



WORK SAMPLE

CLIENT: Beacon Clinics
PROJECT: Email Sequences

EMAIL SEQUENCE TO U.S. PRIMARY CARE PHYSICIANS

Email 1

Subject: Inside: the antidote to PCP burnout.

Hello [NAME],

Ron Barshop here from Beacon Clinics. We provide ancillary allergy immunotherapy services to PCP clinics like yours, but that's not why I'm emailing you today.

I'm writing to you, [NAME], because I believe it's time you and I and the rest of the PCP community address the single biggest threat to our wellbeing and our livelihood — physician burnout.

Of course I don't have to tell you what it is or why it happens. You're on the front lines of our nation's uniquely challenging healthcare system and you feel the pressure every day. You know the constant struggle of negotiating with insurance providers in a regulatory landscape that seems designed to eat away at your profits. You're already squeezing in as many patients as you can to keep your practice afloat, let alone profitable.

Yes, burnout is no mystery to a PCP like yourself. What you might not know, though, is what you can do about it, and that's what I want to share with you today — free of charge, from one professional to another, with no strings attached.

Free guide: [The 10 Commandments of a Genius PCP](#)

Early on in my career, I was fortunate to work with an incredibly gifted, highly business-minded Primary Care Physician. I observed his strategy over the years, in awe as he increased his profits to five, ten, and then fifteen times the average PCP.

What was most amazing to me, though, was the fact that he didn't have to see a single extra patient to achieve this growth. In fact, he reduced his workload and his stress levels as a result of this entrepreneurial approach to his work.

After applying his strategies to my own practice and seeing similarly wonderful results, I am convinced that he has developed the only effective antidote to the crisis of physician burnout. I feel that it's my duty to share this with other PCPs, so please find below your free copy of [The 10 Commandments of a Genius PCP](#).

[Download The 10 Commandments of a Genius PCP](#)

Inside, I've summarized the doctor's philosophy in ten tried-and-tested, easy-to-implement strategies. It's my hope that with these strategies, you'll be able to reduce your workload and fight the burnout that's plaguing our healthcare industry, all while multiplying your practice revenue and improving your patient outcomes.

Enjoy your free guide and please do get in touch if you have any questions.

Best,

Ron Barshop

CEO
Beacon Clinics

Email 2

Subject: The cold, hard facts about burnout.

Hello [NAME],

I hope you enjoyed your free copy of The 10 Commandments of a Genius PCP (if you haven't had chance to download it yet, you can get your copy [here](#)).

In the guide, I shared ten tried-and-tested strategies for increasing your practice revenue while reducing your risk of burnout. As you might know, this condition is becoming a very real, very dangerous epidemic among physicians. In fact, it's threatening to destroy the industry altogether, taking PCPs like you with it.

Sounds a little extreme, doesn't it? Well, I wish I were exaggerating the dangers of physician burnout, but the reality is that as many as 50% of practicing PCPs are suffering from burnout at any given time, and the consequences are potentially deadly.

Physicians are suffering from depression, substance abuse, and addiction in record numbers. Ours has the highest suicide rate of all professions in the U.S., up to five times higher than that of the general public.

Burnout really is that dangerous, and it's not just you and your colleagues at risk. Study after study is finding that, when physicians are experiencing burnout, their patients are as many as **FOUR TIMES** more likely to experience unprofessional behavior, unsafe care, and medical errors.

Combine the risks to both patient and physician, set within an industry that seems almost purpose-built to perpetuate burnout, and it's no surprise that doctors are abandoning the profession in droves.

With a quarter of U.S. doctors already set to retire in the next decade, we can't afford to lose even more to burnout. Yet one in five are currently attempting to scale back their practice and one in 50 are planning to leave medicine altogether in the next two years.

And with medical school applications in unprecedented decline, it seems that graduates are increasingly reluctant to replace them. Just two generations ago, graduation into primary care was 70%, down to an alarmingly low 16% today.

