

Campaign Name: Program/Location - December 2011 - Same Day Appointments with Guarantee

Segment: Location - EEs (Engaged Employees)

Send Date: 12/8/11

Creative: Company Name branding

Version: 1-BAS

Subject Line Ideas: Company Name Guarantees Same-Day Doctor Appointments
Same-Day Doctor Appointments Now Available
Contact Me for Your Health Care Appointments
Hassle-Free Health Care Appointments through Company Name

Dear %%FirstName%%,

It's 4 o'clock on a Friday afternoon and you feel miserable. The flu that's going around is now hitting you. But how can you get a doctor's appointment now?

Call me! As your personal health care supporter, my job is to get you that last-minute doctor's appointment - or any health care appointment you need.

And introducing... **Same-Day Appointment Scheduling, guaranteed!** To encourage you to make all your appointments through us...

<<Middle call-out box:>> **Company Name guarantees that we'll get an appointment for you with a doctor on the same day you call, or we'll buy you dinner!**
(See official [rules](#) for details and how it works.)

The guarantee is for a limited time: December 6 at 7:00 AM through December 31, 2011, at 11:59 PM.

Setting health care appointments is a free service that's part of your health care benefits, for you and your dependents. Why not take advantage of it?

Schedule all your appointments through me and leave the hassle behind. I can search the times that work for you and set the appointment. I can even reschedule or cancel appointments, if needed. It's all off your plate - I do it for you, conveniently and now, guaranteed!

Contact me today to schedule all the health care appointments for you and your family.

%%FirstName%% %%LastName%%
Your Personal Health Care Supporter
%%EmailAddress%%
%%Phone Number%% % ext. %%PhoneExtension%%

P.S. If it's Friday at 4 o'clock and you've got a runny nose, I hope you'll call me then, too.

<<Footnotes with links to official rules and terms.>>