

BCE HEALTHCARE ADVISORS

EMAIL MARKETING CAMPAIGN

EMAIL #4 – WE ARE THE WORST “SALESPeOPLE” YOU’LL FIND

12/12/2012



HAT TRICK
ASSOCIATES

Dear <PERSONALIZED>,

You recently contacted us for information about a potential new clinical documentation program at your hospital or medical facility. We hope that we provided you with some valuable insights into making the right decision for your organization.

But you might be a bit hesitant to call us right now to find out more about our CliniNotes™ Program, from fear that you might feel some type of sales pressure once you reach us.

If this describes you, the good news is - we are the absolute worst salespeople that we know!

We certainly don't mind poking a bit of fun at the fact that if our process depended one bit on our ability to "sell" at BCE Healthcare Advisors, we'd be in serious trouble! That's just not how we work, whatsoever.

What we really do is conduct a free, very well-explained and detailed analysis of your organization to start with. Then we produce a report to share with you that estimates how much money you are leaving on the table based on what others that we've worked with who are very similar to you have gained from implementing a new clinical documentation system. As far as our "sales process" goes, that's it!

We simply provide you with the detailed information you need to make an informed decision about the financial future of your organization. Of course, we are happy to share with you our long list of past successes, plenty of recommendations and folks you can talk with who've partnered with us before, and let you know the exact ways our clinical documentation program is structured very differently than all of our competitors if you'd like. As you may have already picked up in our previous communications, we rely on a physician-to-physician mentoring approach, instead of the nurse-to-physician model that each of our competitors operate.

In our experience, your physicians simply reach a far higher level of rapport and confidence with other Doctors who have similar backgrounds, education and experience to themselves than they do with nurse mentors. This helps insure the maximum level of physician compliance – and the potential benefits gained by you.

With a new documentation program you protect yourself from RAC and other contractor audits, get into full compliance with ICD-10 and other regulations, limit your fiscal liability while you improve your public

reporting scores and the overall level of patient care you deliver, and more. These benefits and quite a few others to your hospital or medical facility are significant.

We present you with information, and you decide what makes the best sense to your organization. Once again, we're VERY thankful that our program has always sold itself, since we would be in major trouble if our sales skills were responsible for the long list of extremely satisfied clients and referrals we've been lucky to work with over these last few years!

If you're interested in us providing you with a comprehensive and free analysis of your facility and how much money you are missing out on, as well as how prepared you are right this moment for a potential audit - and as we have explained with absolutely zero sales pressure - give us a call today.

<NAME, TITLE>

BCE Healthcare Advisors

(Always better to come from an individual than the organization)

Also, to ensure delivery of our emails, please add something@youcompany.com to your address book.