

Health Plans

Audience – Procurement

Subject lines to choose from:

- 1 – Do you need a quote?
- 2 - Your health plan qualifies for our performance-based program
- 3 – No-risk contracts for member services and telehealth

[Headline if you choose to use]

Performance-based contracts. Cost-savings.

[main copy]

{fname},

From our research, we believe {your health plan} may be a candidate for our new performance-based contracts and cost-savings program.

A wide range of next-generation engagement solutions

From multichannel member services to empathy-driven discharge follow-up to high-quality telehealth, if it involves interaction with your members to improve outcomes and reduce costs, [we likely do it.](#)

Proven performance and methods

We've been in business for 15+ years and already work with 85+ of the nation's leading health plans.

Would you be willing to have a brief call to learn more?

Best regards,

[sales name]

[sales title]

[sales email]

[sales phone]

carenethealthcare.com

Audience – Member Services/ Operations (all plans)

Subject lines to choose from:

- 1 – Next-generation engagement + cost-savings
- 2 - Your health plan qualifies for our performance-based program
- 3 – Innovations in member services and telehealth

[Headline if you choose to use]

Performance-based contracts. Cost-savings.

[main copy]

{fname},

From our research, we believe {your health plan} may be a candidate for our new performance-based contracts and cost-savings program.

A wide range of next-generation engagement solutions

From after-hours member services to open enrollment staffing to HRA outreach, if it involves interaction with your members to improve outcomes and reduce costs, [we likely do it](#).

Proven performance and value

We've been in business for 15+ years and already work with 85+ of the nation's leading health plans. We typically help plans like yours achieve a 20-30% lift on member outreach and activation.

Would you be willing to have a brief call to learn more?

Best regards,

[sales name]

[sales title]

[sales email]

[sales phone]

carenethealthcare.com

Audience – Medical/Clinical Services (all plans)

Subject lines to choose from:

- 1 – Accredited, expert support for your team
- 2 - Performance-based contracts? Yes.
- 3 – Cost analysis for member services and telehealth
- 4 – 50% savings on telehealth + other services

[Headline if you choose to use]

Performance-based contracts. Cost-savings.

[main copy]

{fname},

From our research, we believe {your health plan} may be a candidate for our new performance-based, clinical engagement contracts and our 50% off telehealth cost-savings program.

A wide range of next-generation engagement solutions

From an innovative virtual care model to post-discharge follow-up to medication reconciliation and ER diversion, if it involves interaction with your members to improve outcomes and reduce costs, [we likely do it](#).

Proven performance and methods

We've been in business for 15+ years and already work with 85+ of the nation's leading health plans. We're accredited by URAC and NCQA and are CSF-certified by HITRUST.

Would you be willing to have a brief call to learn more?

Best regards,

[sales name]

[sales title]

[sales email]

[sales phone]

carenethealthcare.com

Audience – Medical/Clinical Services (Medicare Advantage, Medicaid)

Subject lines to choose from:

- 1 – Your population needs a unique kind of outreach
- 2 - Your health plan qualifies for our performance-based program
- 3 – Accredited, expert clinical support for your team
- 4 - 50% savings on telehealth + other services

[Headline if you choose to use]

Population-specific engagement. Performance-based contracts. And cost-savings, too.

[main copy]

{fname},

From our research, we believe {your health plan} may be a candidate for our new performance-based, clinical engagement contracts and our 50% off telehealth cost-savings program.

Our teams are specially trained in engaging with Medicare and Medicaid populations. That means we can support your teams in ways others can't. We can help you improve everything from your Stars rating to well visit scheduling to transportation assistance. If it involves interaction with your members to improve outcomes and reduce costs, [we likely do it](#).

Proven performance and methods

We've been in business for 15+ years and already work with 85+ of the nation's leading health plans. We are accredited by URAC and NCQA and are CSF-certified by HITRUST.

Would you be willing to have a brief call to learn more?

Best regards,

[sales name]

[sales title]

[sales email]

[sales phone]

carenethealthcare.com

Audience – Sales (that sell plans to employers)

Subject lines to choose from:

- 1 – You could offer free telehealth to employers
- 2 - Your plan qualifies for our performance-based program
- 3 – Do your clients want employee concierge services?

