena, you can reach out to your representative. If you are using NextGen or another EMR system, again, speak to your representative about email capabilities and what is offered.

Below are some sample emails for reference that you can send to your existing patients, along with targeting parameters for each (that you can choose in your EMR tool). There are two types of patient emails: 1) those for lapsed patients who haven't visited your Care Center in past 2-3 years, and 2) those emails that are more informational and educational. You can customize each below to fit your Care Center's language and specific needs.

Note: HIPAA has privacy rules against 'marketing' to patients – emails must be informational about practice/service and not promotional.



Emails for “lapsed patients”

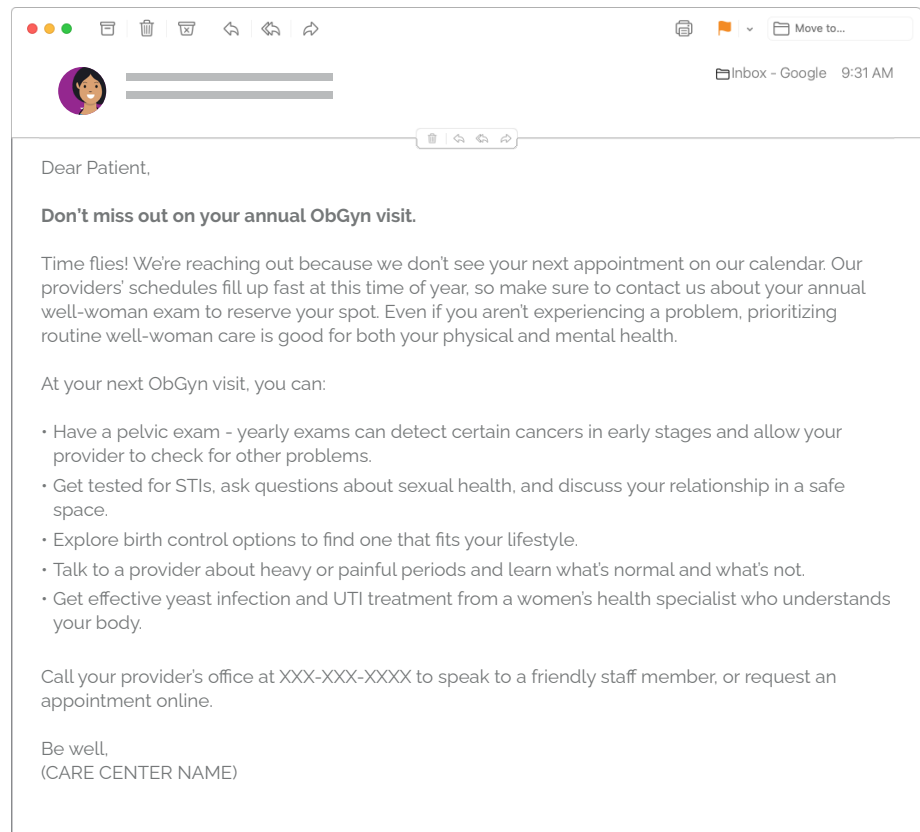
Annual Reminder Emails by Age Group

WHO TO SEND TO:

