

## **IMPLEMENTATION TIMELINE for DIRECT MAIL: TWO WEEKS**

### **Preparation:**

- Assign Responsibility for Mailing

### **Week 1: Complete the following action items:**

- Select the patient group you wish to target
- Determine the number of Direct Mail Pieces to be sent
- Order Direct Mail Pieces: Select One Option
  - Service Announcement Letter/Flier: X number printed on Letterhead/# of Envelopes
  - Patient Education Newsletter: Customized Artwork to Printer and Order X number of copies (# to be mailed)
  - Postcards: X Number of Postcards
    - Print Patient Name & Address Labels or Download to Excel Spreadsheet
    - Purchase Postage

### **Week 2: Complete the following action items:**

- Apply Address Labels
- Apply Postage
- Stuff Envelopes (Service Announcement Letter)
- Deliver Mailing to Post Office