



# Email Templates



# Template : Generic

## Overview

- Designed as B2B leading industry template

## Guidelines

- Designed as B2B leading industry template
- Used for brand awareness campaigns or general marketing message
- Includes hero with CTA
- Emails may include product images

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# ARTHRITIS PAIN DURING DAILY ACTIVITIES?

See the best practices for your patients

[REDUCE PAIN](#)




## RELIEVING ARTHRITIS


Arthritis causes millions of people to have trouble with...

- Productivity at their job
- Discomfort with everyday activities
- Mobility, even in their own homes


### What activities can arthritis symptoms effect?



**Walking & Stairs**  
Standing upright and shifting weight from one leg to the other, especially up stairs, can be difficult.



**Cooking & Eating**  
Picking up utensils and reaching for a pot out of the cupboard may be challenging.



**Grooming & Dressing**  
Grip strength can affect everyday tasks such as putting clothes on, brushing hair, and shaving.

## TOOLS THAT CAN IMPROVE SYMPTOMS


Mobility Aids

[SHOP NOW](#)

TheraBand CLX

[SHOP NOW](#)

TheraBand Stability Trainers

[SHOP NOW](#)



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Search for upcoming Performance Health Academy webinars.

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The latest information on promotions, products, events, training, industry news and more.

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# Template : Clearance

## Overview

- Designed to showcase 9 key clearance products
- Direct sale conversion goal

## Guidelines

- Used only to promote clearance products
- Inclusion of 9 feature SKUs
- CTA driving to clearance site










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## CLEARANCE SALE

CAN'T MISS PRICES!

SHOP NOW

<b>Biofreeze Gel</b> 118ml (4oz), Tube	<b>Biofreeze Gel</b> 30ml (1oz), Handy Pack	<b>Cold Compression Therap</b>
		
Was £10.13 Now £8.44	Was £3.05 Now £2.54	Was £51.42 Now £42.85
SHOP NOW	SHOP NOW	SHOP NOW
<b>Days Swift Attendant Propelled Wheelchairs</b>	<b>Days Swift Self Propelled Wheelchairs</b>	<b>Days Link Self Propelled Wheelchairs</b>
		
Was £368.30 Now £306.92	Was £414.10 Now £345.08	Was £483.60 Now £403.00
SHOP NOW	SHOP NOW	SHOP NOW
<b>Homecraft Steel Grab Rails</b>	<b>Advantage Series TriFold Ramps</b>	<b>Bathmaster Sonaris Accessories</b>
		
Was £12.70 Now £10.58	Was £414.10 Now £345.08	Was £483.60 Now £403.00
SHOP NOW	SHOP NOW	SHOP NOW

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# Template : Service

## Overview

- Standard template used to promote company wide initiatives. Examples include: Performance Preferred, Order Migration etc.

## Guidelines

- Use of icons and three modular content elements
- Includes use of headline, sub-headline, and CTA
- Emails can include an optional bottom banner

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**NEW AT PERFORMANCE**

**Preferred**

LEARN MORE

A carefully selected product offering allows you to...

- Spend less time searching for the right products
- Sort and filter for Performance Preferred products
- Have more time to focus on patient outcomes



Clinically Popular



Trusted Selection



Available to Ship

**THERABAND IS THE #1 CLINICALLY RECOMMENDED BRAND IN THE MARKET**

**TheraBand High Resistance Bands**

Complete with visual resistance indicators for improving patient technique, TheraBand High Resistance Bands makes high resistance easy to store and travel with.

BUY NOW

**Preferred**



**RESISTANCE**

**Biofreeze Classic Pain Relief**

Biofreeze Classic Pain Relieving Gel has been providing pain relief for over 25 years. Clinical research has proven the formula is effective at relieving neck and lower back pain, and much more.

BUY NOW

**Preferred**



**PAIN RELIEF**

**Sammons Preston Therapy Putty**

The wide range of sizes and resistances available means that there's an exercise putty for everyone. These exercises include stretches, pinches, twists, and grips.

BUY NOW

**Preferred**



**THERAPY**

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Facebook icon

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## 1

- Designed to promote hero products

- Used only to promote products
- Includes hero image with CTA
- Features one content section, inclusion of key products
- Three modular content boxes to cross-sell/up-sell



# Template : Webinars

## Overview

- Designed to promote upcoming webinars and increase attendance/engagement rates

## Guidelines

- Used only to promote a single webinar
- Includes use of headline, sub-headline and CTA
- Features speaker bio information

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## REVENUE STREAMS THAT CAN IMPROVE YOUR PATIENT CARE, SATISFACTION & INCOME

Tuesday, June 18, 2020  
8pm ET / 7pm CT

[REGISTER NOW](#)

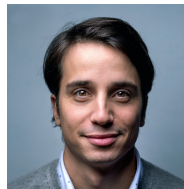


## ONLINE WEBINAR


### What You'll Learn...

- Three ways to bring additional revenue into your clinic
- Immediate ways to provide tools to implement your plan of care and provide pain relief
- Patient satisfaction models that will pay for themselves

### Meet The Speakers




**TIMOTHY F. TYLER** MS, PT, ATC  
Timothy has been working in sports medicine for the last 25 years. He graduated from Southern Connecticut State University and received a master's degree in physical therapy from Long Island University.  
In 2001, he started a private practice and later began working as an athletic trainer at Scarsdale High School. In 2010, Timothy became the president of the Sports Physical Therapy Section and the American Society of Shoulder and Elbow Therapists.



