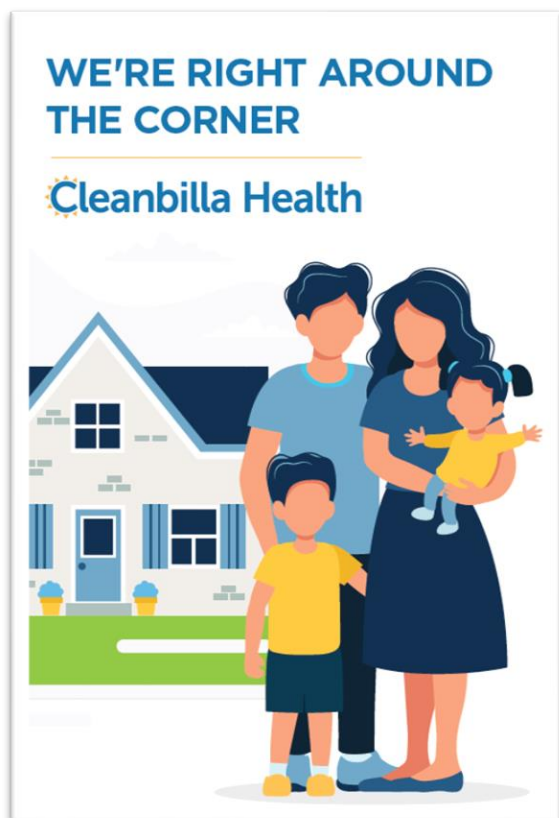
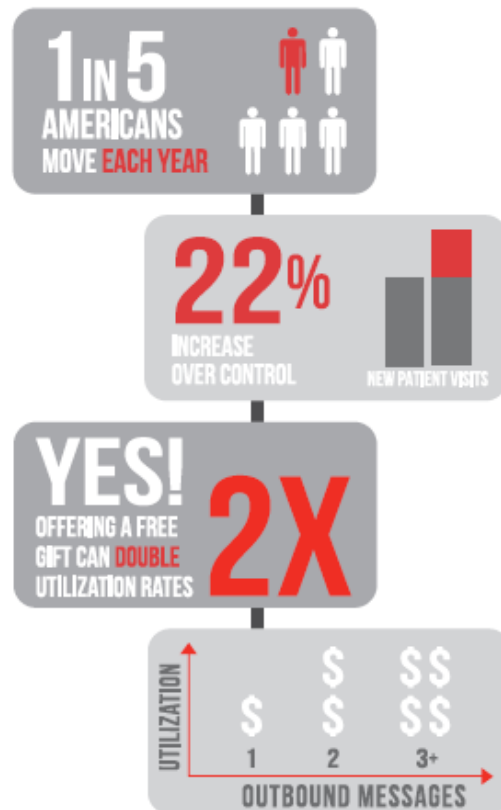


Start a Conversation with a Valuable Audience – New Movers

Every year, one in five Americans change their residence. There are few other occurrences in a person's life when an organization can have such a large impact on physician and healthcare choices. **The goal is to establish a life-long relationship at the most opportune time with individuals and families.**

A New Mover Program is fundamental in developing new patients for a healthcare facility. It is much easier to create a new relationship than to ask a satisfied (or even a dissatisfied) consumer to switch doctors.

Today's reactive healthcare landscape doesn't leave much time for proactive planning or directly correlating initiatives to the bottom line. A New Mover Program helps you keep your population healthy and LionShare makes it affordable and easy.



YES! PLEASE SEND ME MY FREE DIGITAL THERMOMETER

To receive your free gift and information, simply drop this card in the mail or reply online at iReply.org/CleanbillaHealth.

