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Promote your practice

By Jay A. Shorr, CMBM, CAC


Q: Are email newsletters really an effective means of communicating with patients?

A: Email newsletters are one of the best ways to promote your internal initiatives, in addition to sharing information with your patients. These newsletters are wonderful ways to reach your patients, but remember that you must allow patients to opt-in to avoid spam-related laws.

Additionally, each newsletter must have a link that allows recipients to cancel a subscription at any time. Many services can send these newsletters if your practice does not have a webmaster. Prices vary by the number of subscribers that you wish to send these newsletters to, and the cost for the value received is relatively inexpensive.

Answers to readers' questions were provided by Jay A. Shorr, BA, CMBM, CAC, of The Best Medical Business Solutions, Tamarac, Florida. Send your technology-related questions to medec@advanstar.com [medec@advanstar.com]



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