

Drip campaign template for Senior Support

Email 1 - Title/Subject: *|FNAME|*, Thank You for Reaching out—We are here to Help

|FNAME|,

Thank you for contacting Optimal Healthcare. We have been providing seniors medical and personal care in the comfort of home since 2015.

Our Director of Patient Care is happy to learn more about your situation and develop a customized care plan tailored to your needs—whether that includes skilled nursing, personal care, caregiver assistance, or help coordinating resources and medical equipment.

Getting started is easy.

If you are interested in receiving medical services from our agency, we can contact your primary caregiver and obtain a physician order, prior to a skilled nurse home visit/patient assessment.

Simply reply to this email or call **818-609-2663** and let us know you would like to schedule a **FREE** patient assessment.

We look forward to supporting you and your family.

Kind Regards,

Nick

Patient Communications Coordinator

Email 2 – Title/Subject: How We Maintain the Highest Standard of Care for Patients

|FNAME|,

Our commitment to exceptional care begins with making sure our staff are fully competent to care for all our patients' medical and personal needs. Our healthcare professionals receive extensive training in fall prevention, medication management, infection control, mobility support and more.

Figuring out how in-home care works can feel overwhelming. For a closer look into how we conduct patient assessments and medical protocols, download our free eBook on our website at **optimalhha.com**.

If you have any questions about your specific situation or would like guidance on the next steps, call **818-609-2663** to speak with our Director of Patient Care.

Kind Regards,

Nick

Patient Communications Coordinator

Email 3 – Title/Subject: Why Families Trust Optimal Healthcare with Their Medical Needs

|FNAME|,

I wanted to share a few reasons why so many families choose Optimal Healthcare.

Read on to get a brief insight into what our clients think of us. And for more testimonials, visit our website **optimalhha.com**

“I was referred to Optimal Healthcare after a hospitalization for advanced heart failure and chronic breathing issues. Our nurse took the time to explain every part of the care process—what to expect, available services, and all my treatments. I would confidently recommend Optimal Healthcare to anyone needing skilled, supportive care at home.” – A. S.

To maintain the highest level of care, besides for our staff being extensively trained in conducting medical protocols and patient assessments, we thoroughly screen all our employees before hiring.

This includes an extensive background check, verifying licenses and checking references; performance evaluations are performed both quarterly and annually.

We accept a wide range of insurance plans, including Medicare and many private insurers, to make medical care more accessible and affordable.

If you'd like to learn more, reply to this email or call **818-609-2663**.

Kind Regards,

Nick

Patient Communications Coordinator

Drip campaign template for Post-Surgery Assistance

Email 1 - Title/Subject: *|FNAME|*, Thank You for Reaching out—We're Here to Support Your Recovery

|FNAME|,

Thank you for contacting Optimal Healthcare. We've been helping patients recover safely and comfortably at home after procedures ranging from orthopedic surgeries to cardiac, abdominal, and outpatient operations.

Our Post-Surgery Assistance program focuses on what matters most during recovery: pain management support, wound care, mobility assistance, medication reminders, and preventing complications.

Our Director of Patient Care is available to discuss your recovery needs and develop a personalized care plan—including skilled nursing, therapy services, and any medical equipment needed for safety and mobility.

Getting started is simple.

If you are interested in receiving medical services from our agency, we can contact your primary caregiver and obtain a physician order, prior to a skilled nurse home visit/patient assessment.

Simply reply to this email or call **818-609-2663** and let us know you would like to schedule a **FREE** patient assessment.

We look forward to supporting your healing process.

Kind Regards,

Nick

Patient Communications Coordinator

Email 2 - Title/Subject: How We Ensure a Safe, Comfortable Recovery at Home

|FNAME|,

Recovering from surgery can be stressful—especially when managing pain, mobility changes, or complex medication routines. We take extra steps to ensure patients receive safe, evidence-based post-operative care.

Our clinical team is trained in wound care protocols, infection prevention, vital-sign monitoring, and early identification of complications. In addition, we provide mobility and strengthening support to help patients regain confidence and independence as quickly and safely as possible.

For a closer look at how we manage post-surgical recovery, download our free eBook at optimalhha.com. It outlines our clinical standards, patient assessment process, and the safety measures we implement in each home.

If you have questions about your specific recovery needs or want to know which services may benefit you most, call **818-609-2663** to speak with our Director of Patient Care.

Kind Regards,
Nick
Patient Communications Coordinator

Email 3 - Title/Subject: *|FNAME|*, Here's Why Patients Trust Us with Their Recovery at Home
|FNAME|,

I wanted to share a few reasons why so many patients and families trust Optimal Healthcare after a procedure.

Read on to get a brief insight into what our clients think of us. And for more testimonials, visit our website optimalhha.com

“After a complicated spinal surgery, I turned to Optimal Healthcare for support—and I’m so glad I did. They coordinated everything seamlessly, sending a skilled nurse, pt, and home health aide to help me regain mobility and manage my pain safely. I’m finally getting back to my normal routine. I am grateful to everyone at Optimal Healthcare that helped with my recovery.” – S.W.

Our clinical team is made up of licensed nurses and therapists with specialized training in wound care, infection prevention, orthopedic recovery, cardiac and respiratory monitoring, and post-operative medication management.

We also accept Medicare and many private insurance plans, making post-surgery support more accessible and affordable.

To explore your recovery options in more detail, reply to this email or call **818-609-2663**.