I am interested in receiving information on the following topics:

☐ Cancer Care	☐ Pediatrics
☐ Cardiovascular Care	☐ General Wellness
☐ Surgical Services	☐ Events

Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____

Email address _____

Date of Birth _____ Gender _____

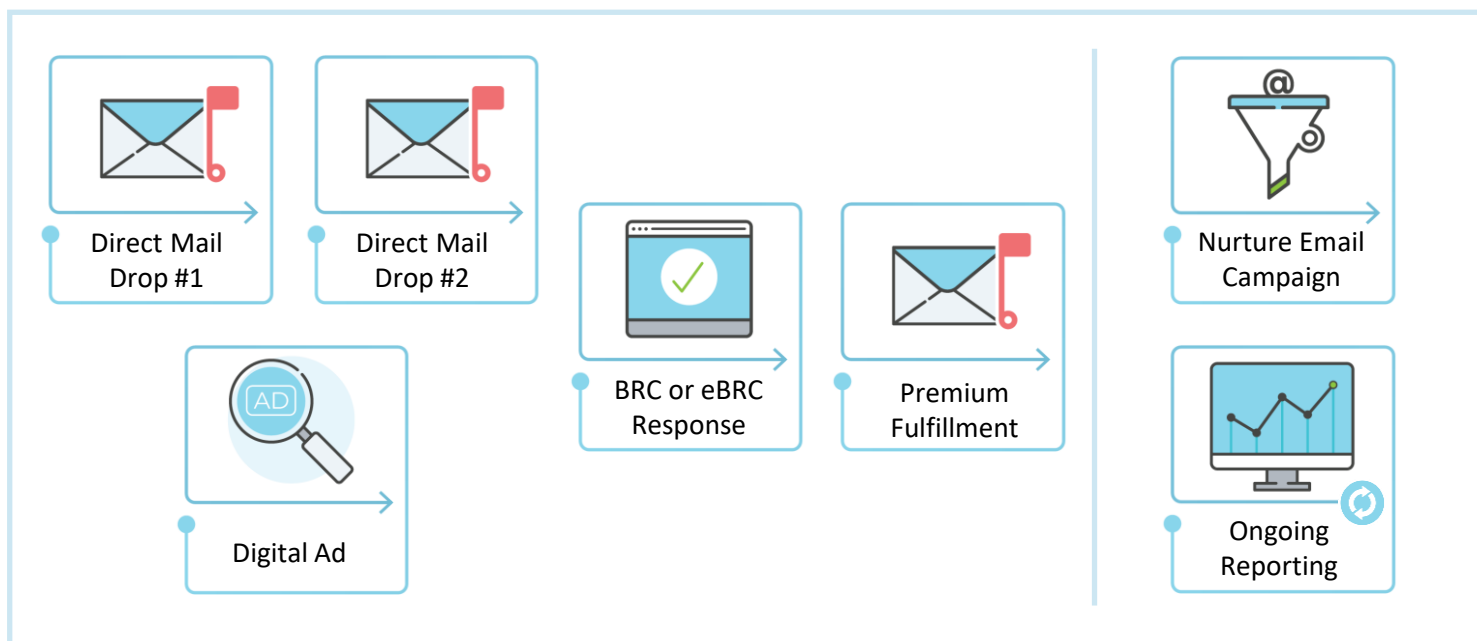
☐ Please check here to be removed from our mailing list. You will still receive a free digital thermometer.

Cleanbilla Health

Elements of a Successful Program

- Comprehensive and reliable New Mover data
- Compelling mail piece design, including a retention piece
- A call-to-action to seek more information with a premium offer
- Designed with trackable and measurable results (ROI)
- Digital component to reach a wider range of prospects
- Nurture relationships with individuals and families new to the area

New Mover Program Campaign



User Benefits

- New Mover formula results in response rates as high as 27% and utilization rates of 15-25%
- Intricate processes to keep our clients' programs on schedule and generating a consistent return on investment
- New Movers are the most profitable group when measuring downstream revenue and lifetime value
- Our programs are streamlined, trackable, turnkey and tested for over 20 years
- Comprehensive and accurate mail lists are used with over 155 sources and 95% guaranteed deliverability rate
- All programs produced by LionShare are customized to meet client objectives

Cleanbilla Health

YES PLEASE SEND ME MY FREE DIGITAL THERMOMETER

To receive your free gift and information, simply complete this form.

I am interested in receiving information on the following topics:

☐ Cancer Care	☐ Pediatrics
☐ Cardiovascular Care	☐ General Wellness
☐ Surgical Services	☐ Events

First Name (Required)

Last Name (Required)

Address (Required)

City (Required)

State (Required)

Zip (Required)

Email Address (Required)

Telephone

Date of Birth

Gender

☐ Please check here to be removed from our mailing list. You will still receive a free first aid kit.

SUBMIT

Cleanbilla Health • 7830 Barton • Lenexa, KS 66214