[Headline if you choose to use]

Need new ways to keep employers happy with your plan?

[main copy]

{fname},

From our research, we believe {your health plan} may be a candidate for our new performance-based contracts and employee concierge cost-savings program.

A wide range of next-generation engagement solutions

From employee advocacy and empowerment to engagement design consulting to innovative telehealth programs, if it involves interaction with members to ultimately improve outcomes and reduce costs for all, [we likely do it](#).

Proven performance and methods

We've been in business for 15+ years and already work with 85+ of the nation's leading health plans.

Would you be willing to have a brief call to learn more?

Best regards,

[sales name]

[sales title]

[sales email]

[sales phone]

carenethealthcare.com

Audience 5 – Marketing (to employers)

Subject lines to choose from:

- 1 – You could offer free telehealth to employers
- 2 - Your employers need healthy employees ...
- 3 – A new employee advocacy program for your clients?

[Headline if you choose to use]

Need innovative initiatives to talk to employers about?

[main copy]

{fname},

From our research, we believe {your health plan} may be a candidate for several of our new programs—performance-based contracts, free telehealth for your employers and our employee advocacy savings program.

A wide range of next-generation engagement solutions

From employee outreach and onboarding to wellness program enrollment to an innovative Virtual Clinic, if it involves interaction with members to improve outcomes and reduce costs, [we likely do it.](#)

Proven performance and methods

We've been in business for 15+ years and already work with 85+ of the nation's leading health plans.

Would you be willing to have a brief call to learn more?

Best regards,

[sales name]

[sales title]

[sales email]

[sales phone]

carenethealthcare.com

Audience – Marketing (to members)

Subject lines to choose from:

- 1 – You could be offering free virtual care on demand
- 2 - Your plan qualifies for our performance-based program
- 3 – Innovative member services and telehealth models

[Headline if you choose to use]

Your members will like this.

[main copy]

{fname},

From our research, we believe {your health plan} may be a candidate for several of our new programs, including performance-based contracts that get more members excited about taking ownership of their health and wellness ... or our streamlined Virtual Clinic that can be offered to members at no cost and help keep them out of the ER.

A wide range of next-generation engagement solutions

From appointment scheduling to meaningful guidance and empowerment within the healthcare system, if it involves interaction with your members to improve outcomes and reduce costs, [we likely do it](#).

Proven performance and methods

We've been in business for 15+ years and already work with 85+ of the nation's leading health plans.

Would you be willing to have a brief call to learn more?

Best regards,

[sales name]

[sales title]

[sales email]

[sales phone]

carenethealthcare.com

Audience – Product management/development

Subject lines to choose from:

- 1 – You could be offering telehealth for free to members
- 2 - Your health plan qualifies for our performance-based program
- 3 – Time to offer something different for employers?

[Headline if you choose to use]

Innovative offerings. Performance-based contracts. Cost-savings.

[main copy]

{fname},

From our research, we believe {your health plan} may be a candidate for several of our new innovations, including performance-based contracts, free-to-the-member telehealth, employee empowerment programs and other cost-saving opportunities.

A wide range of next-generation engagement solutions

From employee advocacy and concierge-type navigation services to member outreach, if it involves interaction with your members to improve outcomes and reduce costs, [we likely do it](#).

Proven performance and methods

We've been in business for 15+ years and already work with 85+ of the nation's leading health plans.

Would you be willing to have a brief call to learn more?

Best regards,

[sales name]

[sales title]

[sales email]

[sales phone]

carenethealthcare.com

Audience – Pharmacy

Subject lines to choose from:

- 1 – Looking for better ROI on retail-to-mail initiatives?
- 2 - Your health plan qualifies for our performance-based program
- 3 – We can offer a 20-30% lift on your current member outreach

[Headline if you choose to use]

Trained teams. Performance-based contracts. Cost-savings.

[main copy]

{fname},

From our research, we believe {your health plan} may be a candidate for our new performance-based contracts and cost-savings program.