Where does that leave us? Where does it leave the ageing population who will become increasingly dependent on a crippled healthcare system? And what can we do to avert it?

We're conditioned as doctors to put the patient first, never show weakness, and accept insane levels of stress as par for the course. That strategy is failing us dreadfully, and if the statistics are any indication, it's failing our patients, too. We know this, deep down, but many physicians can't see any alternative.

Cut my clinic hours? What about my patients?

See fewer patients? I have a practice to support!

Spend less time on admin? If I don't do it, who will?!

Yes, escaping the vise-like grip of burnout can feel impossible, so we simply plow on trying to make a fundamentally flawed business model work. In my next email, I'm going to break down exactly what's wrong with this model, why it's doomed to fail, and what you can do to protect yourself and your patients.

Stay tuned, [NAME]!

Ron

Email 3

Subject: Why you should think like a hair stylist, not a bricklayer...

Hello [NAME],

In my last email, I broke down just how bad the problem of PCP burnout is becoming, and what it means for us, our patients, and our healthcare industry as a whole. I mentioned that the PCP business model is fundamentally flawed, and today I want to explain why.

Let's imagine you're a bricklayer, getting paid per brick laid. If you want to earn more money, you have two options:

- a. Lay more bricks in the time you have.
- b. Work longer hours.

You can try to do either, or both, but ultimately your earning potential is still capped by either your brick-laying speed (a) or your available hours (b). Lay bricks too quickly, or work too many hours for too long, and you'll eventually become exhausted.

Hair stylists solved this problem years ago. Once paid by the haircut, they stopped trying to funnel more and more people through their doors and up-sold their customers to blowouts, colors, and beard trims instead.

Yes, hair stylists have cracked the code, but us PCPs? We're still laying bricks. Why?

Well, unlike hair stylists and bricklayers, we're operating within an environment that seems designed for the very purpose of squeezing our profits. Insurers are looking for every loophole in the book to deny payments, and we're competing with a corporatized care system that allows hospital-owned clinics to scoop up practices for zero outlay and charge four times what we can.

We're facing pressures from the patient side, too. We're treating an ageing population with increasingly complex health needs, more and more of whom are heading for Medicaid enrolment in the coming years. This 'Silver Tsunami' is predicted to bring with it waiting times comparable to those of the Canadian and British healthcare systems, and with a growing shortage of physicians entering and staying in the profession, the pressure's on us to help them.

The bricklayer model we're currently operating — squeeze in more patients and work longer hours — isn't helping. It's simply fueling more and more burnout. If we have any hope of heading off this looming crisis, it's time to drastically re-think our business model.

So what's the alternative?

In The 10 Commandments of a Genius PCP, I explained why I believe ancillary services to be the savior of the PCP business model.

As I detailed in the guide, I offer ancillary services in my own clinic to diversify my services, generate new business, attract walk-in income, and keep much more of my profits in-house, rather than sending my patients (and their money) to external providers.

Through Beacon Clinics, I help my clients to do the same by adding risk-free ancillary allergy testing services to their practices. Our ancillary model is fully staffed and managed by us, so you essentially drive up your practice profits with none of the additional work or risks that come with it.

Patients love this in-house service because not only is it convenient, but it also allows them to get as much of their care as possible from a provider they already know and trust — you! Improve patient satisfaction and you also improve treatment compliance and outcomes, which improves satisfaction even further.

The ancillary model is a 100% win-win for you and your patients. I truly believe that in today's medical landscape, it's the only sustainable way to fight burnout while still maintaining a profitable, thriving practice.

If you want to find out more about how ancillary allergy services can help your practice, visit us at Beacon or simply hit 'reply' now to arrange a conversation. I look forward to hearing from you, [NAME],

Ron

END OF SAMPLE

by Louise Sinclair | louise@sinclaircopywriting.com | www.sinclaircopywriting.com