**JAY GREENSTEIN** DC, CCSP  
Jay is the CEO of Sport and Spine Rehab, Sport and Spine Athletics, President of the Sport and Spine Rehab Clinical Research Foundation, and CEO of Kaizenovation® Consulting. He was named Chiropractor of the Year in 2007 and 2010 in Maryland and in 2010 in Virginia.  
Currently, Jay is Chairman for the CCGPP and the FICS World Olympians Scholarship Program. Jay sits on community and business advisory boards in healthcare and technology, and has been a guest on ABC, FOX, and CBS.

This webinar is created in partnership with  
Performance Health and NormaTec.






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# Template : Promotions

## Overview

- Designed to drive awareness of promotions

## Guidelines

- Used only for promotions
- Includes use of headline, sub-headline, discount code and CTA
- Three modular content components

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BUY 6 THERABAND CLX BANDS, RECEIVE 2 BIOFREEZE ROLL-ONS + 1 DISPLAY FREE!

USE PROMO CODE **TB6EC** AT CHECKOUT OFFER EXPIRES 12/31/202

Biofreeze Roll-On, Theraband CLX, Biofreeze Display

**WHAT'S HOT?**

CLX & Biofreeze is the perfect combination for:

- Upper & lower body rehabilitation
- Strength building programs
- At home, in the gym, or on the go

**BIOFREEZE** PROFESSIONAL **THERABAND**

**THERABAND IS THE #1 CLINICALLY RECOMMENDED BRAND IN THE MARKET**

THE CONSECUTIVE LOOP DESIGN ENABLES YOUR PATIENT TO PERFORM EXERCISES PREVIOUSLY IMPOSSIBLE.

**INNOVATION**

RESEARCH HAS FOUND GREATER ADVANTAGES WHEN USING THE CLX COMPARED TO FLAT BANDS.

**RESEARCH**

OUR HYPOALLERGENIC BANDS MEET THE NEEDS OF THOSE WITH LATEX ALLERGIES.

**LATEX FREE**

**MORE FROM THERABAND**

Resistance Band Loop, Stretch Strap, Stability Trainers

SHOP NOW

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**SUMMER SALE**

SHOP NOW

**40% OFF BIOFREEZE** PROFESSIONAL

The sun is bringing in the savings! Stock up on some of our most popular rehab products for the whole summer.

**THERABAND**

**Rolyan**

SHOP NOW

**Preferred**

**TheraBand High Resistance Bands**

The same brand trusted by clinicians for more than 40 years just got stronger with four new color coded progressive resistance levels.

Was \$44.95 Now \$27.54

SHOP NOW

**RESISTANCE**

**Preferred**

**Biofreeze Classic Pain Relief**

Biofreeze Gel has been providing pain relief for over 25 years. Clinical research has proven the formula is effective at relieving neck and lower back pain.

Was \$24.95 Now \$14.95

SHOP NOW

**PAIN RELIEF**

**Preferred**

**Sammons Preston Therapy Putty**

A pliable therapy tool that can be used for a wide variety of strengthening exercises designed to improve range of motion and flexibility.

Was \$24.95 Now \$14.95

SHOP NOW

**THERAPY**

**MORE FROM THERABAND**

Resistance Band Loop, Stretch Strap, Stability Trainers

SHOP NOW

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# Template : Marketing Minute

## Overview

- Designed to support internal communication – marketing minute

## Guidelines

- Used only for internal purposes
- Content rich, featuring marketing team updates for sales and other internal stakeholders
- Content varying based on demands of marketing team



### Biofreeze is Now the #2 Brand in the Category!

Biofreeze had an incredible Q2 and is kicking-off Q3 on a strong note by consistently breaking historical records across key customers.

At Walmart, Biofreeze has maintained 8 consecutive weeks of over 100k units sold per week. In June, Biofreeze set a record for the most branded dollar sales in any given week for the entire category at Walmart!

On Amazon, Biofreeze dollar sales are up +47% vs last year at the same time that we've increased our advertising efficiency on-site. In May, Biofreeze had its first \$1M month on Amazon without a Deal of The Day promo event.

To top it all off, Biofreeze is the only major brand growing through the pandemic with significant double-digit dollar and unit sales growth. The brand has surpassed Salonpas and is now the #2 brand in the topical pain relief category!

