Marketing Your Telehealth Program

Suggested Language

# Email Template

Text SUBJECT: Visit [Doctor/Provider name] from home!

Dear [PATIENT FIRST NAME],

Did you know that [Doctor/Provider name] offers telemedicine appointments in addition to in-person office visits? Many of our patients have found telemedicine to be an easy and safe way to manage their healthcare needs all from the comfort of their own homes. During a telemedicine appointment, [Doctor/Provider name] will meet with you one-on-one through a secure videoconferencing platform (using a laptop, smartphone, or tablet) to discuss your health needs or issues.

Telemedicine can be used to treat many common health issues, including:

* Rashes
* Coughs
* Colds and flu
* UTIs
* Headaches
* Insect bites
* Asthma
* Sore throats
* And many more!

Through telemedicine, [Doctor/Provider name] can also write new prescriptions or request prescription refills for regular medications, such as insulin or blood pressure medication.

Don’t delay healthcare needs due to travel concerns or a busy schedule. Schedule a telemedicine appointment today!

Got questions? Our office is here to assist you! For more information on telemedicine or how to schedule a telemedicine appointment, please call our office at (123) 123-1234 or visit [www.websitename.com/telehealth](http://www.websitename.com/telehealth).

Thank you,

# Social Media Post Templates

Language

*Post Purpose: General Telemedicine – Encourages talking to MD to learn more about telehealth*

Telehealth is a safe and easy way to manage your health needs from the comfort of your own home. Talk to your doctor about adding telehealth to your healthcare routine!

#telehealth #telemedicine #stayhomestayhealthy

*Post Purpose: General Telemedicine – Encourages visiting website to learn more about telehealth*

Telehealth is a safe and easy way to manage your health needs from the comfort of your own home. Visit [www.websitename.com/telehealth](http://www.websitename.com/telehealth) to learn more about adding telehealth to your healthcare routine!

#telehealth #telemedicine #stayhomestayhealthy

*Post Purpose: Mental Health – Encourages calling to schedule an appointment and visiting website to learn more about telehealth*

We’re here for you, whenever and wherever you need us. We’re excited to announce that we are now offering counseling appointments via telehealth. Call to schedule an appointment today. Visit [www.websitename.com/telehealth](http://www.websitename.com/telehealth) to learn more!

#everydaywellness #telehealth #socialsupport

Photos

There are free photo libraries online you can use to download photos for your social media posts.

* Pexels

<https://www.pexels.com/search/telehealth/>

* Pixabay

<https://pixabay.com/images/search/covid/>