

SUPER PATIENT APPRECIATION DAY

PURPOSE:

To show our clinic's appreciation for its patients through a fun, safe, and socially distant, one-day event. In addition, the event will generate new patient leads through gifted Health Passes and patient testimonials.

ACTIVITIES:

During the event, several activities will take place for Doctors and staff to interact with current and prospecting patients and the community. The following list breaks down the logistics and purpose of each activity.

• SUPER HERO COSTUME CONTEST

Attendees will be encouraged to participate in the clinic's Super Hero Costume Contest for the chance to win a free 60-minute massage. The two winners of the contest will be decided upon by the clinic's staff and be announced at the end of the event. Employees will also be encouraged to wear their superhero gear for a chance of winning the Staff Costume Contest. Prizes and exact logistics of the contest should be considered and changed if necessary to best fit your clinic.

• HOSTED FOOD TRUCK

A food truck will be hosted during the event to offer attendees a fun, socially distant, and local choice for dinner. Northern Life's event will host Pharaoh's Gyros from 5 PM - 7 PM to accommodate people's busy schedules during the week. Similarly to Food Truck Fridays, attendees who are not patients with the clinic will be offered the gift of a Health Pass and given the opportunity to sign up for a New Patient appointment time.

● ***PRIZE WHEEL***

A prize wheel will be offered for patients to win free candy, snacks, swag, and coupons for in-house products such as clinic t-shirts and supplements.

● ***GIFT CARD GIVEAWAYS***

Gift cards will be given to recognize those patients that are committed to their treatment plans and care. Gift cards are provided by local businesses that committed to partnering with the clinic for its event to support its efforts and generate new business. Those businesses that partnered with and donated a gift card or product to the event are recognized on internal promotions such as flyers and the clinic's TVs and social media. Below is a script outline of what was emailed and Facebook Messaged to local businesses to ask for their partnership.

EMAIL SCRIPT

Hello!

My name is [insert name] and I am the [your position] at [your clinic].

To honor our patients, our clinic is hosting a superhero-themed Super Patient Appreciation Day on [event date]. During the appreciation day, patients will be welcome to dress up and enjoy fun, safe, and socially distant activities such as costume contests, grabbing lunch at a food truck in our parking lot, winning prizes, and receiving pre-packaged snacks and beverages.

Throughout the day of our event, we are hoping to recognize outstanding patients with a gift that not only awards them for their commitment to their health but encourages them to support a local business.

As a local business valued by the community of [insert city] and its surrounding area, I am reaching out to you today in hopes of your partnership in showing appreciation for our patients in these times of uncertainty. If [name of the business you are contacting] is interested in donating a gift card or an item to be awarded during our Super Patient Appreciation Day event, [your clinic] would be more than happy to recognize [name of business] for its partnership on internal promotions and social media!

If this is something you would be interested in, I would love to answer any questions you may have about our clinic and the event. Thank you so much for your time, I look forward to hearing from you soon!

Best,
[your name]

GETTING NEW PATIENTS:

During adjusting hours on the day of the event, all patients seen will be given the gift of a Health Pass to promote the care and share attitude of always paying it forward focus. Additionally, those members of the community who attend the food truck during the event will also be offered the gift of a Health Pass and given the chance to sign up for a New Patient appointment in the 1-3 weeks following the event. Those that sign up for a New Patient time slot will also be given a coupon to use when purchasing their meal at the clinic to show the clinic's appreciation for their commitment to improving their health and future business.

DECORATIONS:

Having themed-decorations throughout the clinic during the event will help add the fun, finishing touches on the day. For decorations, consider banners, superhero cardboard cutouts, streamers, and themed table pieces. Below are links to a couple of examples.

