

Kaerrie Hall - Campaign Samples
kaerrie.wixsite.com/portfolio

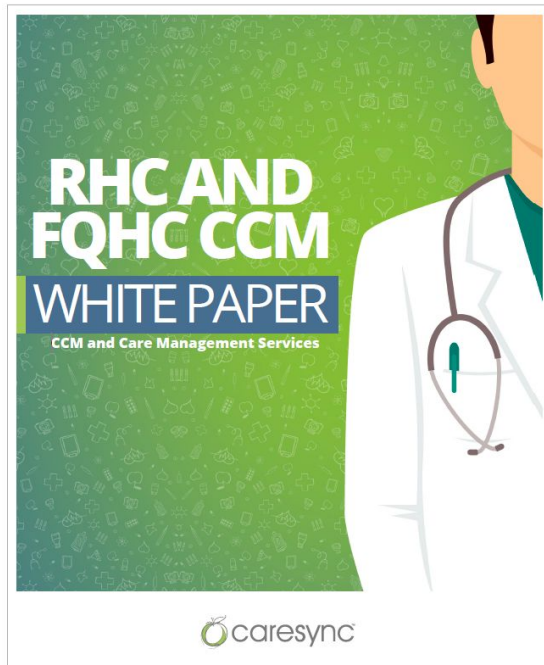
Kaerrie Hall - Campaign Sample
RHC and FQHC Chronic Care Management Promotion, February 2018

The Centers for Medicare and Medicaid Services made changes to their Chronic Care Management program that improved the opportunity for Rural Health Clinics and Federally Qualified Health Centers to implement it. I conceptualized and created a campaign around this news to market our CCM services to RHCs and FQHCs. Links and images follow.

Wrote article about CCM for RHCs and FQHCs to tease new rules

<http://blog.caresync.com/ccm/new-care-management-information-for-fqhcs-and-rhcs>

Researched and wrote white paper (I can provide a sample if you wish to read it)



Wrote blog post to promote new white paper

<http://blog.caresync.com/ccm/new-chronic-care-management-report-for-rhc-and-fqhc-practices>

Wrote press release announcing white paper

New Report from CareSync™ Details Implementing Chronic Care Management and Using New Care Management Codes In RHC and FQHC Practices

Report highlights the need to provide Chronic Care Management services to underserved communities and the value doing so brings to RHC and FQHC practices and their patients.

TAMPA, FL – February 26, 2018 – CareSync is pleased to announce the release of a free report that details how new codes like G0511 for General Care Management and increased reimbursement for Chronic Care Management (CCM) will make it easier for Rural Health Clinics (RHCs) and Federally Qualified Health Centers (FQHCs) to provide care coordination services to their patients.

Through changes made in the Medicare CY 2018 Physician Fee Schedule Final Rule, RHCs and FQHCs will receive more robust support than ever for effectively managing the care of patients with chronic illnesses through four care management services. These services include CCM, Transitional Care Management (TCM), General Behavioral Health Integration (BHI), and Psychiatric Collaborative Care Model (CoCM).

Payment for these care management services (except TCM) is through two new billing codes created exclusively for RHC and FQHC payment. The first, G0511, is a General Care Management code. Payment for G0511 is set annually at the average of the three national non-facility PFS payment rates for CCM codes 99490 (20 minutes or more of CCM services), 99487 (60 minutes or more of complex CCM services), and 99484 (20 minutes or more of general BHI services).

The second code, G0512, is a psychiatric CoCM code. The payment amount for G0512 is set at the average of the national non-facility PFS payment rate for CPT codes 99492 (70 minutes or more of initial psychiatric CoCM services) and CPT code 99493 (60 minutes or more of subsequent psychiatric CoCM services).

With these changes comes a higher reimbursement rate for CCM-related services, a reduction in burdensome reporting requirements, and greater consistency with RHC and FQHC payment methods.

The new CareSync report, "RHC and FQHC CCM White Paper: CCM and Care Management Services," takes a closer look at the four care management services and the value providing CCM services can bring to RHC and FQHC practices, their patients, and their communities.

The report is available free for download from <http://bit.ly/RHCFQHC>.

Wrote infographic to use for promoting white paper and our services

<http://blog.caresync.com/ccm/new-rhc-and-fqhc-chronic-care-management-infographic>



Wrote landing page for downloading white paper

<http://info.caresync.com/ccm-report-for-fqhcs-and-rhcs>

THE LEADER IN CHRONIC CARE MANAGEMENT™

CCM Report for FQHCs and RHCs

Read this white paper to get the latest information on Chronic Care Management for RHCs and FQHCs.



