

EMAIL CONTENT IDEAS FOR HEALTH PROFESSIONALS

Increase appointments with existing patients and expand your reach to new patients.

You know it's important to regularly communicate with your audience. We know there are times when you need some inspiration of what to send out. Here you will find a few content ideas for inspiration, the link or button to design the email around so it meets your primary goal, and recommended Constant Contact templates that are a great fit for that email so you can create quickly.

CONTENT IDEAS	LINKS AND BUTTONS	TEMPLATE IDEAS
Share the latest health or local community news and your commentary or advice to stay connected with your patients and drive email sharing.	<ul style="list-style-type: none">See the full storyMake an appointmentShare with friends and family	<ul style="list-style-type: none">Client NewsletterSales Lead Newsletter
Remind patients of your existing services and announce new ones to drive appointment bookings.	<ul style="list-style-type: none">Make an appointment	<ul style="list-style-type: none">Product/Service ShowcaseClient Newsletter
Announce a patient appreciation event to increase your connection with patients and inspire referrals.	<ul style="list-style-type: none">Register for this event	<ul style="list-style-type: none">Client Newsletter
Announce a patient referral incentive to gain new patients (i.e., entry into a raffle for free teeth whitening or nutrition class).	<ul style="list-style-type: none">Refer a friend or family member	<ul style="list-style-type: none">Client Newsletter
Share local health resources like wellness events and seminars to stay connected with patients and drive email sharing.	<ul style="list-style-type: none">See more detailsShare with friends and family	<ul style="list-style-type: none">Client Newsletter

Take advantage of the upcoming holidays by sharing news, events, how to's, tips or greetings related to:

WINTER	SPRING	SUMMER	FALL
<p>December</p> <ul style="list-style-type: none"> AIDS Day Safe Toys and Celebration Month Hanukkah Christmas Make Up Your Mind Day National Hand Washing Awareness Week <p>January</p> <ul style="list-style-type: none"> New Year's Day Blood Donor Month Healthy Weight Week Women's Healthy Weight Day Birth Defects Prevention Awareness Month <p>February</p> <ul style="list-style-type: none"> Children's Dental Health Month Heart Month Wise Health Care Consumer Month Day of the Sick 	<p>March</p> <ul style="list-style-type: none"> Child Life Month Nutrition Month Save Your Vision Month Dental Assistants Recognition Week Root Canal Awareness Week Doctors' Day American Diabetes Association Alert Day <p>April</p> <ul style="list-style-type: none"> Humor Month Minority Health Month Health Day Public Health Week <p>May</p> <ul style="list-style-type: none"> Senior Health and Fitness Day Emergency Medical Services Week Nurses Week National Salad Month Nursing Home Week 	<p>June</p> <ul style="list-style-type: none"> Men's Health Month Community Health Improvement Week Nursing Assistant Day and Week Sun Safety Week <p>July</p> <ul style="list-style-type: none"> Firework Safety Month Healthcare Hospitality Week Nurses in Staff Development Week Cord Blood Awareness Month <p>August</p> <ul style="list-style-type: none"> Kids Day Health Center Week Cataract Awareness Month Psoriasis Awareness Month 	<p>September</p> <ul style="list-style-type: none"> Baby Safety Month Cholesterol Education Month Pain Awareness Month Family Health and Fitness Day Women's Health and Fitness Day Grandparents Day <p>October</p> <ul style="list-style-type: none"> Breast Cancer Awareness Month Dental Hygiene Month Healthcare Quality Week Medical Assistants Recognition Week Red Ribbon Week Halloween <p>November</p> <ul style="list-style-type: none"> COPD Awareness Month Healthy Skin Month Lung Cancer Awareness Month Medical Staff Services Awareness Month American Diabetes Month Thanksgiving

WINTER-THEMED TEMPLATES	SPRING-THEMED TEMPLATES	SUMMER-THEMED TEMPLATES	FALL-THEMED TEMPLATES
<ul style="list-style-type: none"> Valentine Hearts Valentine Roses Boxing Day - Canada Christmas Card Family Day Holiday Berry Holiday Card Holiday Elegant Holiday Snowman 	<ul style="list-style-type: none"> Happy Victoria Day Easter St. Patrick's Day Card II Earth Day 	<ul style="list-style-type: none"> Happy July 4th Happy Independence Day 	<ul style="list-style-type: none"> Happy Halloween Happy Labor Day Labour Day - Canada Thanksgiving Thanksgiving - Canada