



Marchetti Creative
3527 NE 15th #248
Portland, OR 97212
Tel: 503-789-2569

Patricia Marchetti
Marchetti Creative
Health Web Page Sample

Below is a webpage written for a Portland-based company seeking to serve the health care industry. The site has yet to launch, so the client name has been removed.

Headline 1: One size doesn't fit all
Headline 2: Don't leave satisfaction to chance
Headline 3: Satisfaction is the key to member retention

It costs 5 times more to attract a new client than it does to retain one. And, health industry experts cited by BNET estimated this cost could be much higher within the health care field, citing factors such as market competition, health insurance product type, and care delivery model used. *Retention is critical to containing costs while providing top-notch care.*

COMPANY designs a customized client care program for each of our accounts, including both inbound contacts and outbound campaigns.

Our compassionate, efficient associates provide superior care. We take client service seriously. HIPAA-trained associates answer calls and emails 24/7/365. Dedicated team members or shared staff can be assigned to your account. We thoroughly vet each employee to ensure that only enthusiastic, dedicated, and principled associates service your members and patients.

Prompt problem resolution is paramount to retention. When we're setting up your account, we'll spend a generous amount of time working with you to delineate how grievances should be addressed. Our team is then extensively trained on how to handle, record, and resolve complaints for your operation. We take this duty seriously; poor customer care only exacerbates patient issues. Associates write detailed, accurate notes about patient grievances so that any problems we can't address can ultimately be resolved.

Going above and beyond should be standard operating procedure. Patients and health plan members enjoy receiving **welcome calls** or **follow-up calls**. A patient who has recently joined your health plan or medical practice knows you care for more than the bottom line when you take the time to welcome them and answer any remaining questions. Hospitals, health plans, and medical practices that place post-procedure follow-up calls generate positive word-of-mouth.

Surveys provide excellent insight. Member/patient surveys are conducted to determine satisfaction, learn about emerging issues, and refine offerings.

Education campaigns build awareness and adoption. Launching a new initiative? Offering new services? Increasing awareness with outbound telephone campaigns boosts service usage and adoption.

COMPANY offers medical contact center services at competitive prices to increase satisfaction and retention. Call COMPANY today at XXX-XXX-XXXX to learn how we can put our health care knowledge and solutions to work for you!

This copywriting sample may not be duplicated, published, or otherwise distributed without the written permission of Marchetti Creative.