Geosync New CCM Opportunities and Care Management Services for **RHCs and FQHCs**

New codes like G0511 for General Care Management and a higher reimbursement rate for Chronic Care Management (CCM) make it easier than ever for Rural Health Clinics (RHCs) and Federally Qualified Health Centers (FQHCs) to implement CCM in their practice and provide between-visit care coordination services to their patients.

In "RHC and FQHC CCM White Paper: CCM and Care Management Services," CareSync takes a closer look at Chronic Care Management for RHCs and FQHCs in 2018, as well as the other care management services: Transitional Care Management (TCM), General Behavioral Health Integration (BHI), and Psychiatric Collaborative Care Model (CoCM). And we explore the value providing CCM and other care coordination services can bring to RHC and FQHC practices, their patients, and their communities.

Please complete the form on this page to download the free report.

IMPLEMENT CCM IN YOUR RHC OR FQHC PRACTICE

First Name *

Last Name *

Email *

Location *

I am a: *

Estimated Medicare Patients

Specialty

Currently billing for CCM

☐ Yes
☐ No

SUBMIT

Wrote drip campaign for those requesting white paper

Email 1



THE LEADER IN CHRONIC CARE MANAGEMENT

Here's the Chronic Care Management white paper you requested.

[Read Here](#)

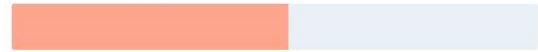


With new codes for CCM and other care management services in 2018, and an increase in reimbursement for CCM, it's the perfect time to implement Chronic Care Management in your practice and provide optimal between-visit care for your patients.



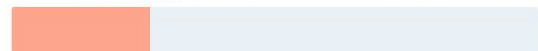
RHC and FQHC White Paper Drip Campaign Email 1 - Delivery of white paper

Open rate 52.6% ⓘ



Click rate 26.3% ⓘ

Click through rate 50% ⓘ



Email 2



THE LEADER IN CHRONIC CARE MANAGEMENT



The 4-1-1 on CCM

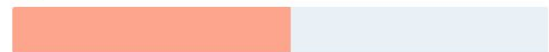
Infographic offers a better look at CCM for your organization.

[Get It Now!](#)

Data from the first two years of the CCM program reflects the value CCM has for practices, payers, and patients, as this infographic shows. Download this infographic for yourself, and share it with your colleagues!

RHC and FQHC WP Drip Campaign Email 2 The 4-1-1 on CCM

Open rate 52% ⓘ





Click rate 20% ⓘ

Click through rate 38.5% ⓘ



Email 3

 **THE LEADER IN CHRONIC CARE MANAGEMENT**



You read it in our RHC and FQHC CCM white paper...
Now it's time to take a step forward.

With every passing month you don't implement Chronic Care Management with third party support, you're missing out on potential revenue and patients are missing out on important, between-visit care.

At CareSync, we work collaboratively with you to implement CCM on your behalf quickly and effectively, following your preferences and protocols. To learn how CareSync can support your CCM program and other care coordination needs, reply to this email or give us a call today at 800-501-2984.

[Discover More!](#)

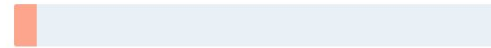
RHC and FQHC WP Drip Campaign
Email 3 You read it in our WP...

Open rate **32.6%** ⓘ





Click rate **4.7%** ⓘ

Click through rate **14.3%** ⓘ




Email 4

 **THE LEADER IN CHRONIC CARE MANAGEMENT**



More Thought Leadership for You
We thought you might enjoy these other articles.


Here are other articles from CareSync we thought you would find valuable. They include tips for reducing stress for healthcare pros and insight on a CMS report about CCM data.




Founder and CEO of CareSync, Travis Bond, shares thoughts on a **new CMS report about CCM** and expectations for program success moving forward.

[Read More](#)

This article lists 3 of the **top workforce challenges for healthcare** organizations, including advice about physician burnout.



[Read More](#)



An outline of how the **2018 Medicare Physician Fee Schedule Final Rule** addresses RHC and FQHC care coordination services and payment.

[Read More](#)

See a complete listing of healthcare industry articles.

