

# Engagement/New Subscriber Campaign - Client in the Dental Compliance and Risk Management Market

## Email One (Day One)

SUBJ: And you thought 2019 was crazy...

Good morning - and Happy Monday!

I mean it: Happy Monday – even though my subject line might sound a little scary...

But, you know, I'm not really trying to scare you (OK, maybe just a little bit.) It's just that you and I both know that things are never going to slow down for you, just so you can catch your breath and "get caught up on everything." Life doesn't work that way.

Not in your family. Not on Wall Street.

And not in your dental practice.

Here are just a few of the "trends to watch" that we kept hearing about last year:

- Creating a "spa-like experience" for your clients (no pressure there!)
- The role of 3D Printing
- The why and how of Group Practices
- Emergence of "big box" dental centers such as Walmart Health
- How to use social media algorithms to increase customer engagement

And, of course, let's not forget "Improving the Patient Experience." Well, yeah! Who doesn't want that? It's just that it's a bit difficult sometimes because of all the other stuff...

And that's only the tip of the iceberg!

Let's narrow things down a bit and talk about HIPAA compliance...

For example: Are you confident that you are fully HIPAA compliant - including if your practice suffers a cyber security breach?

That's right - you could be liable in the event your practice suffers a data breach. And you have to take steps BEFORE it happens. (I'm sure this was at the top of your mind while you were studying for the profession!)

A couple more HIPAA-related questions:

- Are you prepared for a HIPAA audit?
- Do you know how to respond appropriately to online patient reviews - in such a way that you avoid HIPAA violations?

Why am I bringing this up? Don't you have enough on your plate already?

It's simple: **sometimes, it's what we don't know that can do the most harm.**

AND... sometimes, the person who reminds us of the unseen dangers lurking around the corner is actually doing us a huge favor.

Because they're helping us remember the stuff we tend to forget. They bring it to the front of our mind so we can deal with it - either ourselves... or by partnering with the right person who can deal with it for us. Or maybe even provide training to help us better manage these issues.

So please consider me as that person who's gently reminding you of the need to be completely up-to-date and compliant with HIPAA. It may not be your favorite topic... but it's vital to your practice's success.

Be on the lookout for my next (maybe more "positive"!) email tomorrow. Until then...

Best wishes,

xxxxxxx

## Email Two (Day Two)

SUBJ: Wouldn't it be great?

Good morning!

Yesterday, we talked a little bit about HIPAA compliance for your practice, and how that's just one of many, many aspects to running your practice. And how all these facets and trends are always evolving and changing, and coming and going...

It can get overwhelming, to say the least.

But wouldn't it be great – if you knew exactly where to go for the answers to your questions about these constantly shifting issues and trends?

And not just the answers, but genuine training. AND expert guidance, including interviews with specialists and case studies. AND an actual community of like-minded professionals who have the same level of investment in dental practice as you do.

One trusted location and source for the latest insights, best practices, and training related to:

HIPAA... OSHA... Risk Management...

And issues like medical marijuana, changing fee structures from insurance companies, collaboration with MD's, trends in telehealth, social media, and more.

Let that sink in for a minute...

What kind of peace of mind would that bring you?

Wouldn't that be better than constantly skimming dozens of different sources, bookmarking web pages left and right (hoping you remember to come back to them when you have the time), and constantly feeling like you have to run just to stay one step ahead of... everything?

I think you'd agree that such a trusted resource would be a goldmine for you and your entire dental practice!

The question is – does such a resource exist?

For now, I'll simply say this:

YES.

And I'll tell you more tomorrow...

Best wishes,

xxxxxxx

## Email Three (Day Three)

SUBJ: Here's how I can simplify your life...

Good morning!

Quick question: Who is your favorite national news anchor?

Are you a Sean Hannity type? Or... Diane Sawyer? (Don't worry - no one will know how you answer this!)

Maybe Anderson Cooper, Maria Bartiromo? Take your pick - there are A LOT to choose from. Or maybe you prefer to avoid the mainstream pundits altogether...

The truth is, I'm not even writing to you about politics today.

I AM writing about the very real need that you probably feel, to **cut through the noise and confusion - and rely on one primary information source to stay on top of the issues that matter to you.**

There's just not enough hours in the day to scan every news source out there, and then decide on a case-by-case basis what's real and what isn't. And sure, that's true when it comes to the news...

But it's even more important when it comes to your dental practice.

You're busy! And why? Because you are performing a valuable service for your patients.

So when you have a question about HIPAA, OSHA, Risk Management, or any of the many other vital issues that affect you...

It's critical that you bypass the crowds and noise that's out there... and get real answers, real fast. Trustworthy information that's up to date and reflects our industry's best practices.

**That's why I'm so happy to invite you to join the XXXXXXXX Institute today.**

That's right: enrollment is open!

Becoming an Institute member is the best way to stay on top of the ever-changing world of compliance, AND have access to the latest information, expertise, and resources to manage your practice effectively and compliantly. And that's not all...

The members' area offers you a safe, professional place to ask questions on how specific elements of compliance and risk management apply to **your** practice.

Not to mention... The XXXXXXXX Institute is already the home of industry-leading, dental-specific courses to help you gain the vital knowledge you need to protect your practice, team, and patients.

You see, I really do want to help make your life simpler! (And more effective and profitable.)

When you become a member of the Institute Compliance Community, **you'll get instant access to all of these benefits:**

- **Closed Cases:** There's nothing like real-life case studies to bridge the gap between theory and practice...
- **Private Members Forum:** You're joining a real community of solid professionals...
- **Expert Interviews:** These are tell-it-like-it-is, in-the-trenches stories, advice, and counsel from qualified professionals. It's the real deal.
- **Member Articles:** Blogs and Articles to help you unravel and understand regulatory requirements. And implement what actually works.

- **Tools & Resources:** Suite of free Compliance Tools and Resources to enhance your compliance program. (I'm all about helping you focus on your core strengths, not wasting time getting caught up in the small stuff...)

Once you join, you'll get immediate access to the members' area of the Institute website. Then you can dive right in to read, watch, and implement all of the articles, interviews, and closed cases that have been published. (And don't forget to join the other new members in the members' forum to discuss and ask questions – I'll be there in the forum ready to help and meet you!)

And by the way... every month we'll be adding more and more members' content. Our Institute forum is a living and growing community.

Sound good?

Then don't wait!

[Become a member of the Institute Compliance Community TODAY - for less than the cost of a cup of coffee per month...](#)

Remember: once you register as a member, you'll get instant access to all the resources in the members' forum. And I'll be waiting for you there...

Let me help you simplify your business and your life:

[Join the XXXXXXXX Institute today...](#)

Best wishes,

xxxxxxx

P.S. If you're not sure where to begin once you're inside the members' area, try starting with the article, "Reduce Risk through the New Patient Experience." It's written by Penny Reed, author of "Growing your Dental Business." I think you'll get a lot of value out of it. After all, you've got to start somewhere...

[Join the XXXXXXXX Institute today...](#)

**[Series continues...]**