

# EMAIL CONTENT IDEAS FOR HEALTH PROFESSIONALS

Constant Contact®

Expert Commentary →

Request a Referral →

Service Reminder/Announcement →

## Expert Commentary

Share the latest health news and offer up your expert advice

### Subject Line:

News & health tips from your local experts

### Recommended Template:

Basic Newsletter

### Call-to-Action:

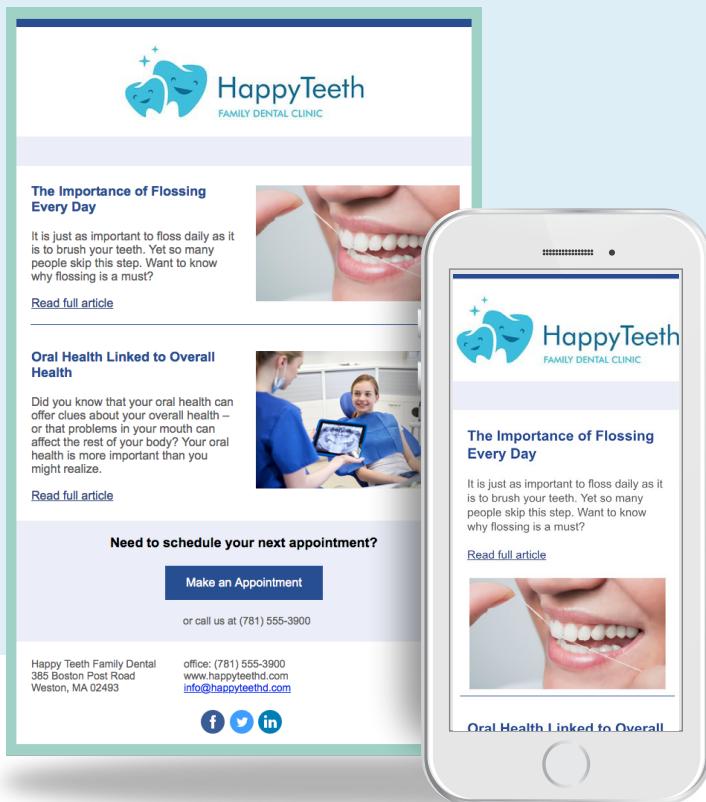
- See the full story
- Make an appointment
- Share with friends and family

### Business Result:

- Stay connected with your former patients
- Maintain customer loyalty
- Gain referrals through email sharing

### Suggested mailing schedule:

Once a month



# Request a Referral

Request referrals from your clients/patients and offer an incentive for those that do

## Subject Line:

Refer a friend and save on your next visit!

## Recommended Template:

Long Newsletter

## Call-to-Action:

- Refer a friend
- Visit our website

## Business Result:

- Acquire new quality clients
- Increase your revenue
- Maintain customer loyalty



## Suggested mailing schedule:

Once every quarter



# Service Reminder/Announcement

Remind patients of your existing services and announce new ones

## Subject Line:

Don't forget to book your appointment

## Recommended Template:

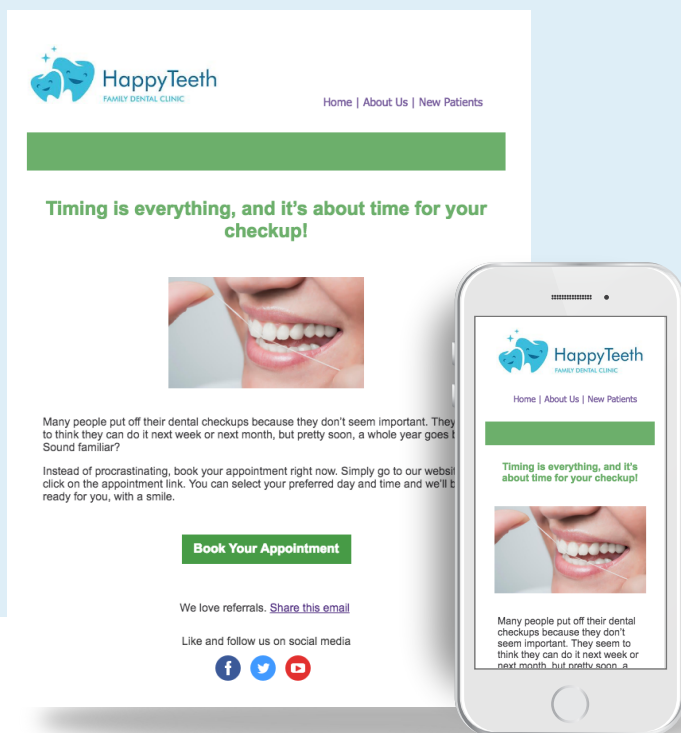
Update Card

## Call-to-Action:

- Make an appointment
- Call to learn more

## Business Result:

- Drive appointment bookings
- Increase awareness of new or existing services



## Suggested mailing schedule:

Once a month or as a new service becomes available

Take advantage of the upcoming holidays by sharing news, events, how to's, tips or greetings related to:

## WINTER

### December

- AIDS Day
- Safe Toys and Celebration Month
- **Hanukkah**
- **Christmas**
- Make Up Your Mind Day
- National Hand Washing Awareness Week

### January

- **New Year's Day**
- Blood Donor Month
- Healthy Weight Week
- Women's Healthy Weight Day
- Birth Defects Prevention Awareness Month

### February

- Children's Dental Health Month
- Heart Month
- Wise Health Care Consumer Month
- Day of the Sick

## SPRING

### March

- Child Life Month
- Nutrition Month
- Save Your Vision Month
- Dental Assistants Recognition Week
- Root Canal Awareness Week
- Doctors' Day
- American Diabetes Association Alert Day

### April

- Humor Month
- Minority Health Month
- Health Day
- Public Health Week

### May

- Senior Health and Fitness Day
- Emergency Medical Services Week
- Nurses Week
- National Salad Month
- Nursing Home Week

## SUMMER

### June

- Men's Health Month
- Community Health Improvement Week
- Nursing Assistant Day and Week
- Sun Safety Week

### July

- Firework Safety Month
- Healthcare Hospitality Week
- Nurses in Staff Development Week
- Cord Blood Awareness Month

### August

- Kids Day
- Health Center Week
- Cataract Awareness Month
- Psoriasis Awareness Month

## FALL

### September

- Baby Safety Month
- Cholesterol Education Month
- Pain Awareness Month
- Family Health and Fitness Day
- Women's Health and Fitness Day
- Grandparents Day

### October

- Breast Cancer Awareness Month
- Dental Hygiene Month
- Healthcare Quality Week
- Medical Assistants Recognition Week
- Red Ribbon Week
- **Halloween**

### November

- COPD Awareness Month
- Healthy Skin Month
- Lung Cancer Awareness Month
- Medical Staff Services Awareness Month
- American Diabetes Month
- **Thanksgiving**