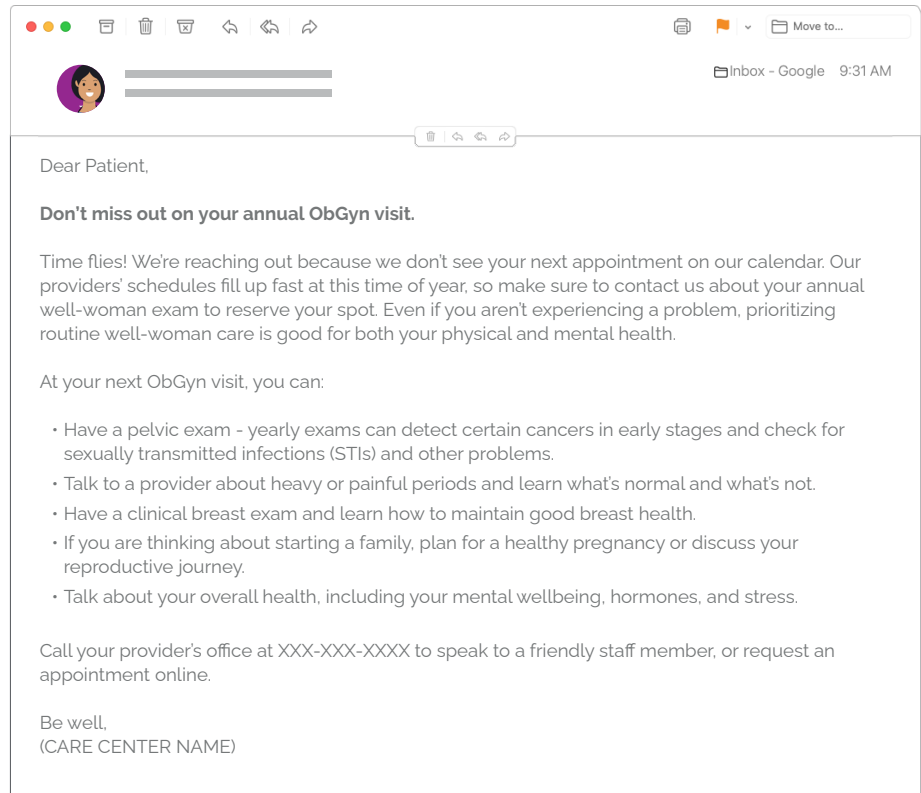
- Patients who are considered 'lapsed' and have not been in for an annual between 2-3 years.
- Include anyone who hasn't been seen for an annual year to date.
- Exclude patients who are already scheduled to be seen by the end of the year.
- Exclude current OB patients and anyone who has been in for a problem in the past 6 months.

Different age range copy below.

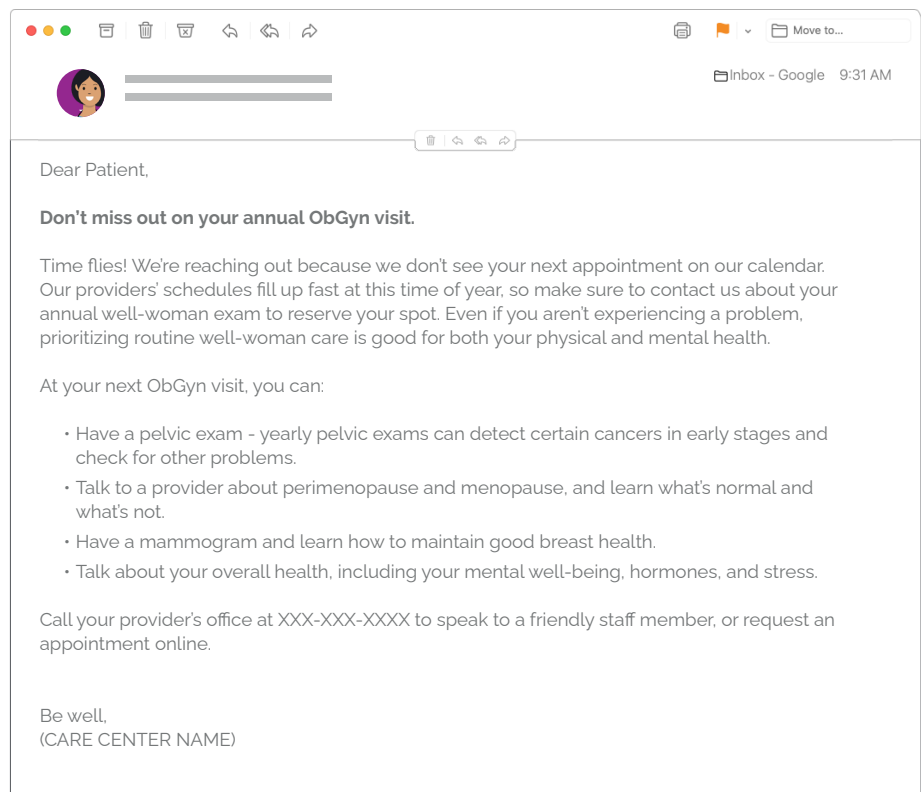
AGE 29 AND UNDER:



