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# The Top 5... updateforhealth™



...reasons your practice e-newsletter is a valuable resource.

## 1) An eNewsletter Provides a Low Cost, Instantaneous Channel For Sending Announcements to Patients.

Your e-newsletter gives you instant access to your patients. No mail, no stamps, in almost no time. You can send promotions, seasonal reminders, notices about awards or accreditations you've received, health tips, event updates, information about new physicians or equipment in your office, and any other messages quickly and easily.

## 2) An eNewsletter Increases Lifetime Relationships With Patients.

Other practices can buy their way into your area by matching your services and even matching the look and feel of your business. What they can't buy are your relationships. Every e-newsletter that you send serves to solidify the connection between your practice and your patients.

## 3) An eNewsletter Opens Up Your Practice to Patients.

Your practice e-newsletter allows patients to easily and immediately interact with links back to your website, events, services you offer, learn more about your accreditations, new equipment you've purchased, procedures, health tips . . . all flows easily to your patient community.

## 4) An eNewsletter Enhances Your Existing Marketing Efforts.

Your e-newsletter doesn't compete with your web site, print newsletter or existing marketing materials. It leverages them. It creates a steady pulse and focus that ties all of your other marketing and communication efforts together.

## 5) An eNewsletter Enhances Your EMR / Patient Portal Investments.

As your newsletter arrives month after month, it keeps your Patient Portal top of mind with patients – and utilization high. As you know: **a patient portal is only effective if patients use it.** Your e-newsletter is the most pro-active way to continually get patient utilization of your Patient Portal – saving you valuable administrative time and maximizing your EMR investments.

*“The cost of acquiring a new customer [patient] can be as much as 5 times the cost of keeping an old one.”* (source: Peppers and Rogers)

*“A 5% increase in retention yields profit increases of 25 to 100 percent”* (source: Bain and Co.)