A wide range of next-generation engagement solutions

From brand-to-generic or retail-to-mail outreach to medication reconciliation and adherence, if it involves interaction with your members to improve outcomes and reduce costs, [we likely do it](#).

Proven performance and value

We've been in business for 15+ years and already work with 85+ of the nation's leading health plans. Our teams are trained in motivating members to make the best choices for their health and pocketbooks. And we can help you achieve a 20-30% increase in ROI on member outreach.

Would you be willing to have a brief call to learn more?

Best regards,

[sales name]

[sales title]

[sales email]

[sales phone]

carenethealthcare.com

Audience – Innovations

Subject lines to choose from:

- 1 – Your outside-the-box testing partner
- 2 - Every great innovation starts with a pilot program
- 3 – Welcome to our health plan test kitchen

[Headline if you choose to use]

Testing means learning. And learning means results.

[main copy]

{fname},

When you take your member outreach program for a trial run, you can see what works and what needs adjusting—before you deploy population-wide. And even better: We'll do the heavy lifting.

Boundless possibilities

Our learning lab is powered by 30+ years of engagement experience inside and outside of healthcare. We typically help plans like yours achieve a 20-30% lift on member outreach and activation.

Proven performance and methods

Do what your competitors do and [lean into our capabilities](#) that can be deployed quickly for out-of-the-box ideas. We already work with 85+ of the nation's leading health plans.

Would you be willing to have a brief call to learn more?

Best regards,

[sales name]

[sales title]

[sales email]

[sales phone]

carenethealthcare.com

Audience – Analysts /Analytics Group

Subject lines to choose from:

- 1 – Get a significant return on your analytics investment
- 2 - Your plan qualifies for our performance-based program
- 3 – A new boost for analytics success

[Headline if you choose to use]

**Performance-based contracts. Cost-savings.
And moving your insights to action.**

[main copy]

{fname},

From our research, we believe {your health plan}'s analytics can reach new levels of intelligence with our new performance-based contracts and cost-savings program.

A holistic view of your data

With critical population insights from member surveying and a CRM platform that integrates your data into a single source, we make your analytics work harder.

Proven performance and methods

We've been in business for 15+ years and [already work with 85+ of the nation's leading health plans](#).

Would you be willing to have a brief call to learn more?

Best regards,

[sales name]

[sales title]

[sales email]

[sales phone]

carenethealthcare.com

Audience – IT

Subject lines to choose from:

- 1 – Get more bang for your IT investment
- 2 - Your health plan qualifies for our performance-based program
- 3 – Expert engagement support and CRM technology

[Headline if you choose to use]

Performance-based contracts. Healthcare expertise. Better results.

[main copy]

{fname},

From our research, we believe {your health plan} may be a candidate for our new performance-based contracts and CRM cost-savings program.

A wide range of next-generation engagement solutions

With our healthcare data security expertise, telephony capabilities and a CRM platform that offers a holistic view of your data—not to mention seamless systems integration—we make your IT investments work harder.

Proven performance and methods

We already work with 85+ of the nation's leading health plans. And we're CSF-certified by HITRUST.

Would you be willing to have a brief call to learn more?

Best regards,

[sales name]

[sales title]

[sales email]

[sales phone]

carenethealthcare.com

Audience – Stars czars

Subject lines to choose from:

- 1 – Star ratings that really shine
- 2 - Your health plan qualifies for our performance-based program

[Headline if you choose to use]

**Optimized patient outreach. Fewer gaps in care.
More Stars on the horizon.**

[main copy]

{fname},

From our research, we believe {your health plan} may be a candidate for our new performance-based contracts and cost-savings program—which can make your Stars improvement initiatives deliver even better ROI.

Engagement strategies that drive improved quality ratings

From HEDIS score improvement to welcome and onboarding programs to member surveying prior to formal inquiry, if it involves interaction with your members to improve outcomes and reduce costs, [we likely do it](#).

Proven performance and methods

We already work with 85+ of the nation's leading health plans and have helped many of them improve their Star ratings with our [next-generation engagement solutions](#). We can help you close 20-30% more gaps in care with our clinical expertise.