AGE 30-39



AGE 40+



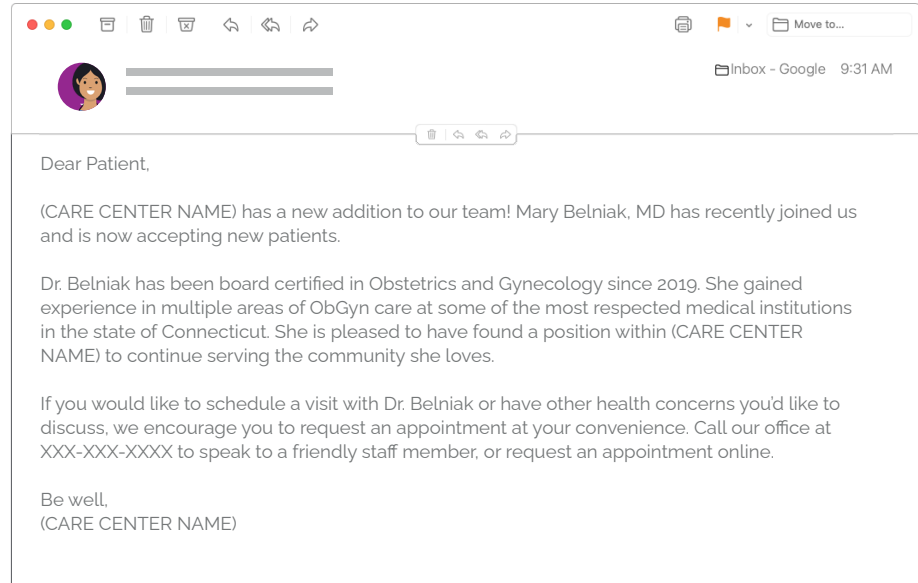


Informational/Educational emails:

New Provider Announcement Email

WHO TO SEND TO:

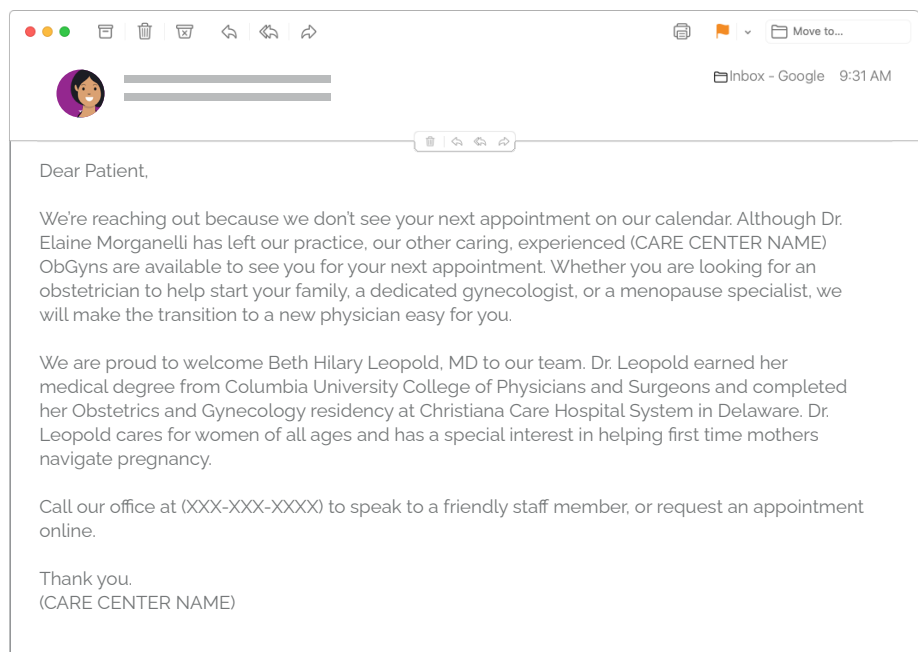
Usually sent to all patients unless the Care Center would like to target a retiring provider's patients specifically.