[See All](#)

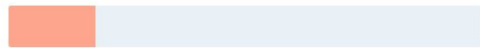
RHC and FQHC WP Drip Campaign
Email 4 More thought leadership

Open rate **43.2%** ⓘ



Click rate **18.2%** ⓘ

Click through rate **42.1%** ⓘ



Wrote options for character-restricted Google Ads and Facebook Ads to go with the campaign

**30 characters headline + 80 character description field
not separated by 2 lines**

**RHCs and FQHCs: New CCM Info
RHC and FQHC Free White Paper
The Info RHCs and FQHCs Need
Must-Have Info for RHCs/FQHCs
RHC and FQHC CCM White Paper
RHC and FQHC Free CCM Report**

Learn more about general care management services and G0511 in free report. Free white paper explores what you need to know about CCM and G0511.

New white paper explores what you need to know about general care mgmt services. CareSync report written specifically for RHCs and FQHCs available for free. Download your free copy of a CareSync report detailing CCM services and G0511. New, free CareSync report details CCM services and G0511 for RHCs and FQHCs. Improve patient outcomes through the new G0511 general care management code. Learn how to improve patient outcomes and increase practice revenue through CCM. Improve patient outcomes. Implement CCM effectively. Generate revenue. See how. Improve patient health and access to clinical services through CCM. Learn how. Make a meaningful difference for the health of patients and the community.

It's time to implement CCM with the support of the leader in CCM. Learn how. There's no better time than now to implement CCM and improve patient health. Provide general care management services that make a difference for patients.

New G Code for FQHCs and RHCs

Free report from CareSync details general care management services and G0511.

New G0511 for RHCs and FQHCs

Free report from CareSync details what you need to know to succeed with CCM.

G0511 Code for RHCs and FQHCs

Improve patient outcomes by implementing CCM with the leader in CCM. Learn how.

2018 PFS for RHCs and FQHCs

Changes mean more opportunity and better health outcomes. Download free report.

RHC and FQHC Free White Paper

Learn how to provide quality between-visit care coordination to your patients.

CCM for RHCs and FQHCs

Get straight talk about general care management services in this free report.

CCM for RHCs and FQHCs

Get straight talk about CCM and G0511 in this free report from CareSync.

G0511 Code for RHCs and FQHCs

Want to maximize patient outcomes through care management services? Let us help.

Ads for the traditional 25, 35, 35

NEW for RHCs and FQHCs

Free report details care management services and CCM. Get yours.

NEW for RHCs and FQHCs

Discover the key to a successful CCM program. Free white paper.

RHC and FQHC White Paper

Get your free report and learn how CCM benefits you and your patients.

RHC and FQHC Free Report

G0511 means more opportunity to improve patient health. Learn more.

G0511 for RHCs and FQHCs

Offer CCM services to patients with support from the leader in CCM.

FQHC and RHC Payments

How will you implement CCM and new billing codes? Get the facts now.

CCM for RHCs and FQHCs

New report from CareSync details G0511 and CCM implementation.

RHCs and FQHCs: New Codes

We support general care management services under G0511. Learn more.

RHCs and FQHCs: New Codes

Make the most of general care management services. Act now.

Kaerrie Hall - Campaign Sample - New England College

Email (Tier 1; All Degrees)



EST. 1946

Tradition. Academic Excellence. Online Convenience.



A Degree Online With Personal Attention
Take Your Future in a New Direction
With Skills and Credentials from NEC

[GET MORE INFO](#)



Liberal Studies and Business Administration Degrees 100% Online

Since 1946, New England College has helped students get the credentials they need with the personal attention they deserve. Now it's your turn! Earn your associate's degree 100% online in as few as 16 months, or specialize in one of four concentrations and complete your bachelor's degree in as few as 28 months. Receive genuine support from your professors, use virtual classroom tools to collaborate with instructors and classmates, and get all the assistance you need, from the first phone call to the final exam.

- **AA in Liberal Studies**
- **AA in Business Administration**
- **BA in Business Administration** – choose one of four concentrations:
 - Accounting
 - Computer Science
 - Management
 - Marketing

Why New England College?

- No Application Fee
- No SAT or ACT Required
- Individualized Attention
- Financial Aid Available
- Flexible Schedule for Work/Life Balance
- Transfer Credits to NEC and Complete Your Degree

 **TAKE ACTION NOW!**
[Click Here](#) or Call Toll-Free
855-295-1869 for Details and a
FREE Financial Aid Guide.

New England College—"New Direction" Campaign

Kaerrie Hall kaerrie@verizon.net

Static Banner (Tier 1; All Degrees)




**Degrees 100% Online
Focus 100% On You**



EST. 1946

LP (Tier 1; All Degrees)

Mobile LP (Tier 1; All Degrees)



EST. 1946

Tradition. Academic Excellence. Online Convenience.