Would you be willing to have a brief call to learn more?

Best regards,

[sales name]

[sales title]

[sales email]

[sales phone]

carenethealthcare.com

Providers

Audience – Procurement

Subject lines to choose from:

- 1 – Do you need a quote?
- 2 - You qualify for our performance-based program
- 3 – Let's talk about no-risk contracts for patient services

[Headline if you choose to use]

Performance-based contracts and clinical expertise to drive cost-savings.

[main copy]

{fname},

From our research, we believe {your organization} may be a candidate for our new performance-based contracts and cost-savings program.

A wide range of next-generation patient engagement solutions

From multichannel patient services to empathy-driven discharge follow-up to after-hours support, if it involves patient outreach to improve outcomes and reduce costs, [we likely do it.](#)

Proven performance and methods

We've been in business for 15+ years and already work behind the scenes with 100+ of the nation's leading health systems and health plans. We are accredited by URAC and NCQA and are CSF-certified by HITRUST.

Would you be willing to have a brief call to learn more?

Best regards,

[sales name]

[sales title]

[sales email]

[sales phone]

carenethealthcare.com

Audience – Population health management

Subject lines to choose from:

- 1 – Engagement support for pop health management
- 2 - You qualify for our engagement performance-based program
- 3 – 20 to 30% better engagement results for your populations

[Headline if you choose to use]

Performance-based contracts and clinical expertise for a boost in population health.

[main copy]

{fname},

Are you getting the results you want from your patient outreach efforts? With the support of our new performance-based contracts and cost-savings program, you can.

Patient engagement solutions crafted by skilled clinical teams

From closing gaps in care to scheduling preventive services and screenings to HRA initiatives, if it involves interaction with your patients to improve outcomes and reduce costs, [we likely do it](#).

Proven performance and methods

We've been in business for 15+ years and already work behind the scenes with 100+ of the nation's leading health systems and health plans. We are accredited by URAC and NCQA and are CSF-certified by HITRUST.

Would you be willing to have a brief call to learn more?

Best regards,

[sales name]

[sales title]

[sales email]

[sales phone]

carenethealthcare.com

Audience – Patient Services/Health Services, Patient Experience

Subject lines to choose from:

- 1 – A-Team support for better patient experience
- 2 - You qualify for our performance-based program
- 3 – If it matters to your patients, it matters to us

[Headline if you choose to use]

Performance-based contracts and clinical expertise to drive cost-savings.

[main copy]

{fname},

From our research, we believe {your organization} may be a candidate for our new performance-based contracts and cost-saving patient services program.

A wide range of next-generation engagement solutions

From closing gaps in care to network steerage to disease management enrollment, if it involves interaction with your patients to improve outcomes and reduce costs, [we likely do it.](#)

Proven performance and methods

We've been in business for 15+ years and already work behind the scenes with 100+ of the nation's leading health systems and health plans. We are accredited by URAC and NCQA and are CSF-certified by HITRUST.

Would you be willing to have a brief call to learn more?

Best regards,

[sales name]

[sales title]

[sales email]

[sales phone]

carenethealthcare.com

Audience – Chief Operating Officer, Chief Financial Officer,
Accountable Care VPs

Subject lines to choose from:

- 1 – Get more ROI on your value-based care initiatives
- 2 – You qualify for our performance-based program
- 3 – Cost-effective clinical support for patient engagement

[Headline if you choose to use]

**Performance-based contracts. Cost-savings.
Healthier bottom line.**

[main copy]

{fname},

With the support of our new performance-based contracts and cost-savings program, {your organization} has an affordable and effective strategy to elevate patient engagement and profitability.

A wide range of next-generation cost-saving solutions

Let our highly trained clinical staff take the burden off your teams with a customized approach to patient engagement. From optimizing value-based reimbursements to reducing medical spend, we help our clients see as much as a 7:1 return on investment.

Proven performance and methods

We've been in business for 15+ years and already work behind the scenes with 100+ of the nation's leading health systems and health plans. We are accredited by URAC and NCQA and are CSF-certified by HITRUST.

Would you be willing to have a brief call to learn more?