Retired/New Provider Combo Email

WHO TO SEND TO:

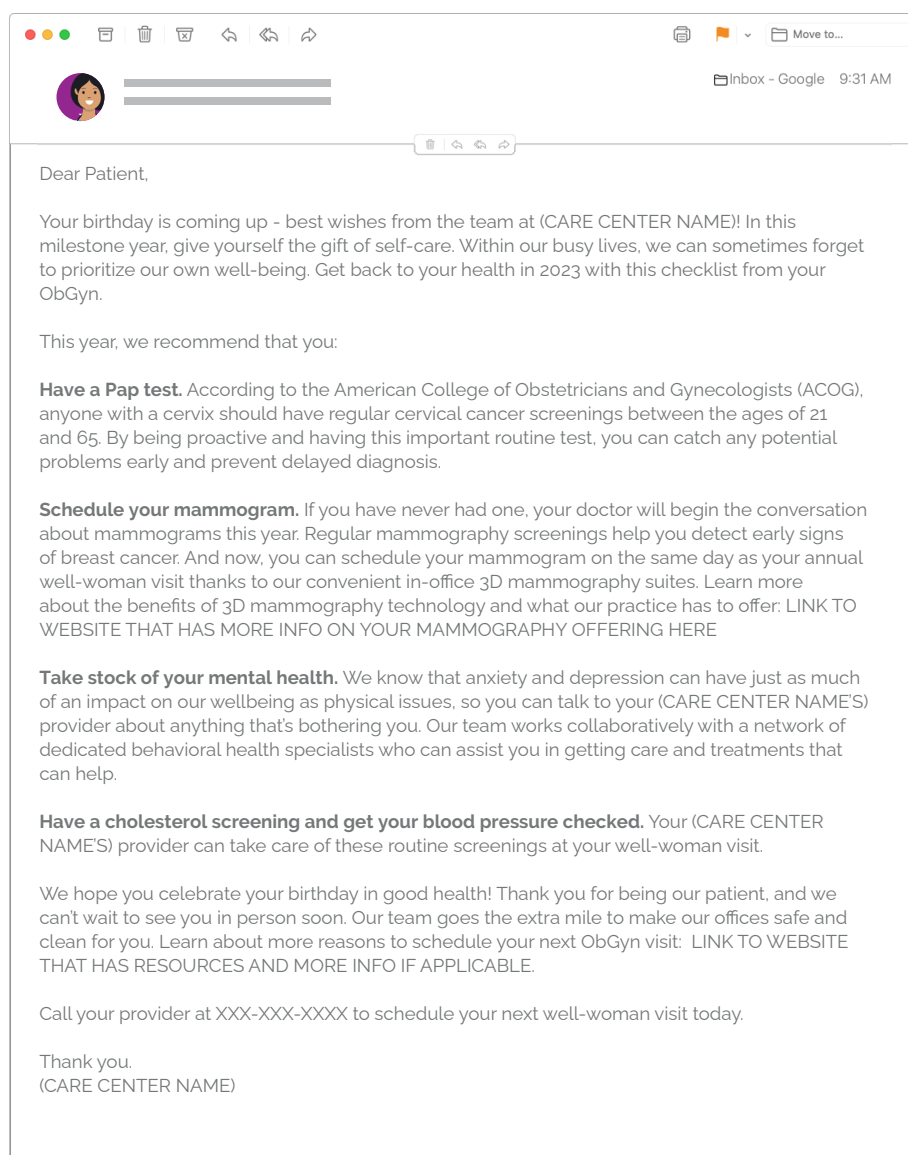
Lapsed patients (haven't been in 2 years).



