

Campaign Type: Healthcare sector nurturing

## EMAIL 1

**Note:** Contact comes into this nurturing sequence from another automation. (i.e. ebook download, webinar)

**From:** Sales First Name | Mediasite

**Subject Line:** Your video strategy doesn't have to be stressful

**{First Name},**

I'm so glad you found us.

I talk with folks like you regularly about their struggles to keep up with training staff and communicating with patients in an increasingly digital world.

Often, their videos are in a million places, and they've got an enormous network of healthcare professionals and patients trying to access it. They are desperate to centralize all the content

My favorite part about my job is to hear the relief in customers' voices when I tell them everything that Mediasite can do to take advantage of video, but not overwhelm their workload.

Most frequently, they love hearing about how Mediasite makes training better, easier and more efficient on a tight budget.

I would love to fill you in on how we do that.

Do any of these times work for you to chat?

<link to call scheduler>

{Signature of Sales Person}

## EMAIL 2

**Note:** Sent 3 days later if no response.

**From:** Sales First Name | Mediasite

**Subject Line:** Get More Time, Save \$\$, and Communicate More Effectively

**{First Name},**

I have a proposition for you.

Give doctors more time with patients. Save money on travel. Communicate more effectively.

Enticing, no?

Here's how we pulled it off with one of our clients.

Gundersen Health System has over 8,000 employees scattered across clinics in the midwest U.S.

The workload to create effective and streamlined communication and trainings at times seemed like a feat of Everest proportions. That's where we came in.

We were able to execute a strategy with secure and searchable video content that included:

- Weekly Grand Round Videos – Cancer center physicians share their latest research and best practices.
- Staff and Resident Education – This teaching hospital was able to work around time and space limitations to train residents and staff.
- New Product Training – Implementing a new electronic records system isn't easy. A video library in Mediasite made onboarding staff seamless.
- Patient Education – Registered dieticians created a mini-series called Nutrition Bites to reach more patients on topics like weight management.

With new tools in place to allow staff to remotely access training, Gundersen Health System has created more than 35,000 hours of content. This equates to more time devoted to patients.

Here's what they had to say about their experience with Mediasite:

*The thing that our staff likes best about Mediasite is that they now have the option to stream these videos from their desk. It cuts down on the time they had to spend attending meetings. They can still participate live if they choose, and it's easily available on-demand if they need to reference a recording.*

- Amanda Hoy, Medical Media Supervisor, Gundersen Health System

I love success [stories like Gundersen Health Systems](#) and I'd love to talk to you more about how we can get the same results with you.

Do any of these times work for you to chat?

<link to call scheduler>

{Signature of Sales Person}

## EMAIL 3

**Note:** Sent 3 days later if no response.

**From:** Sales First Name | Mediasite

**Subject Line:** 4 easy steps to learning better and faster

**{First Name},**

Capture. Transform. Engage. Analyze.

It's that simple.

I've seen this method repeated with healthcare health systems and medical schools organizations like California State University, Vanderbilt University, and Marshfield Clinic just to name a few.

They took the impossible challenge of training staff and educating students who were scattered over large, geographically disconnected campuses with video ... and succeeded big time.

That solution was easy with an automated video tool like Mediasite . They followed four easy steps:

1. Capture – With super-simple software, staff can record procedures, simulations and medication training from any device.
2. Transform – Edit videos without complicated software. Collaborate with colleagues near and far to make the best videos possible.
3. Engage – Help your users find the right video for the right person with a user-friendly searchable database.
4. Analyze – Track video activity in real time to learn what your audience loves (and loves-not-so-much) best.

It's really that simple.

I'd really enjoy the opportunity to talk about this with you more and answer any questions.

Do any of these times work for you to chat?

<link to call scheduler>

{Signature of Sales Person}

## EMAIL 4

**Note:** Sent 3 days later if no response.

**From:** Sales First Name | Mediasite

**Subject Line:** Video strategy made easy

**{First Name},**

What can I say? It's been a whirlwind week. I saw your name in my inbox a few days ago (say when or how for context, or is that obvious?) and was excited to speak with you.

Unfortunately, we haven't been able to connect yet.

I get it. You're very busy.

I was really hoping to connect with you so that I can walk you through how Mediasite can be a game-changing tool for staff and patient training and communication.

We've worked with thousands of organizations on the same challenges you're facing.

I've seen it all.

From trying to train staff in remote locations to the drive to get instant access to best practices and new research without wading through a bloated system.

I would love the opportunity to share with you how adding Mediasite to your toolbox can help you tackle the roadblocks you've been wrestling with.

Do any of these times work for you to chat?

<link to call scheduler>

{Signature of Sales Person}