

EMAILS FOR LAPSED PATIENTS



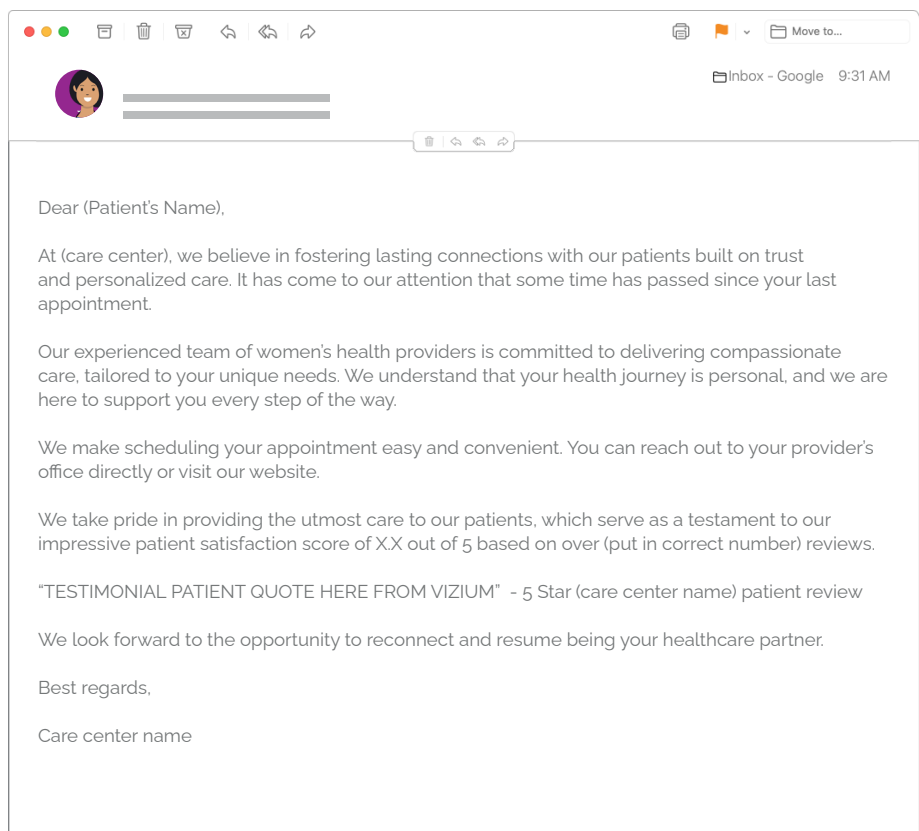
If you have patients who have not been in for an appointment in over 2 years, a great way to remind them is to send them emails through your EMR (like Athena). This can help share why annual screenings are so important as part of their overall health, and also help persuade them to reach out and make an appointment. Below are email examples you can customize for your care center and send to patients. We recommend you space sending them about 3-4 months apart, so you aren't bombarding them with too many email messages.



WHO TO SEND TO:

- Those patients who haven't been to an appointment with you in 2+ years
- Exclude/filter: those who have upcoming appointment, OB patients, Medicare patients, deceased patients

LAPSED PATIENTS: EMAIL #1 - "WE MISS YOU"



**LAPSED PATIENTS:
EMAIL #2 - "WE MISS YOU"**