Turning 40 Email

WHO TO SEND TO:

Sent to patients turning 40 in the coming year at practices with 3D mammography suites.

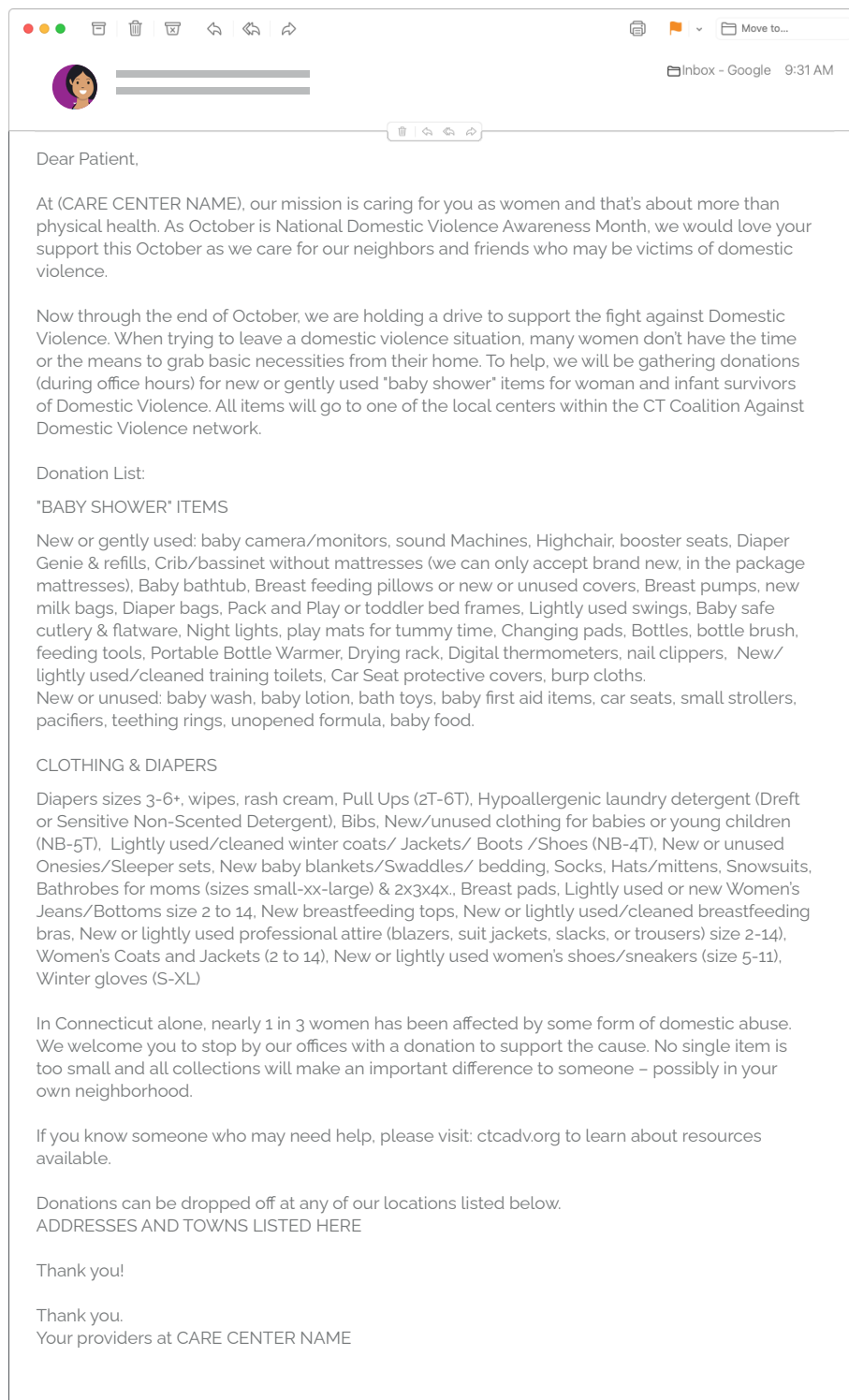


Sample "Drive" Email - Domestic Violence Supply Drive

(send emails about any other upcoming drives as well)

