

Top Tips for successful distribution of your 'remainder' Health News!

From time-to-time you may have unused Health News newsletters. They look too good to throw out! But rather than have out-of-date newsletters lying around, here are some legitimate practical ways to put unused newsletters to work so your practice is ready to order a current edition.

- **Doctors give out copies** during home visits or nursing home visits. Housebound patients enjoy the read and need important practice information as much as others.
- **Distribute as referral information** to your local pharmacy, physiotherapist, private hospital, retirement home, pathology collecting centre, child care centre, etc. – anywhere health consumers might want information regarding nearby doctor services.
- **Take the pain out of paying the bill!** As they pay their account, hand them a copy with a friendly, "Please enjoy one of our health newsletters". Insert a copy of the previous edition into the latest one if you like.
- **Strengthen your Workers' Compensation services** (e.g. pre-employment and injury consultations) by providing newsletters to local companies, to be handed out by their occupational health officer.
- **Let someone you know earn some pocket money** by distributing leftover newsletters as a letter drop in a neighbouring suburb. This is approved by Medical Boards and it is good exercise!
- **Prompt patients.** You would be surprised what a simple "Please Take One" sign does on your waiting room display!
- **A friendly add-on for recalls.** Include a copy of the newsletter when mailing out health recall reminders for Pap smears etc. – a great way to encourage compliance.
- **Welcome the 'newie's'.** Make a practice newsletter the showpiece for a New Patient Information Pack. This will be very useful for patients who are unaware of how the practice runs.
- **Use it as an appointment card.** Write the patient's next appointment in a space on the front cover – an effective reminder to prevent missed appointments.