## INNOVATION PROCESS UPDATE

To address the recent organization changes, we have made some changes to our formal new product development / innovation process.

Effective immediately, Stage Gate will be used for Consumer Brands (Biofreeze and TheraPearl) only. If you have any questions about existing Consumer Brand (Biofreeze and TheraPearl) innovation projects, please contact project leads or Elizabeth Pollock. To charter a new Consumer Brand innovation project, please contact Franklin Warren.

Existing Non-Consumer Brand innovation projects are paused at this time. If you have any questions about existing or new Non-Consumer Brand (e.g., Theraband, Cramer, Rolyan, Days, Specialty) innovation projects, please contact Robin Kinerk.

	FROM	TO
Stage Gate Scope	• Total Company	• Consumer Brands (Biofreeze/TheraPearl) Only
Stage Gate Process	• Monthly process, invite, and tracking owned by Allison Ryan	• Monthly process, invite, and tracking owned by Franklin Warren
Stage Gate Materials	• Detailed requirements / PPT decks for each gate	• Streamlined requirements / PPT decks for each gate
Quarterly Stage Gate After Action Reviews (AARs)	• None scheduled	• Quarterly meeting for AAR and QPR. Q3 2020 review to be scheduled
Quarterly Prioritization Reviews (QPRs)		



# Template : Survey

## Overview

- Designed to support internal and external survey deployment

## Guidelines

- Used only for surveys / single button CTA
- Targeted design to drive attention to call to action of completing the survey
- Includes use of headline, sub-headline, and CTA
- Can include the mention of a product giveaway

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## WE VALUE YOUR OPINION

Complete this quick online form to help us to better serve you.

[TELL US MORE ABOUT YOURSELF](#)

FREE BIOFREEZE ROLL-ON  
1 IN 5 CHANCE TO WIN



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# Template : Article

## Overview

- Designed to drive awareness of article content featured on PHA


## Guidelines

- Used only for articles
- Four modular elements featuring lifestyle images and links to articles
- Includes use of headline, sub-headline, key product merchandising and articles

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## THE BEST SHOWER CHAIRS & BATH BENCHES FOR SENIORS


Difficulty standing or balancing while bathing? All of the options can make it difficult to decide on the right bathing aid.

Find out what you should look for in a shower chair or bath bench and explore your choices!


[SHOP SHOWER CHAIRS & BATH BENCHES](#)

### This Article's Featured Products


#### Homecraft Shower Chair

[SHOP NOW](#)


#### Homecraft Padded Bath Bench

[SHOP NOW](#)


### Trending Articles This Month




Family Fitness: 3 Ways to Work Out With Your Kids



A Complete Tennis Player Recovery Guide



13 Pre-Knee Replacement Surgery Exercises



27 Water Safety Tips To Protect Your Child



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# Template : Letter

## Overview

- Designed to support internal and external communications

## Guidelines

- Used only for communication
- Letter format
- Senior leadership communication tool

## ANNOUNCEMENT

May 12, 2020

### Application Users

Thank you for all the support and engagement so far this year with our new IT Enhancement process. As we continue to evolve and strengthen our IT Technology Services processes and controls, we have some exciting new features that will help us build our IT Service Catalog. Year-to-date, we have over 50 Enhancements requested through our new process, and are now ready to introduce additional offerings. Effective immediately, you will now see three new Request types added and available in our ServiceNow Self-Service Portal - <https://performancehealth.service-now.com/sp>

### IT Reporting Request

• Reporting Requests are some of the most frequent, non-break fix ticket types coming into IT. These consist of new report requests and adjustments/modifications to existing reports. To-date, we have a mix of usage in the new Enhancement Process, as well as Incidents (INCs) being added into ServiceNow. Our goal is to keep reporting break fix needs in the Incident module within ServiceNow (error messages with a report, access issues, etc.), and we would like to keep all new report requests and modifications in the new Request type – IT Reporting Request. These will be reviewed and prioritized ad hoc with the Requestors, in addition to monthly - within our existing Application ENH Meetings.

### New EDI/Punchout Onboarding

• To accommodate the unique needs for EDI & Punchout opportunities with our Trading Partners, we have created an associated Request type – New EDI Punchout Onboarding. Within this form, you will find fields specific to EDI onboarding: trading partner contact details, transaction types requested, opportunity for efficiencies, etc.. The request will then be fielded and prioritized by our EDI Support Teams.

### IT Operations (ITOPS) Request

• For your more technical needs from our ITOPS Team, please complete this new request type for system administration, hardware, or database needs – IT Operations (ITOPS) Request. Your request will then be routed to the ITOPS Team for evaluation and prioritization.

Attached is the How-To guide for requesting these new services. Please do not hesitate to reach out to us with questions or concerns.

Thank you,

PH IT