

# Reactivation Campaign

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This is a great time to reach out to those who have stopped coming into the clinic and give them an incentive to get them back on track so that they don't gain back what they have lost and keep the revenue coming into the clinic.

## REACTIVATION POSTCARDS

- M1PC17: Make a Date With Your Coach
- M1PC28: Better Health Ahead
- M1PC44: Gotten A Little Off Track
- M1PC49: Give Us A Reason

## REACTIVATION LETTER

- Sample Letter #1
- Sample Letter #2
- Sample Letter #3

## TELEPHONE SCRIPT

- Telephone Script #1
- Telephone Script #2

## REACTIVATION PATIENT INCENTIVE (example)

The first xxxx number of patients who reactivate will receive a box of shakes or bars for FREE

## REACTIVATION STAFF INCENTIVE (example)

The front desk staff who answers a call/ makes an outbound call in response to the letter, email or postcard and schedules a returning patient who then reactivates can have their name entered into a drawing (you set the length of time of the incentive) for a free lunch, movie tickets, etc.