

The Wellness Family Newsletter

This educational product line from Peter Pan Potential is a benefit for all Generations members and in the past few months you've received several personalized monthly newsletters.

Objective – To provide the family wellness practice the opportunity to use educational and scientifically based material to educate families.

What is the Wellness Family Newsletter?

- Personalized
- High-resolution graphics
- Scientific and (when appropriate) referenced
- Not dated (timeless) and can be reused
- Making you a resource teller for your patients and community

Valuable Educational Tool – *The Wellness Family Newsletter* can be a valuable tool in your practice when utilizing the following recommended protocol:

1. Receive it via email
2. Print copies *see page 2 for instruction
3. Promote newsletter
 - a. Week 1 – place copies in your adjusting room(s)
 - b. Week 2 – have them at your exit desk
 - c. Week 3 – place copies at your sign-in desk
 - d. Week 4 – put them in your reception area
4. Place a copy in your Generations reception room binder and all remaining copies in your literature stand.

Develop A Mailing List – Using a mailing list, you can request the newsletter in mailer format from Generations and send it to your patients.

Demographic Targeting – Consider preparing mailing lists based on specific age groups:

- 20's – 40's
- Women
- Parents
- Seniors

Reminder

Call or email
Generations to
request the
newsletter in
mailer format.

Outdoor Handouts – If your practice is located in a heavy pedestrian zone, have a stand-up holder for the newsletter to be picked up by the general public.

Get Out Into Your Community – You may want to advertise in a small local or parenting paper that you provide a monthly educational newsletter on wellness topics for the entire family.

Encourage those interested in receiving this newsletter to call and request to be put on the mailing list at no charge.

Reach Out to Other Healthcare Professionals – Let non-family Chiropractors in your community know that you welcome children referrals and share the newsletter with other wellness-minded healthcare providers.

Potential Holistic Healthcare Providers:

- Naturopath
- Homeopath
- Massage Therapist
- Midwife and/or Doula

Potential Supportive Network:

- Health Food Store
- Alternative Book Store
- Birthing Center
- Mothering/Parenting Classes
- Children's Clothing Store

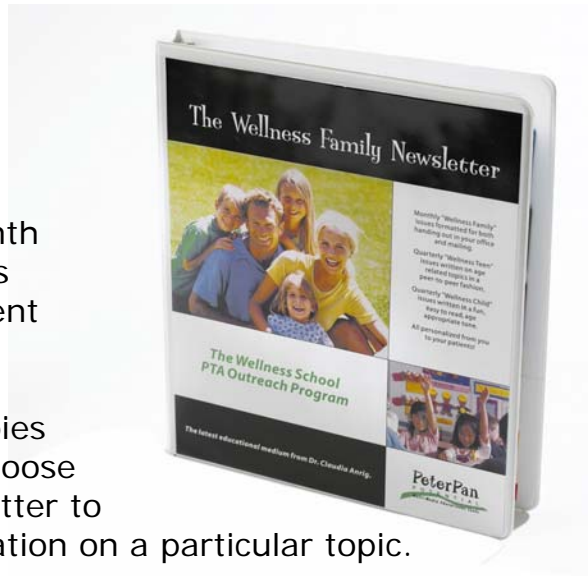
The mission of the *Wellness Family Newsletter* has always been to educate the parent, regardless of whether he or she is a patient yet. We encourage you to distribute this newsletter widely in your community.



Utilizing Your Office Binder – Generations members will be provided with a Wellness Family Newsletter Binder to help organize and keep their newsletters for future reference and use.

To best utilize this benefit we recommend printing all newsletters on two sheets of paper:

- One on the color that you originally utilized when printing this item for your office – you'll want to use a different color for each month to ensure that your patients realize that each is a different newsletter, and
- One on white for future copies when needed – you may choose to provide a specific newsletter to a patient in need of information on a particular topic.



The binder has yearly tabs as well as a separate section for the *Wellness School Newsletter*, which will be presented at a later date.

Utilizing Your Reception Area Binder – Generations members are also provided with the, "*Learn the Latest in Family Wellness*" binder to help share past issues with patients in your reception room.

One staff member should have the responsibility of placing one copy of each newsletter into the binder.

Remember to keep a few extra copies of each newsletter on hand since your binder encourages patients to request a copy of any newsletter that they believe will benefit a friend or family member.

Generations Support Material Checklist – the following items have been provided to you by Generations and can be utilized in the implementation of this module and its protocols.

- Wellness Family Newsletter Office Binder
- “Learn the Latest in Family Wellness” Reception Area Binder

Recommended Resources

- ✓ Literature Display Stand and Literature Holders
Siegel Display Products
(800) 626-0322
www.siegeldisplay.com