PATIENT REACTIVATION PLAN

Bringing back the two-visit patients

Three short, calm messages: a check-in, something useful, a polite last word. After that the sequence stops for good. There is no discount and no "we miss you."

412
two-visit patients in your export

61
held back by the do-not-contact rule

351
will hear from you

Who gets it

Held back (61)	Count
Last visit under 60 days ago (not lapsed yet)	38
Already opted out of messages	11
Balance in collections or in dispute	7
"Do not contact" flag on the account	5

Reachable (351): **160** have both email and text consent, **137** have email only, and **54** have text consent only.

Timing

Day 0: Touch 1
Check-in. Text if they have text consent, otherwise email.

Day 10: Touch 2
"Worth a visit or worth waiting." Email, or text with a link.

Day 24: Touch 3
The last word. Email, or text.

After
Stop. No reactivation messages to this person for 12 months.

One message per person per touch. Patients with both channels get a text for touch 1 and emails for touches 2 and 3. Nobody gets the same touch twice.

Batches: about 50 patients per business day over 7 days (six batches of 50, one of 51). Each batch runs on its own clock, so the front desk never handles more than one day's replies at once. Send between 10am and noon on Tuesday through Thursday. Send texts only between 9am and 7pm and never on Sunday.

TOUCH 1 · DAY 0

The check-in

The goal is to sound like the office noticed, not like the office wants something.

Text (for anyone with text consent)

Hi [First name], Steady Oak Chiropractic here. Just checking in: how have you been feeling? Book anytime at [link] or just reply. Reply STOP to opt out.

Email (email-only patients)

Subject A: Checking in from Steady Oak **Subject B:** How have you been?

> Hi [First name],
>
> It has been a while since your last visit, and we wanted to check in.
>
> If you are feeling good, that is the best news we could get, and you do not need to do anything. If things have crept back, or never quite settled, we are here. You can pick a time at [link] or reply to this email and we will find one for you.
>
> Either way, we hope you are doing well.
>
> The team at Steady Oak Chiropractic
> [address] · Unsubscribe: [link]

Why it is written this way: it does not mention their condition, visit reason or treatment plan, so it is safe on a lock screen or a shared inbox. "If you are feeling good" gives them a dignified way out, which makes it read as a check-in, not a pitch.

TOUCH 2 · DAY 10

Worth a visit, or worth waiting?

The doctors should read and approve this one before it goes out. It gives general guidance on when to book, and it should match what they actually tell patients.

Subject A: Worth a visit, or worth waiting? **Subject B:** A quick guide we give our patients

Hi [First name],

People often ask us when something is worth coming in for. Here is the short version we give patients.

Usually worth booking: stiffness that shows up most mornings; pain that changes how you sleep, drive or lift; the same spot flaring up again and again.

Usually fine to wait a few days: soreness after a new workout or a long day of yard work that is easing on its own.

Do not wait for us: numbness or weakness in an arm or leg, pain after a fall or accident, or loss of bladder or bowel control. Get emergency care right away.

If you land in the first group, book at [link] or reply and we will set it up.

The team at Steady Oak Chiropractic
[address] · Unsubscribe: [link]

Text (text-only patients)

Hi [First name], Steady Oak Chiropractic. A short guide we give patients: when it's worth booking, when to wait it out. [link] Reply STOP to opt out.

The [link] in the text points to a page with the same three lists. If you do not have a web page for it yet, change the text to: "Reply GUIDE and we'll send it."

TOUCH 3 · DAY 24

The last word

Saying plainly that you will stop is the most respectful message in the set, and it keeps the door open.

Subject A: We'll leave it here **Subject B:** One last note from Steady Oak

> Hi [First name],
>
> This is our last note for now. We do not want to fill your inbox.
>
> If you ever want to come back, there is nothing to restart and nothing to explain. Book at [link] or reply here, and we will pick up where you left off.
>
> Take care of yourself.
>
> The team at Steady Oak Chiropractic
> [address] · Unsubscribe: [link]

Text (text-only patients)

Hi [First name], last note from Steady Oak Chiropractic, we won't keep messaging. If you ever want to come back, [link] works anytime. Take care. Reply STOP to opt out.

Optional, for the doctors to decide: add "Coming back within 18 months? No new re-exam fee." Leave it out if you would rather not make any offer at all. The sequence works without it.

What not to change

- Do not add the patient's condition, body part or visit reason to any message.
- Do not add exclamation points, "we miss you" or countdowns. Those are what make it feel desperate.
- Keep "Reply STOP to opt out" on every text and the unsubscribe link on every email.

BEFORE EVERY BATCH · AND AFTER

Do-not-contact rule and replies

Remove anyone who (check before each send, about ten minutes)

- has booked or visited since the export was pulled
- has ever replied STOP, unsubscribed or asked not to be contacted
- has a "do not contact" flag, or a complaint in the account notes
- has a balance in collections or in dispute
- is under 18 (contact the parent or guardian by phone instead, or skip)
- is known to have died or moved away
- replied to an earlier touch. A person handles them from here, not the sequence.
- **Texts only** to patients with documented text consent

> Confirm the text-consent wording on your intake form, and confirm your practice's policy on marketing messages to patients, before the first send.

When they reply

They say	Front desk says
"Yes, book me"	"Great. I have [day] at [time] or [day] at [time]. Which works?" Then remove them from the sequence.
"I'm feeling fine"	"That's really good to hear. We'll take you off these notes. Just reply here if you ever need us."
Cost or insurance	"Want me to check your current benefits before you decide? No obligation."
"Who is this?"	"Steady Oak Chiropractic. You visited us before. Happy to take you off our list."
Annoyed or upset	"Sorry to bother you. You're removed and won't hear from us again." Flag the account.
A health question	Do not answer by text. "One of the doctors can call you. What's a good time?"

What to count, per batch

Count bookings from sequence patients, replies and opt-outs. If any single touch draws more than 2 opt-outs per 50 sent, pause and reread that message before the next batch goes out.