



Outreach Messaging

September 2021

- **Evidence shows benefit for up to 3 outreach attempts.**

Effective outreach messaging should:

- 1) Explain why you are reaching out to the individual
- 2) Explain why addressing the health condition is important
- 3) Include a call to action

The call to action could be:

- 1) To see a provider, pharmacist, nurse, dietitian, or other team member within the practice
- 2) To refer a smoker to the state quit line

- **Below are examples of outreach messaging that could be adapted to your practice.**

Example outreach message for hypertension:

Dear Mr./Ms. [patient last name],

Our records show that your last blood pressure was high ($\geq 140/90$). As you know, high blood pressure can lead to headaches, heart attack, kidney damage, and/or stroke. Please call us at xxx-xxxx to schedule a NURSE blood pressure check in the next 30 days. Let's work together to protect your health.

Sincerely,

[provider name or could say hypertension clinic team etc...]

Example outreach message for smokers:

Dear Mr./Ms. [patient last name],

Our last records show that you may currently smoke. As you know, smoking can lead to heart attack, stroke, and/or cancer. Please call us at xxx-xxxx to schedule a provider visit in the next 30 days to further discuss ways we can assist you in quitting. Let's work together to protect your health.

Sincerely,

[provider name or could say clinic team etc...]