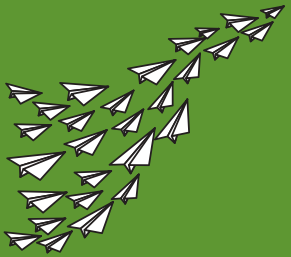




## KEEPING PATIENTS INFORMED IN RESPONSE TO THE CORONAVIRUS PANDEMIC

In response to the coronavirus, your patients are concerned. Communicating with them is essential. While you may have been considering digital notifications, those can be easily lost, ignored, or unread. Instead, this is the ideal time to send them a letter.



- The most vulnerable population aren't digital natives and may not engage with email.
- We use First-Class Mail letters that stand out among junk mail postcards.
- Broadcast emails end up in junk folders never to be read.
- On average 42.2% of consumers scan or read mail, and the response rate to direct mail marketing can be as high as 9%.

Printwerks, a division of InfoWerks, serves the pharmacy industry with print and direct mail solutions, including data-driven, mission-critical communications, meeting all HIPAA-compliance regulations.

### Coronavirus Response Direct Mail Solutions

- Standard templates that are customizable with your branding and message, including store hours and delivery, drive-thru, or curbside pickup options
- The back of the letter would include CDC best practices
- You simply grant us access to your data, no quality or filtering tasks required
- Pieces printed and mailed within 48 hours of data receipt
- Pricing based on volume