WHO TO SEND TO:

All patients



The screenshot shows an email client window with a toolbar at the top containing icons for close, delete, trash, reply, reply all, and forward. The email header shows a profile picture, a redacted name, and the text "Inbox - Google 9:31 AM". The email body contains the following text:

Dear Patient,

At (CARE CENTER NAME), our mission is caring for you as women and that's about more than physical health. As October is National Domestic Violence Awareness Month, we would love your support this October as we care for our neighbors and friends who may be victims of domestic violence.

Now through the end of October, we are holding a drive to support the fight against Domestic Violence. When trying to leave a domestic violence situation, many women don't have the time or the means to grab basic necessities from their home. To help, we will be gathering donations (during office hours) for new or gently used "baby shower" items for woman and infant survivors of Domestic Violence. All items will go to one of the local centers within the CT Coalition Against Domestic Violence network.

Donation List:

"BABY SHOWER" ITEMS

New or gently used: baby camera/monitors, sound Machines, Highchair, booster seats, Diaper Genie & refills, Crib/bassinet without mattresses (we can only accept brand new, in the package mattresses), Baby bathtub, Breast feeding pillows or new or unused covers, Breast pumps, new milk bags, Diaper bags, Pack and Play or toddler bed frames, Lightly used swings, Baby safe cutlery & flatware, Night lights, play mats for tummy time, Changing pads, Bottles, bottle brush, feeding tools, Portable Bottle Warmer, Drying rack, Digital thermometers, nail clippers, New/ lightly used/cleaned training toilets, Car Seat protective covers, burp cloths.

New or unused: baby wash, baby lotion, bath toys, baby first aid items, car seats, small strollers, pacifiers, teething rings, unopened formula, baby food.

CLOTHING & DIAPERS

Diapers sizes 3-6+, wipes, rash cream, Pull Ups (2T-6T), Hypoallergenic laundry detergent (Dreft or Sensitive Non-Scented Detergent), Bibs, New/unused clothing for babies or young children (NB-5T), Lightly used/cleaned winter coats/ Jackets/ Boots /Shoes (NB-4T), New or unused Onesies/Sleeper sets, New baby blankets/Swaddles/ bedding, Socks, Hats/mittens, Snowsuits, Bathrobes for moms (sizes small-xx-large) & 2x3x4x., Breast pads, Lightly used or new Women's Jeans/Bottoms size 2 to 14, New breastfeeding tops, New or lightly used/cleaned breastfeeding bras, New or lightly used professional attire (blazers, suit jackets, slacks, or trousers) size 2-14), Women's Coats and Jackets (2 to 14), New or lightly used women's shoes/sneakers (size 5-11), Winter gloves (S-XL)

In Connecticut alone, nearly 1 in 3 women has been affected by some form of domestic abuse. We welcome you to stop by our offices with a donation to support the cause. No single item is too small and all collections will make an important difference to someone - possibly in your own neighborhood.

If you know someone who may need help, please visit: ctcadv.org to learn about resources available.

Donations can be dropped off at any of our locations listed below.
ADDRESSES AND TOWNS LISTED HERE

Thank you!

Thank you.
Your providers at CARE CENTER NAME

Mammography Email

WHO TO SEND TO:

- Women 40+
- From Care Centers who have 3D mammography offered or Medical Affiliation Care Center who offers it nearby.