Get AA or BA 100% Online!
Liberal Studies - Business Admin

Find work/life balance with Associate's in Liberal Studies or Business Admin online in 4 concentrations (Accounting, Computer Science, Management or Marketing). **No app fee. No SAT or ACT. Fill out the form below to learn more!**

*Indicates required field.

* Type of Program Interested In:

* Country:

* Level of Education:

* First Name:

* Last Name:

* Phone:

* Email:

* Military Affiliation: None

[REQUEST MORE INFO](#)

[SPEAK TO A REP NOW](#)

University Alliance Online® is a division of Bisk Education, Inc. © 2012 Bisk Education. All rights reserved. Company, product and service names may be trademarks of their respective owners.

[University Accreditation](#) | [Privacy Policy](#) | [Terms of Use](#)

[View Full Site](#)



EST. 1946

Tradition. Academic Excellence. Online Convenience.



**Degrees 100% Online
Focus 100% On You**

Liberal Studies and Business Administration Degrees
in a Creative and Supportive Learning Environment

NO APP FEE!



Academic Excellence Meets Personal Attention Online

Earn your degree 100% online and still enjoy individualized attention and a sense of community that adds value to your experience. New England College's student-focused approach to online education makes it possible.

AA in Liberal Studies – Through courses in humanities, social sciences and more, you'll learn to confidently adapt to change and become a better communicator, team player and problem solver.

AA in Business Administration – Discover how companies are organized, owned and operated so you can positively contribute to their success.

BA in Business Administration – Develop and refine leadership and management skills, specializing in one of four concentrations.

Why New England College?

Founded in 1946, NEC is a regionally accredited, traditional college. Through video-based e-learning, you'll receive the same quality education and degree as campus-based students, but do it anytime, anywhere. Watch professor-led videos on your desktop or mobile device. Use interactive tools to collaborate with instructors and classmates. And find balance between school and other commitments. Additional benefits include:

- No application fee
- No SAT or ACT required
- Earn your AA in as few as 16 months or BA in 28 months
- Transfer up to 30 credits toward your AA or up to 90 credits toward your BA
- Financial aid and special military rates available
- Fewer credit hours needed to graduate
- 7-week classes offered 7 times per year

☒ **Yes! Send me a FREE program brochure and financial aid guide now!**

*Indicates required field.

* Type of Program Interested In:

* Country:

* Level of Education:

* First Name: * Last Name:


* Phone: * Email:

* Military Affiliation: None

[GET MORE INFO](#)

Got questions? We've got answers!
Call us toll-free at 855-295-1869.

Followup/Thank You Message (Tier 1; All Degrees)



EST. 1946

Dear Prospective Student,

Thank you for requesting information from New England College. We are thrilled to have you consider us for your educational pursuits.

A University Alliance enrollment advisor will be contacting you soon to help you with your application and enrollment. He or she will assist you in various ways throughout your academic journey, including:

- Assisting you with degree and course selection
- Enrolling you in NEC's online programs
- Helping you understand and explore financial aid options
- Alerting you when it's time to order books and materials

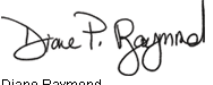
Financial Aid May Be Available – Apply Today!

Don't let finances get in the way of your success – apply for financial aid. A recent survey by our Student Financial Services office found 91% of NEC's students who apply for financial assistance, qualify for some type of financial aid. Download our [FREE financial aid guide](#) to learn more about federal and state grants and loans to help pay for your online education.

Find Your Success Here

Our associate's and bachelor's degree programs can prepare you for the competitive job market and enhance your success – now and throughout your professional career. We look forward to speaking with you soon.

Sincerely,



Diane Raymond
Dean of Admission
New England College

To download additional information on New England College's online degree programs, please visit www.newenglandcollegeonline.com/pdf or call 877-370-2091 to speak to an enrollment advisor immediately.

[Make sure critical university email is delivered! CLICK HERE FOR WHITELIST DETAILS.](#)

Static Banner (Tier 2; Liberal Arts)



EST. 1946

Associate's in Liberal Studies
Online Education with Personal Attention

100% Online

[GET MORE INFO](#)

Rotating Banner (Tier 2; Liberal Arts)



EST. 1946

We're Not Just a College



EST. 1946

We're a Community



EST. 1946

Associate's in Liberal Studies
Online Education with Personal Attention


100% Online

[GET MORE INFO](#)




EST. 1946

Email (Tier 2; Liberal Arts)



EST. 1946

Tradition. Academic Excellence. Online Convenience.








