

## Emails for Poly Healthcare Solutions

Writing Sample – Julie Vallone

*[Note: These emails were taken out of their Marketo templates to protect Poly's internal marketing information.]*

[EMAIL AUDIENCE – Physicians/Other Healthcare Providers]

**[Subject line]** Improve your patients' care with remote consultations

**[Title]** BETTER HEALTHCARE FOR YOUR PATIENTS—WHEREVER THEY ARE

[Body Copy] We know you're committed to providing high-quality healthcare, but how do you do that in the wake of rising costs, more patients and fewer providers?

Poly healthcare solutions can help. Our audio and video products power the authentic human connections needed to meet today's healthcare challenges, no matter where you and your patients are located. With our expanded portfolio, clinicians can provide more than 50,000 patient encounters each month.

By using Poly solutions for virtual healthcare visits, you can:

- Save patients the time and the money required to travel to your location.
- Give those in rural locations more healthcare choices and better access to specialists they need.
- See more patients and make healthcare decisions faster.

Improve healthcare access for your patients today. Find out how [Poly solutions for healthcare](#) can help.

[Email – Healthcare Professionals Seeking to Update Medical Skills]

**[Subject line]** Continue your medical education from any location

**[Title]** LEARN FROM EXPERTS WORLDWIDE; NO TRAVEL REQUIRED

[Body Copy] In today's fast-changing healthcare industry, it's critical for providers to keep their knowledge and skills up to date. Poly audio and video solutions make it easy to access continuing medical education, without having to travel. Save time and money by tapping into high-quality medical training from your current location, even if you practice in a rural community. Gain new techniques from experts throughout the globe, and keep current with the latest research for treating complex medical conditions. With Poly solutions, you can expand your knowledge and make the valuable connections you need with other providers. When healthcare professionals learn together, patient care gets better.

Discover new ways of learning with [Poly solutions for healthcare](#).

[Email – Healthcare Administrators]

**[Subject line]** Make valuable healthcare connections and better decisions

**[Title]** STREAMLINE YOUR OFFICE MANAGEMENT AND IMPROVE PATIENT CARE

[Body Copy] Enhanced patient care. More efficient office management. A better bottom line. That's what happens when healthcare administrators have the tools they need to collaborate and make better decisions. Poly healthcare solutions can help you streamline your office management and create new ways of working together. With crystal clear audio and video, your staff can make valuable human connections with colleagues, share ideas, improve office efficiency and productivity, cut costs and give patients the healthcare they deserve.

Learn more about [Poly healthcare solutions](#).