

Outreach Examples

Consider using these examples when reaching out to patients by phone or text message, or when publicizing your event on social media.

Call Script

Initial outreach:

Hi, this is <NAME> with <PRACTICE NAME>. I'm calling to invite you to join us for a free well-child checkup event on <DATE> at our office. Are you <CHILD'S NAME> parent or guardian?

If you'd like, I can make an appointment for your child to see their doctor between XX a.m. and XX p.m. We'll also have activities and giveaways, including XXX.

May I schedule your child's visit?

Follow-up call:

Hi, this is <NAME> with <PRACTICE NAME>. Are you <CHILD'S NAME> parent or guardian?

I'm calling because our records show that your child is overdue for a checkup. I wanted to remind you about the free well-child checkup event at our office on <DATE>.

We're making appointments for children to see their doctor between XX a.m. and XX p.m.

May I schedule your child's visit?

Reminder for families who've already scheduled:

Hi, this is <NAME> with <PRACTICE NAME>. Are you <CHILD'S NAME> parent or guardian?

I'm calling to remind you that your child has an appointment with Dr. <DOCTOR'S LAST NAME> at <TIME> on <DATE>. We look forward to seeing you then at our well-child checkup event.

Text Message Alert

Initial outreach:

Join us for a free well-child checkup event at our office on <DATE>. To learn more and sign up for your child's exam, call (XXX) XXX-XXXX.

Follow-up message:

Our records show your child is overdue for a checkup. We're hosting a free well-child checkup event at our office on <DATE>. Call (XXX) XXX-XXX to learn more and sign up for your child's exam.

Reminder for families who've already scheduled:

This is a friendly reminder that your child has a visit with Dr. <DOCTOR'S LAST NAME> at <TIME> on <DATE>. We look forward to seeing you then at our well-child checkup event.

Outreach Visit Social Media Post

First post

Regular checkups protect your child's health. We know it's not always easy to visit us during office hours. So we're hosting a free well-child checkup event on <DATE>.

Appointments are limited. Please call (XXX) XXX-XXXX to sign up for a timeslot.

Second post

Join us for a free well-child checkup event at our office on <DATE>. You can make an appointment to see your child's doctor between XX a.m. and XX p.m. To reserve your child's spot, call (XXX) XXX-XXX.

If you need a ride to your child's appointment, your health insurance company may be able to help. Simply call the customer service number on the back of your Member ID card.

Third post

Join us on <DATE> for a free well-child checkup event! You can make an appointment to see your child's doctor. We're also planning activities and giveaways, including XXX.

Appointments are limited. To reserve your child's spot, call (XXX) XXX-XXXX.