EST. 1946

We're Not Just a College. We're a Community.

Get the Support That Gives Your Education and Career Direction – 100% Online

[GET MORE INFO](#)



Earn Your Associate of Arts in Liberal Studies 100% Online

Since 1946, New England College has helped students get the credentials they need with the personal attention they deserve. Now it's your turn!

Earn your AA in Liberal Studies online in as few as 16 months! Explore humanities, social sciences, economics and more, and develop the communication, decision-making and analytical skills employers value.

With a degree that isn't limited to one specific discipline, you can open doors to many career possibilities in a variety of fields, so don't wait!

Why New England College?

- No Application Fee
- No SAT or ACT Required
- Individualized Attention
- Financial Aid Available
- In-Demand Credentials in as Few as 16 Months
- Flexible Schedule for Work/Life Balance
- Transfer Credits to NEC and Complete Your Degree

[GET STARTED TODAY!](#)
[Click Here](#) or Call Toll-Free 855-295-1871 for Details and a FREE Financial Aid Guide.

Top of LP (Tier 2; Liberal Arts)



EST. 1946

Tradition. Academic Excellence. Online Convenience.



EST. 1946


Become Part of the NEC Community No Matter Where You Live

Earn Your AA in Liberal Studies 100% Online in a Creative and Supportive Learning Environment

NO APP FEE



Email (Tier 2; Business Admin)



New England College
EST. 1946

Tradition. Academic Excellence. Online Convenience.

Achieve Work/Life Balance While Giving Your Career New Direction

Earn Your Associate's or Bachelor's in
Business Administration 100% Online

[GET MORE INFO](#)

Experience the New England College Difference

Add value to your company and career with a business administration degree from regionally accredited New England College. With the flexibility of NEC's online learning, you never have to travel to a campus, there are no mandatory login times and you have 24/7 access to your coursework.

NEC makes it easy to keep your personal and professional commitments, and still find time to earn one of the following in-demand degrees 100% online:

- **AA in Business Administration**
- **BA in Business Administration** – choose one of four concentrations:
 - Accounting
 - Computer Science
 - Management
 - Marketing

Why New England College?

- No Application Fee
- No SAT or ACT Required
- Associate's Degree in as Few as 16 Months
- Bachelor's Degree in as Few as 28 Months
- Individualized Attention
- Financial Aid Available
- Transfer Credits to NEC and Complete Your Degree

[Let Us Make a Difference for You!](#)
[Click Here](#) or Call Toll-Free 855-295-1870 for Details and a FREE Financial Aid Guide.

Top of LP (Tier 2; Business Admin)



New England College
EST. 1946

Tradition. Academic Excellence. Online Convenience.

Business Skills. Work/Life Balance. Get Both With NEC.

Earn Your AA or BA in Business Administration
Anytime, Anywhere – 100% Online

NO APP FEE!

Static Banners (Tier 2; Business Admin)



**Associate's or
Bachelor's in
Business Admin**
Degrees That Fit Your Schedule

100% Online

[GET MORE INFO](#)

New England College
EST. 1946



New England College
EST. 1946

Associate's or Bachelor's in Business Admin

Degrees That Fit Your Schedule

100% Online

[GET MORE INFO](#)

Rotating Banner (Tier 2; Business Admin)



**Work
Life
School**

New England College
EST. 1946



**Find
Balance
Here**

New England College
EST. 1946



**Associate's or
Bachelor's in
Business Admin**
Degrees That Fit Your Schedule

100% Online

[GET MORE INFO](#)

New England College
EST. 1946

Kaerrie Hall Sample Direct Mail Campaign – “Sneak Peek” for Mastering Wireless Sales

Email blast...



Jam-packed with money-making ideas

7 Steps to YES!™ takes wireless sales training beyond the ordinary and beyond affordable. Transform your sales force and boost your bottom line with training 100% focused on wireless sales.

- Effective sales pitches and closing strategies
- Examples of what to do... and what NOT to do
- Skits and lively characters to keep their attention
- Tips to sell more solutions per customer
- Reviews to reinforce learning
- Humor throughout to entertain
- “Your turn” moments to put strategies into action
- Quizzes to test retention
- Role playing cards to put strategies into practice
- A student workbook for every step

MASTERING WIRELESS SALES™
Training System

SNEAK PEEK

Want to see more?
View a sneak peek of an actual training module on our website.

www.MasteringWirelessSales.com
888.564.0255

Landing page...