Kind Regards,
Nick
Patient Communications Coordinator

Drip campaign template for Disability Support

Email 1 - Title/Subject: *|FNAME|*, Thank You for Reaching out—We're Here to Support Your Daily Living Needs

|FNAME|,

Thank you for contacting Optimal Healthcare. We have been helping individuals with physical, developmental, or long-term disabilities live comfortably and independently at home since 2015.

Our Disability Support services are designed around the unique needs of each individual—from mobility assistance and personal care to skilled nursing, medication management, therapy services, and help coordinating medical equipment.

Whether the goal is improving daily routines, enhancing independence, or receiving ongoing clinical support, we're here to make life easier.

Our Director of Patient Care is available to discuss your specific needs and develop a customized care plan tailored to you.

Getting started is easy.

If you are interested in receiving medical services from our agency, we can contact your primary caregiver and obtain a physician order, prior to a skilled nurse home visit/patient assessment.

Simply reply to this email or call **818-609-2663** and let us know you would like to schedule a **FREE** patient assessment.

We look forward to supporting you.

Kind Regards,
Nick
Patient Communications Coordinator

Email 2 - Title/Subject: How We Deliver Skilled, Compassionate Disability Support at Home

|FNAME|,

At Optimal Healthcare, we understand that disability support goes far beyond basic assistance. It requires skilled and consistent care.

Our caregivers and clinicians receive ongoing training in safe mobility techniques, communication strategies, adaptive equipment use, chronic-condition management, and patient-centered support. Our goal is to promote independence, reduce daily stress, and create a safe, comfortable environment for you or your loved one.

To learn more about our medical protocols and patient assessments, download our free eBook at optimalhha.com.

If you have questions about services, long-term support options, or next steps, call **818-609-2663** to speak with our Director of Patient Care

Kind Regards,
Nick
Patient Communications Coordinator

Email 3 - Title/Subject: *|FNAME|*, Here's Why Families Trust Us with Disability Support

|FNAME|,

When it comes to long-term disability support, choosing the right care team makes all the difference.

Read on to get a brief insight into what our clients think of us. And for more testimonials, visit our website optimalhha.com

“With Optimal (Healthcare) every visit feels personal—their team listens, checks in, truly care. Their kindness and professionalism have made such a difference in my recovery, especially after the discouragement I felt coming home from the hospital. I finally feel hopeful again and more confident about my health moving forward.”—E. C.

Our team of nurses, therapists and trained caregivers have extensive training in safe transfers and mobility, adaptive equipment use, chronic condition support, and personalized daily-living assistance. In addition, all caregivers undergo background checks, hands-on clinical evaluations, and ongoing education to ensure they deliver the highest standard of care.

We also accept Medicare, Medicaid, and many private insurance plans to make long-term disability support more accessible.

If you'd like to learn more, reply to this email or call **818-609-2663**.

Kind Regards,
Nick
Patient Communications Coordinator

Drip campaign template for Not Sure—Help Me Decide

Email 1 - Title/Subject: *|FNAME|*, Thank You for Reaching out—We're Here to Help You Choose the Right Care

|FNAME|,

Thank you for contacting Optimal Healthcare. Many people reach out to us unsure of which home health service they need—and that's completely normal. Our team is here to guide you through that.

We support patients with a wide range of needs—from senior support, disability care, to recovery after surgery. Whether you're looking for short-term help or long-term support, we begin with understanding your situation and goals.

Our Director of Patient Care can speak with you, answer any questions you may have, and help you determine what is the best fit for your needs.

Getting started is easy.

If you are interested in receiving medical services from our agency, we can contact your primary caregiver and obtain a physician order, prior to a skilled nurse home visit/patient assessment.

Simply reply to this email or call **818-609-2663** and let us know you would like to schedule a **FREE** patient assessment.

We look forward to helping you find the right care.

Kind Regards,
Nick
Patient Communications Coordinator

Email 2 - Title/Subject: How We Help You Choose the Right Type of Care—Stress-Free

|FNAME|,

Selecting the right home health service can feel overwhelming, especially if you're not sure what level of support is needed. We ensure the process is clear and simple.

Our team uses a structured assessment to understand your medical needs, daily routines, mobility challenges and any personal preferences.

From there, we explain the different types of care and outline what each one includes.

If you'd like to learn more about how we evaluate care needs, you can download our free eBook at optimalhha.com. It provides an inside look at our assessment process and the safety protocols we follow.

If you have any questions or need guidance tailored to your situation, call **818-609-2663** to speak with our Director of Patient Care.

Kind Regards,
Nick
Patient Communications Coordinator

Email 3 - Title/Subject: *|FNAME|*, Here's Why Families Trust Us with Their Medical Care

|FNAME|,

When you're unsure which type of home health service you need, hearing from others who were once in the same position can be reassuring.

Read on to get a brief insight into what our clients think of us. And for more testimonials, visit our website optimalhha.com.

"My husband's nurse checks in on his symptoms and pain management at every visit, making sure he's comfortable and progressing safely. We couldn't be happier with the services."— J. A.

Our caregivers and clinicians go through extensive training in senior support, disability support, post-surgery recovery, and chronic-condition management. You don't necessarily need to know which type of care you require—our team has the expertise to assess your needs and recommend the right level of support. All our staff complete background checks, clinical evaluations, and ongoing training to maintain the highest level of care.

We also accept Medicare, Medical and many private insurance plans to make the decision process easier and more affordable.

If you'd like to learn more, reply to this email or call **818-609-2663**.

Kind Regards,
Nick
Patient Communications Coordinator