Superhero Cityscape Backdrop & Photo Props :

https://www.amazon.com/dp/B07WFBZ7ZS/ref=sspa_dk_detail_6?psc=1&pd_rd_i=B07WFBZ7ZS&pd_rd_w=rTDmQ&pf_rd_p=48d372c1-f7e1-4b8b-9d02-4bd86f5158c5&pd_rd_wg=roKtr&pf_rd_r=0KVJE0H2JJZ1R5JXJGT0&pd_rd_r=4c5b8dc3-433a-4d2e-b1af-f55b8382ca45&spLa=ZW5jcnlwdGVkUXVhbGlmaWVyPUEzVVJQMzEwUklkQVhVJmVuY3J5cHRlZElkPUwMTUwODMzMjg5VjhEMlFVSIY5JmVuY3J5cHRlZEFkSWQ9QTAYnZM3MjMyNzZES082RzhUQkFaJndpZGdlE5hbWU9c3BfZGV0YWlsJmFjdGlvbj1jbGlja1JlZGlzZWNOJmRvTm90TG9nQ2xpY2s9dHJ1ZQ==

Superhero Cardboard Cutouts:

https://www.allposters.com/-st/Comic-Book-Cardboard-Cutouts-Posters_c142876_.htm

HOW TO PROMOTE THE EVENT:

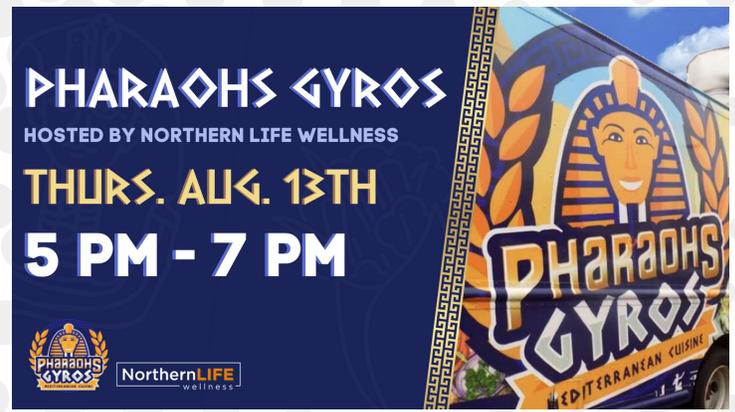
If your clinic is interested in having an event similar to Super Patient Appreciation Day, it is crucial for the event's success that you promote the event and its activities in the weeks before the event. The following are some examples of what has been done to promote Northern Life Wellness's event.

- Internal flyers
- Promotional slides on the clinic's tvs
- Small take home handouts throughout office
- Facebook events - 1 for food truck & 1 for main event
- Continuous Facebook posts
- Continuous Instagram posts

PROMOTION EXAMPLES:

Below are examples of the Super Patient Appreciation Day internal and external promotions. All promotions and graphics for the event were made on Canva, the online graphic design software. Keeping a consistent design and theme throughout promotions is great to get patients and the community excited and familiar with the event.

FACEBOOK EVENT COVERS



SOCIAL MEDIA POSTS



TV SLIDES



NORTHERN LIFE WELLNESS PRESENTS
SUPER PATIENT APPRECIATION DAY
AUGUST, 13TH | 3 PM - 7 PM
 COSTUME CONTEST ★ FOOD TRUCK
 GIFT CARD GIVEAWAYS ★ PRIZE WHEEL
 ★ AND MORE!! ★

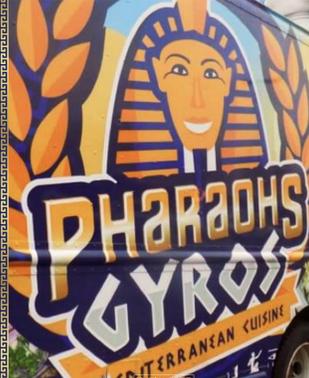
HUGE THANK YOU! TO OUR EVENT PARTNERS



FOR MORE INFORMATION, FOLLOW US ON FACEBOOK

PHARAOHS GYROS

HOSTED BY NORTHERN LIFE WELLNESS
THURS. AUG. 13TH
5 PM - 7 PM



HOSTED BY NORTHERN LIFE WELLNESS
THURS. AUG. 13TH 5 - 7 PM



COMBO MEAL \$12
 Any choice of Sandwich + Fries or Chips.

BEEF & LAMB GYRO SANDWICH \$10
 Beef and lamb meat, lettuce, tomatoes Tzatziki sauce in pita bread.

CHICKEN GYRO SANDWICH \$10
 Chicken gyro, lettuce, tomatoes Tzatziki sauce in pita bread.

FALAFEL SANDWICH \$10
 Deep-fried balls made of chickpeas, parsley, garlic, salt, pepper, and spices served with lettuce tomatoes, Tahini sauce, and Cucumber sauce in pita bread.

