

State-specific campaigns

Project	Dermatologist campaign - ongoing
Status	Done
My Day	☐
Days (Only if Set to 1 Day(s))	
Priority	Medium
Contexts	
Labels	
Tags	

Email 1

Subject line options:

A: quick question

B: what do you think?

C: question for you

PREVIEW TEXT: i'd love to know your thoughts

Hi Dr. {{LastName}},

I wanted to ask you something quickly.

Seeing as we can’t dispense medications in the office, how are you handling prescriptions for dermatology treatments?

I know other practices end up sending patients to retail pharmacies. That’s obviously the easiest option, but it usually means losing control over the medication and the patient experience.

My team and I have an alternative for you. It’s called SKNV Cloud and it was designed specifically for practices in states where dispensing in office is not possible.

It lets you prescribe customized medications that are shipped directly to the patient.

Other practices also use it to create a revenue stream around those prescriptions, depending on their volume.

Check out this short, informative page and see if it could work for you:

{{Link}}

Best,

Fran

Email 2

Subject line options:

A: something new for you

B: thought you might want to see this

C: this might interest you

PREVIEW TEXT: check this out

Hi Dr. {{LastName}},

I wanted to share something my team and I built for dermatology practices in states with IOD limitations.

Many of our clients face legal limits while their competitors have no issue not just dispensing in the office but making a significant profit. My team and I put our heads together to solve this problem for you and your colleagues so that you can stay within legal limits and generate extra money for your practice.

The solution? A model that works even when in office dispensing is not allowed.

With SKNV Cloud, medication is shipped directly to your patient within a few days after he or she comes to the office. You can prescribe and benefit from this incredible treatment without crossing any legal lines.

This new option keeps you competitive and helps your patients get the results they want, all while helping you generate more profit for you and your staff.

All of that said, this isn't a fit for every office, but most qualify and benefit endlessly.

Want to see if you can take part? Read through this brief overview here:

{{Link}}

Fran

Email 3

Subject options:

- have you heard of this
- curious what you think
- quick follow up

PREVIEW TEXT: more details here

Hi Dr. {{LastName}},

Some dermatologists I talk to say the most frustrating part of writing prescriptions is what happens after the patient leaves the office.

They go to a retail pharmacy. Sometimes they get a different formulation. Other days they face massive delays.

Between inconsistent results and frustrations with access to their treatments, many patients fail to continue caring for their skin altogether.

Luckily, we have a better alternative you can access before you sign off for the day.

Check out SKNV Cloud. This pharmacy alternative gives you and your practice more control over the prescription and medicine practice. Plus, it helps your patients with delivery directly to their homes, so there are no lines, no wrong formulas, and zero frustration.

In as little as two days after their visit, your patients will have an incredible treatment right in their home and be ready for their follow-up.

Want to see how it works?

Get all the details here:

{{Link}}

Fran

Email 4

Subject options:

- a quick thought
- this came up recently
- curious about your take

PREVIEW TEXT: does this happen to you?

Hi Dr. {{LastName}},

Something came up in a conversation with another dermatologist recently that made me think of you.

A friend of mine is seriously considering an early retirement because his state's laws make his job too complicated. "I don't know what to do," he told me. "Between me and the pharmacy, it's like patients fall off the face of the earth. I can't treat anyone this way!"

A lack of follow-ups is all too common, but particularly when doctors can't dispense in-office.

Patients feel like the burden is on them to see a doctor, go to a pharmacy, pick up their meds, go back to a doctor, all while trying to juggle their own lives.

My team and I wanted to help, so we created SKNV Cloud to give doctors and patients a better system.

Rather than an extra drive to the pharmacy, practices can purchase inventory through the cloud platform and have those prescriptions shipped directly to patients.

It aligns perfectly with state laws and patients love the added convenience.

I think it’s a wonderful solution for you. Click below and see if you agree.

{{Link}}

Fran

Email 5

Subject options:

• one other angle

• another quick thought

• did you know about this?

PREVIEW TEXT: finally, a solution

Hi Dr. {{LastName}},

I work with a lot of dermatologists, and one thing I see consistently is how a practice will struggle with medication fulfillment for telehealth visits.

If a patient is not physically in the office, they still need a way to get the prescription quickly and reliably. What to do?

Many practices end up sending the prescription to a local pharmacy, which works but gives you very little control over the experience. Plus, it forces your patient to give up part of their busy day to stand in a long pharmacy line, which they hate.

That’s why so many people end up settling for a common treatment they can buy online, no doctor or prescription needed.

With SKNV Cloud, everyone gets a better option.

For practices doing a fair amount of telemedicine, it’s a natural extension of the service. Rather than send clients anywhere, just let them know that their medication is on the way.

Your patients will love that you took their schedule and time into consideration, and you’ll love how they stick with your recommendations and keep coming back.

If that sounds like a solution you need, click the link below to get all the details

{{Link}}

Fran