

Email Marketing Plan Worksheet

ELEMENTS OF A GREAT MARKETING EMAIL

Subject: [A subject line worth clicking]

Hi [First Name],

[Thematic message of the email]

[An image that supports the thematic message]

When you enroll in [Practice Name], you can expect:

- [Benefit of membership 1]
- [Benefit of membership 2]
- [Benefit of membership 3]
- [Benefit of membership 4]

Enroll Now

Not sure if [Practice Name] is right for you? Call our office at [Phone Number] for a free consultation.


Yours in Health,
[Your name]

3-5 benefits of membership →

Call to Action (CTA) →


Optional secondary CTA →

Warm sign-off →



EMAIL MARKETING FRAMEWORK

Day 0	Day 3	Day 9	Day 13	Day 16
Theme 1: Start with Why	Theme 2: Intro the Clinician	Theme 3: Patient Story	Theme 4: Fee-For-Service vs. DPC	Theme 5: Decision Time
Subject line	Subject line	Subject line	Subject line	Subject line
Image	Image	Image	Image	Image
Your "why" for DPC	Personable intro: who are you, what are your interests, what kind of patients do you like to help?	Succinct story of a patient who represents your ideal audience	Contrast the fee-for-service experience with the DPC patient experience	You have an important decision to make about your health.
3-5 benefits to membership	3-5 benefits to membership	3-5 benefits to membership	3-5 benefits to membership	3-5 benefits to membership
CTA: Enroll Now	CTA: Enroll Now	CTA: Enroll Now	CTA: Enroll Now	CTA: Enroll Now
Optional: call the office for a consultation/meet & greet	Optional: call the office for a consultation/meet & greet	Optional: call the office for a consultation/meet & greet	Optional: call the office for a consultation/meet & greet	Optional: call the office for a consultation/meet & greet
Warm sign off	Warm sign off	Warm sign off	Warm sign off	Warm sign off



Sample Emails

Email 1: Start with Why

Subject line: Your Journey to Health Starts here.

Image: Lifestyle photo representing health

Body:
[Image]

Hi [First Name],

I am thrilled you are interested in learning more about [Practice Name]. It is my belief that patients can truly create health when they have the time, access and the resources they require to support them on their journey. This is why I started [Practice Name].

For years I heard my patients complain about how hard it was to come in to see me, having to wait weeks for an appointment. Patients I had seen for years and who I deeply cared for were leaving my practice because they could no longer afford to see me. Some even ignore their care plans due to medication costs or prior authorizations being denied by their insurance plans. I knew there had to be a better way.

Our members at [Practice Name] no longer face these barriers. This gives us the time, energy and resources to focus on my commitment to you - your health!

As a member of our practice you will experience;

- Unlimited visits
- Same-day appointments
- Convenient text, phone, and video appointments
- Discounted medications
- A dedicated physician who knows and remembers you
- Affordable, high quality care
- No unexpected bills or fees

You don't have to take my word for it, find out for yourself.

CTA: Become a Member Today! (Link to Signup Page)

Yours in Health,

(Clinician Name)

DPC Accelerator

Email 2: Introduce the doctor/clinician

Subject line: Meet your Care Team

Image: Photo of practice, team or clinician

Body:

Hi [First Name],

Navigating healthcare is complicated. We make it simple! The Team at [Practice Name] is here to support you on your journey toward health.

I'm [Clinician], think of me as your healthcare quarterback. I oversee all aspects of your care at the clinic. Working closely with the other members of the care team to make sure you get the best care possible. From coordinating care to refilling your prescriptions, I am here to support you to meet your health goals.

[Image]

From an early age I always knew I wanted to help people, which made becoming a [MD/DO/NP/PA] an easy way to step into what I love. For the last 8 years, I have been working with patients to address their health needs, support them with their challenges and feel the best they possibly can. When I am not in the clinic you can find me outdoors; hiking, biking or playing with my two children.

Finding a new clinician is not always an easy task. I know I personally want to work with someone for the long haul, that knows me and my body. Which is why we wanted to invite you to schedule a time to come and meet us, if you aren't ready to enroll as a member yet.

CTA: Schedule a Meet & Greet

We look forward to meeting you!

Yours in Health,

[Clinician]

DPC Accelerator

Email 3: Patient Story

Subject line: From back pain to 10k

Image: Patient crossing a finish line

Body:

Hi [First Name],

I want to tell you a story about a patient I'll call Theresa. Theresa had intermittent back pain ever since her first pregnancy that began getting worse over the years. A former college athlete, Theresa wanted to shoot hoops with her daughter but would be in so much pain afterwards. She feared she would not be able to bond over her love of the game with her child. Theresa had visited a doctor about her pain before, but was wary of being prescribed opioids for pain.

Theresa came to [Practice Name] in 2017. Through a combination of holistic remedies, yoga, and mental health check-ins, we were able to help Theresa get to the root cause of her back pain: stress.

This is Theresa and her daughter crossing the finish line of a 10k in 2019.

[Image]

If there's something holding you back from where you want to be health-wise, let's talk.

CTA: Enroll now

Or, schedule a meet and greet with me by calling my office.

Cheers,
[Clinician]

DPC Accelerator

Email 4: Difference between fee-for-service and DPC

Subject line: Something different

Image: chart showing the differences between the patient experience in fee-for-service vs. DPC

Body:

Hi [First Name],

When I founded [Practice Name], I had been working for 14 years at a large health system. My patients were frustrated that they had to wait for me for so long only to see me for just fifteen minutes, and I was frustrated too!

Unlike standard primary care offices, [Practice Name] is a direct primary care practice. This means that you get longer appointments, same-day visits, wholesale meds, and telehealth included in your affordable monthly membership fee.

This chart shows some of the ways that direct primary care can better serve you and your family:

[Image]

CTA: Enroll Today

Still have questions? Schedule a Meet and Greet with me so we can learn if [Practice Name] is the right place for you.

Yours in health,
[Clinician name]

DPC Accelerator

Email 5: You have a decision to make.

Subject line: Your important decision

Image: Clinician photo

Body:

Hi [First Name],

You have an important decision to make about your health.

I invite you to decide to put your health first. When you join [Practice Name] as a member, you will get:

- ✓ Unlimited visits
- ✓ Same-day appointments
- ✓ Convenient text, phone, and video appointments
- ✓ Discounted medications
- ✓ A dedicated physician who knows and remembers you
- ✓ Affordable, high quality care
- ✓ No unexpected bills or fees

CTA: Enroll Today

The decision is in your hands. As always, I would love to talk with you in a Meet and Greet if you have any questions about membership in [Practice Name].

Yours in health,
[Clinician name]