Best regards,

[sales name]

[sales title]

[sales email]

[sales phone]

carenethealthcare.com

Audience – Quality Compliance

Subject lines to choose from:

- 1 – Optimize quality outcomes with better patient outreach
- 2 - You qualify for our performance-based program
- 3 – Get the quality measures your VBC contracts demand

[Headline if you choose to use]

Performance-based contracts and clinical expertise to drive cost-savings.

[main copy]

{fname},

With support from our highly trained clinical teams, {your organization}'s patient outreach can drive the kind of improved quality outcomes demanded by value-based contracts.

A wide range of next-generation engagement solutions

From preventive screenings outreach to treatment adherence to post-discharge follow-up, if it involves interaction with your patients to improve outcomes and quality compliance, [we likely do it](#).

Proven performance and methods

We've been in business for 15+ years and already work behind the scenes with 100+ of the nation's leading health systems and health plans. We are accredited by URAC and NCQA and are CSF-certified by HITRUST.

Would you be willing to have a brief call to learn more?

Best regards,

[sales name]

[sales title]

[sales email]

[sales phone]

carenethealthcare.com

Audience – Medical Directors, Quality Improvement Teams

Subject lines to choose from:

- 1 – Amplify your quality improvement initiatives
- 2 - You qualify for our performance-based clinical solutions program
- 3 – You could be closing 20-30% more gaps in care

[Headline if you choose to use]

**Performance-based contracts. Clinically sound outreach support.
Improved quality outcomes.**

[main copy]

{fname},

From our research, we believe {your organization} may be a candidate for our new performance-based contracts and clinical outreach cost-savings program.

A wide range of next-generation engagement solutions

From assistance closing gaps in care to health coaching to supplemental care management, if it involves interaction with your patients to improve outcomes and quality, [we likely do it](#).

Proven performance and methods

We've been in business for 15+ years and already work behind the scenes with 100+ of the nation's leading health systems and health plans. We are accredited by URAC and NCQA and are CSF-certified by HITRUST.

Would you be willing to have a brief call to learn more?

Best regards,

[sales name]

[sales title]

[sales email]

[sales phone]

carenethealthcare.com

Audience – Nursing

Subject lines to choose from:

- 1 – Patient outreach support that drives quality improvement
- 2 - You qualify for our performance-based engagement program
- 3 – You could be closing 20-30% more gaps in care

[Headline if you choose to use]

**Performance-based contracts. Clinically sound outreach support.
Improved quality outcomes.**

[main copy]

{fname},

From our research, we believe {your health system} may be a candidate for our new performance-based contracts and cost-saving patient engagement support program.

A wide range of next-generation engagement solutions

From post-discharge follow-up that reduces readmissions to ongoing care management and treatment/medication adherence, if it involves interaction with your patients to improve outcomes and quality, [we likely do it](#).

Proven performance and methods

We've been in business for 15+ years and already work behind the scenes with 100+ of the nation's leading health systems and health plans. We are accredited by URAC and NCQA and are CSF-certified by HITRUST.

Would you be willing to have a brief call to learn more?

Best regards,

[sales name]

[sales title]

[sales email]

[sales phone]

carenethealthcare.com

Audience – Star rating teams

Subject lines to choose from:

- 1 – Star ratings that really shine
- 2 - You qualify for our performance-based program
- 3 – More stars could mean more revenue

[Headline if you choose to use]

Optimized patient outreach. Fewer gaps in care. More Stars on the horizon.

[main copy]

{fname},

From our research, we believe {your organization} may be a candidate for our new performance-based contracts and patient outreach improvement programs.

Engagement strategies that drive improved quality ratings

From improved patient experience, HEDIS measures and Star ratings, to ACO initiatives, if it involves interaction with your patients to improve outcomes and reduce costs, [we likely do it](#).

Proven performance and value

We've been in business for 15+ years and already work behind the scenes with 100+ of the nation's leading health systems and health plans. We can help you close 20-30% more gaps in care with our clinical expertise.

Would you be willing to have a brief call to learn more?

Best regards,

[sales name]

[sales title]

[sales email]

[sales phone]

carenethealthcare.com