Boring and Stuffy? **NO.** Fresh and Fun? **YES.**

My AccountMy CartCheckoutContact UsStudent LoginDealer Login

HOME

THE 7 STEPS

SNEAK PEEK

ONLINE TRAINING

RESULTS

PRICING

BUY NOW

Home > Sneak Peek

Your backstage pass to fun!

Scenes from our training!

See for yourself why this is training wireless retailers have been waiting for!

PREVIEW THE TRAINING!

YOUR BACKSTAGE PASS!

Sign up for a **FREE SNEAK PEEK** of the training!

You'll get a 5-minute preview of an actual training module.

Name*

Email*

*required fields

DOWNLOAD



Invest in the **best!**

Mastering Wireless Sales Training System
7 STEPS TO YES!
Fast-Track Your Wireless Sales Training...
BOOST YOUR PROFIT!
JOHN ARNOLD

People are **TALKING!**

Here's what others are saying about our training...

“
Very useful
”



A fresh approach to training... a profitable approach to sales!



- Tips to sell more solutions per customer
- Humor throughout to entertain
- Effective sales pitches and closing strategies
- Skits and lively characters to keep their attention
- "Your turn" moments put strategies into action
- Reviews to reinforce learning
- Quizzes to test retention
- Role playing cards to put strategies into practice
- Examples of what to do... and what NOT to do

Suggested CCM White Paper Drip Campaign and Campaign Planning

In this document:

[Blogs Around CCM White Paper](#)

[CCM White Paper Pop-Up for Provider Page](#)

[CCM FAQs Revised](#)

[CCM Infographic Revised](#)

[Suggested Email For Those Who Downloaded Our Old CCM White Paper](#)

[CCM White Paper Drip Campaign Emails](#)

[Campaign Imagery to Consider for Design Purposes](#)

[New CCM White Paper Social Media Teaser or Short Ad Options](#)

Blogs Around CCM White Paper

All written, approved, and handed off...

This piece from Travis is posted and will be referred to in the drip campaign:

<https://docs.google.com/a/caresync.com/document/d/1YNMRpasJY8BabsTryqARR0ZbYv-7sHhQmnSWYP2zgVU/edit?usp=sharing>

With white paper release, we'll post this blog that announces its availability:

<https://docs.google.com/a/caresync.com/document/d/1v-2fHRLkEng7-szX2oB8Y2hems9g5WhpumzPE-WDTsA/edit?usp=sharing>

Some time after white paper release, we post this blog from Travis that gives state of CCM as it is now, serves as educational for others who have not yet downloaded white paper (NOTE this one should not be referred back to in drip campaign because it has components of white paper in it), and hopefully encourages more downloads of new white paper:

https://docs.google.com/a/caresync.com/document/d/1ZVA8NG_ek2xqAM0gYmM27KgYleAS7KDQuqAgjW4-l4U/edit?usp=sharing

CCM White Paper Pop-Up on CareSync Site - Project

I have this on a separate project card: <https://trello.com/c/y6Z8GUDc> and have sent new copy to Maria and Courtney for approval (6/26)

Medicare is reimbursing for chronic care management

Did you know that CCM could help you meet MACRA requirements to increase revenue and quality? Provide care coordination services that meet Medicare's requirements and exceed patient expectations.

Download our free white paper to learn more and discover the steps you need to take to participate in this revenue-generating program.

First name* Last name*

Email address*

Phone Number*

Company Name*

Location*

Number of Providers in Organization*

I am a:*

GET THE LATEST WHITE PAPER

NEW Chronic Care Management White Paper

A properly executed Chronic Care Management program can help you improve patient health, increase practice revenue, and meet quality and performance measures under MACRA!

Download our free white paper (NEW in June 2017) to learn more and discover strategies to meet Medicare's requirements and exceed patient expectations.

(form fields)

BUTTON: GET THE LATEST WHITE PAPER

CCM FAQs Revised

Needed changes. There is a separate project Trello card for this: <https://trello.com/c/oDPUqH85>
Compliance review has taken place. I have edited and updated the LP for CCM FAQs and flagged Maria and Courtney that the actual CCM FAQs page that we link to from our provider page on www.caresync.com is not the LP in HubSpot so I need the copy file to be used to update that web page. This is the link to the new CCM FAQs copy for convenience:
https://docs.google.com/a/caresync.com/document/d/1_ONDD2oBP4rztKMumvDloGpi9xeyaFcieLWnNQvaet0/edit?usp=sharing

CCM Infographic Revised

New one - project Trello card: <https://trello.com/c/AuD4MPT7>
Written 6/26 and handed off to Maria and Courtney for review

Suggested Email for Those Who Downloaded Our Old CCM White Paper

Can we do an email to the people who received the original white paper but who haven't converted... flagging them to the option of getting our new WP? If so...

