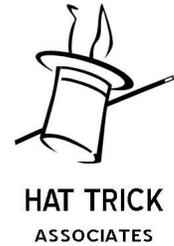


BCE HEALTHCARE ADVISORS

EMAIL MARKETING CAMPAIGN



EMAIL #6 – FINAL MESSAGE – REVIEWING BENEFITS & INTEGRATION WITH CURRENT PROGRAMS

1/16/2014

Dear <PERSONALIZED>,

With the current state of the healthcare industry in 2014, and with all the information you've requested and received from us, you surely know the many reasons by now that having a new clinical documentation program is critical to the financial future of your hospital or medical facility. And as we've explained as well, our "sales process" (if you want to call it that!) is to simply let you know how prepared you are, if you are currently in compliance, and how much money you are leaving on the table right now.

We've also discussed the many benefits of our CliniNotes™ clinical documentation program to your facility, which include:

- Reduce your claim rejections and provide better oversight of your denials management system
- Be prepared for RAC and other contractor audits
- Be in compliance with ICD-10 and other regulations
- Improve you're the level of patient care you provide and increase your public reporting scores
- As Doctors' records become public, they get the credit for helping patients that they deserve with proper documentation
- Reduce potential opportunities for mistakes and limit your liability exposure
- Support the appeals process when necessary
- Have access to a wide range of CME lectures for your physicians and staff

You have also probably learned along the way that we've built our CliniNotes™ Program around the central theme that your physicians are our primary clients, and our belief that physicians-educating-physicians is the best approach to maximize the potential benefits of your of a clinical documentation program.

We should also mention that if you currently have a nurse-based program, we can integrate with what you are currently doing. However, we should note that the ONLY time we've experienced issues or significant problems when working with our clients is when nurses have not been on board with the program and have resisted change/tried to block the physicians implementing it.

The only way for our program to work is if Doctors are the primary coaches, and are not intentionally interfered with by nurses. This has only occurred in a handful of cases, but when it has the level of compliance - and overall benefit to the client - was greatly reduced. Our mission is to seamlessly integrate with and improve how your facility operates. So to be completely candid, if your nurses are not on board with complying with a new clinical documentation system or are intent on frustrating the process, we are probably not appropriate for you.

When you allow us to analyze your current state of clinical documentation, and how prepared you are right at this moment for a RAC or other audit, we will prepare a detailed report that explains in what ways your program needs to be improved to be in compliance with the law and how protected you are against an audit or other fiscal threats. We will also tell you how much money you are currently missing out on without a clinical documentation program. And then you decide what is best for the financial future of your facility. As we have already mentioned, we're absolutely awful salespeople, so luckily for us the numbers basically speak for themselves!

If you're interested in us providing you with a comprehensive and free analysis of your facility give us a call today. We look forward to the opportunity to answer the questions that you have and let you know how our CliniNotes™ program works.

<NAME, TITLE>

BCE Healthcare Advisors

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