

# HealthDay eNewsletters

## Health eNewsletters Connect You to Your Audience While Keeping Them Informed

Add “preference-based” personalized and timely health and medical news to your eNewsletters. This can help solidify the connection between your organization and your members, patients, caregivers or customers. Personalized eNewsletters deliver much higher open rates and click-throughs than traditional eNewsletters.

### How does the “preference-based” personalization work?

From a sign-up box or button on your website, visitors will move to a second screen where they can select from a list of specific health and medical topics that are of interest.

Your organization can customize how many topics they can choose from—HealthDay has more than 800 topics available. Only the latest articles from these topics will be displayed in a personalized message from your organization. The newsletter will have your organization’s “look and feel.”

### For example

A consumer website visitor might be interested in diabetes, food allergies, speech disorders, parenting and children’s health issues. These preselected topics would then populate your E-mail.

Physicians signing up for a medical newsletter will likely only be interested in signing up for news in their specialty. Newsletters can be produced for physicians in 32 specialties.

## Company Branded Sign-Up Form. Choose Topic Groups or Select From the 800+ Topics Available

## HealthDay Health eNewsletter is Expandable

The HealthDay eNewsletter is built on a scalable platform – it can grow as your organization expands online services to include personal health records (or EMRs) and customized patient communication.

## HealthDay eNewsletter Benefits

- Branded to your company.
- Demonstrates company’s commitment to providing its audience with timely, credible medical and health news.
- Incorporates important links from your organization for your eNewsletter subscribers – e.g. health care forms, health reminders, care instructions, preventive/follow-up care, general patient education and medication compliance.
- Each newsletter article can link back to your website providing additional visitors/traffic.
- Easy-to-use management portal. HealthDay’s online management portal allows clients to manage all aspects of their eNewsletters in one location with a single login.

## Personalized eNewsletter Generated With Only the News Subscribers Signed up to Read