GREEK SALAD \$11
 Lettuce, tomatoes, banana peppers, black olives, fetta cheese, Italian dressing, Tzatziki sauce, served with beef or lamb, chicken, or falafel.

GYRO CHEESE FRIES \$8
 French fries topped with cheese sauce, lettuce, tomatoes, Tzatziki sauce, and Gyro meat.

SAMOSAS \$9
 A fried pastry with a savory filling, such as a spiced chicken, beef, or mixed veggies served with fried or salad.

HUMMUS WITH PITA BREAD \$5
 Levantine dip or spread made from cooked, mashed chickpeas, blended with tahini, olive oil, lemon juice, salt, and garlic.

BAKLAVA \$3
 Sweet dessert pastry made of layers of filo filled with chopped nuts and sweetened and held together with honey.

SIDES

VEGGIE FALAFEL BALLS \$5
 3 falafel balls served with hummus.

GRAPE LEAVES \$5
 Fresh vines stuffed with a mixture of rice, meat, and spices.

FRENCH FRIES \$3

CHEESE CURDS \$6

FOOD TRUCK PROMOTIONS

HOSTED BY NORTHERN LIFE WELLNESS



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 Any choice of Sandwich + Fries or Chips.

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 Beef and lamb meat, lettuce, tomatoes Tzatziki sauce in pita bread.

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 Chicken gyro, lettuce, tomatoes Tzatziki sauce in pita bread.

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 Lettuce, tomatoes, banana peppers, black olives, fetta cheese, Italian dressing, Tzatziki sauce, served with beef or lamb, chicken, or falafel.

SAMOSAS (VEGGIE, CHICKEN, OR BEEF) \$9
 A fried pastry with a savory filling, such as a spiced chicken, beef, or mixed veggies served with fried or salad.

GYRO CHEESE FRIES \$8
 French fries topped with cheese sauce, lettuce, tomatoes, Tzatziki sauce, and Gyro meat.

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VEGGIE FALAFEL BALLS \$5 **FRENCH FRIES \$3**

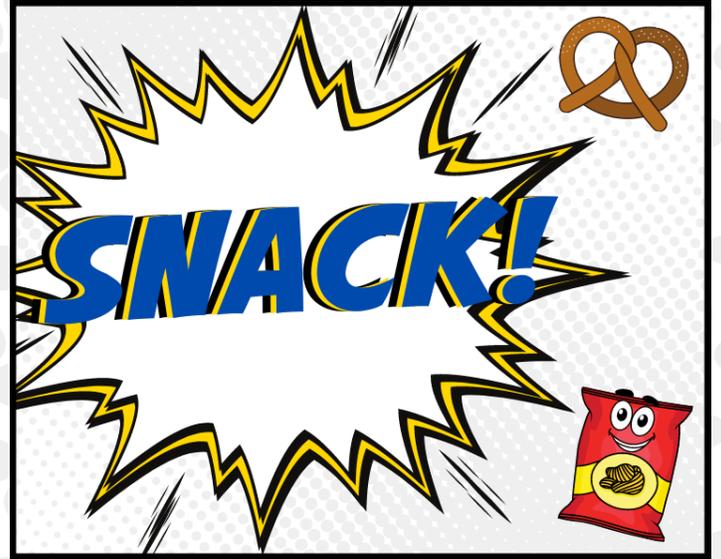
GRAPE LEAVES \$5 **CHEESE CURDS \$6**

PHARAOHS GYROS

HOSTED BY NORTHERN LIFE WELLNESS
THURS. AUG. 13TH 5 PM - 7 PM



PRIZE WHEEL GRAPHICS



PRIZE WHEEL:



EXAMPLE OF CLINIC SWAG: BRANDED BEADED ICE & HOT PACK



QUESTIONS?

If you have any questions regarding the planning and execution of your Patient Appreciation Day or want more information on how to make it COVID friendly, don't hesitate to reach out! All questions can be directed to Big Fish and Northern Life Wellness's Marketing Strategist, Rachel.

Contact Info:

Rachel Gooding

Marketing Strategist

Northern Life Wellness and Big Fish Enterprises

Email: northernlifewellness@gmail.com

Cell Phone: (507) 581-6311