Subject Line: New CCM White Paper Available From CareSync

Preview Text: Download your copy of this all-new report on the CCM opportunity

The Latest on Chronic Care Management is Here

We're sending you this email because you previously downloaded a Chronic Care Management white paper from CareSync. We have released an entirely new CCM white paper and invite you to download a free copy.

[Get the Latest White Paper]

To learn how CareSync can supply CCM services to patients on your behalf, following your preferences and protocols, please reply to this email or give us a call at 800-501-2984.

CCM WP Drip Campaign Emails

CCM Drip Download Email 1

Subject Line: Your CCM White Paper is Here!

Preview Text: Details inside can improve patient health and increase practice revenue.

Thank you for requesting the CCM White Paper

With new revenue opportunities in 2017 and the services behind CCM closely tied to success with MACRA, it's the perfect time to implement Chronic Care Management in your practice or adjust your current CCM strategy to maximize reimbursements.

[Download Your Copy]

To learn more or discuss how CareSync can supply CCM services to patients on your behalf, following your preferences and protocols, please reply to this email or give us a call at 800-501-2984.

CCM Drip Download Email 2

Subject Line: Chronic Care Management at its best

Preview Text: Thought leadership to achieve optimum results.

Think beyond the requirements

In a new article, CareSync CEO Travis Bond shares strategies that are helping healthcare organizations maximize the Chronic Care Management opportunity.

[\[Read it now!\]](#)

To learn how CareSync can help, please reply to this email or give us a call at 800-501-2984.

CCM Drip Download Email 3

Subject Line: New Chronic Care Management Infographic

Preview Text: The revenue potential of Medicare's CCM program

The 4-1-1 on CCM

With Chronic Care Management, it pays to have the right partner in your corner as this infographic shows. Share it with your colleagues!

[\[Check it out now!\]](#)

CareSync delivers CCM services to patients on your behalf, following your preferences and protocols. To learn how, reply to this email or give us a call at 800-501-2984.

CCM Drip Download Email 4

Subject Line: The one thing you can do today to better your practice tomorrow

Preview Text: Hint: You already know the answer

You read it in our CCM white paper...

With every passing month you don't implement Chronic Care Management, you're missing out on its potential revenue stream and patients are missing out on important, between-visit care. At CareSync, we work collaboratively with you to implement CCM on your behalf quickly and effectively, following your preferences and protocols.

[\[Discover what makes us different\]](#)

It's time to take action. To learn how CareSync can support your CCM program and other care coordination needs, reply to this email or give us a call today at 800-501-2984.

CCM Drip Download Email 5

Subject Line: Master Chronic Care Management

Preview Text: These tips and strategies can help

Excel With Chronic Care Management

In the webinar, Mastering CCM, CareSync Sr. Solutions Architect James Grant and colleague Dan MacKinnon team up to discuss how you can start and maximize the potential of your CCM program.

[\[View the Webinar\]](#)

Learn how care coordination solutions from CareSync can help. Reply to this email or give us a call at 800-501-2984.

CCM Drip Download Email 6

Subject Line: Your Chronic Care Management Questions Answered

Preview Text: Our CCM FAQs can help guide you to success

You've Got Questions. We've Got Answers.

CareSync offers multiple resources on Chronic Care Management to help you understand the requirements, CCM's connection to MACRA, and the best way to implement your CCM program. One of our most popular is our CCM FAQs.

[\[Get Your Questions Answered\]](#)

The biggest question: Are you ready to discuss how partnering with CareSync today can prepare you for success with CCM tomorrow? Just reply to this email to learn more or call us at 800-501-2984.

CCM Drip Download Email 7

Subject Line: Want the 4-1-1 on MACRA?

Preview Text: This resource is the key

Everybody's Talking About MACRA...

But if you really want to understand it, you'll download the comprehensive MACRA white paper from CareSync. Discover how your practice can be well-positioned for success with MACRA, and how care coordination services like Chronic Care Management are connected to MACRA's value-based measures.

[Download the MACRA White Paper]

To learn how CareSync can support your efforts with CCM, Annual Wellness Visits, Transitional Care Management, CPC+, and MACRA, reply to this email or call us at 800-501-2984.

Campaign Imagery to Consider for Design Purposes

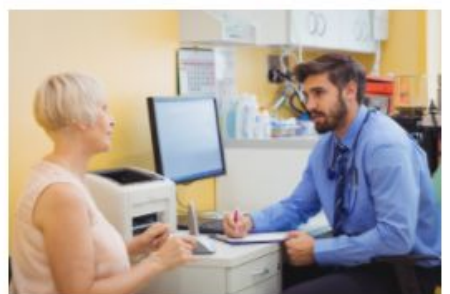
Cover of CCM White Paper once designed

Patients engaging with physicians, smiling

Physicians smiling

Docs using technology

Any of these images that were used in the past year as hero images on provider blogs or any similar images:



New CCM White Paper Social Media Teaser or Short Ad Options

Depending on what is used, hashtag possibilities to switch out: #CCM #ChronicCareManagement #physicians #healthcare #providers #patients #Medicare #CareSync #MACRA #CareCoordination

Great docs know a great program when they see it. Download our NEW CCM WHITE PAPER to learn more.

Great docs know a great program when they see it. Download the newest CCM white paper from CareSync to learn more.

If you haven't implemented CCM in your practice, you're missing out. Get the facts now with the NEW CCM WHITE PAPER FROM CARESYNC.

What do you need to know about Medicare's Chronic Care Management program? Get the details with our free CCM white paper!

Healthcare providers: What should you know about Chronic Care Management? Download our free white paper and find out.

How familiar are you with Medicare's Chronic Care Management program? Read our new white paper and test your knowledge.

CareSync is offering you a free copy of our newest white paper on Chronic Care Management. Get the facts from the best in CCM.

CareSync has released a new Chronic Care Management white paper. Download your free copy today!

Succeed with Medicare's Chronic Care Management program. Learn how. Download your free white paper now.

Docs: Download our free CCM WHITE PAPER to learn how you can improve patient health and increase practice revenue.

2017 changes to the Chronic Care Management program? Learn how they can affect your practice with our FREE CCM WHITE PAPER.

The best approach to Chronic Care Management? Learn how to achieve it with the latest CCM WHITE PAPER FROM CARESYNC!

What every doctor should know about Medicare's Chronic Care Management program.

What every doctor should know about Medicare's Chronic Care Management program. Download the free white paper.

All new for 2017: Chronic Care Management White Paper from CareSync. Download your free copy.

With Medicare's Chronic Care Management program, having an expert in your corner can make all the difference. Download the free white paper from CareSync.

Do this today to prepare for success with Chronic Care Management tomorrow. Download our free CCM white paper.

There's a lot to learn about Medicare's Chronic Care Management program. Thankfully, CareSync has you covered with our free white paper, updated for 2017!

What one thing can you do today to better your practice tomorrow? The answer is in our new Chronic Care Management white paper. Get your free copy!

Set yourself up for success with Chronic Care Management. Read the free report from CareSync to learn how!

The potential to not just succeed with Chronic Care Management, but excel? Learn how it's possible with our free CCM white paper.

Chronic Care Management offers the potential to improve patient health and increase practice revenue. Get the details with the new CCM White Paper from CareSync.

Chronic Care Management can add monthly recurring revenue to your practice. Learn how with our FREE CCM WHITE PAPER.

How do you intend to be successful with your Chronic Care Management program? This free white paper can help.

Free Chronic Care Management White Paper - New for 2017! Learn how CCM makes a meaningful difference for patients and physicians.

Chronic Care Management can improve patient health and practice revenue. Get the facts with our NEW FREE CCM WHITE PAPER.

Are you ready to implement Chronic Care Management in your practice? Download our free white paper to find out.

Chronic Care Management is changing patients' lives. Is your practice prepared to offer it? Download our free white paper to find out.

The Chronic Care Management program expanded in 2017. What else do practices need to know about CCM? Download our free white paper.

Changes to Medicare's Chronic Care Management program have created more opportunities to improve patient health. Download our free white paper to learn more.

Discover how Chronic Care Management, Care Coordination, and even MACRA are connected. Read the latest white paper from CareSync today!

What is the one thing you could start doing today that would help you succeed with Chronic Care Management? Download our free white paper to get the answer.

There are already solutions in place that can help you excel with Chronic Care Management. Want to learn more? Download our free white paper.

New white paper from CareSync provides the latest details on Medicare's Chronic Care Management program.

With all the positive changes made this year to Medicare's CCM program, what are you waiting for? Learn more with the newest white paper from CareSync.

Improve patient health and practice revenue with Medicare's Chronic Care Management program. Learn more with the newest CCM white paper from CareSync.

Download a free CCM white paper from CareSync, the leader in providing Chronic Care Management.