

# Medical Directors – 1<sup>st</sup> Email

**Subject:** {NAME}, Advance Care Planning made easier – and reimbursable

Hi {NAME},

As physicians, we appreciate the value of Advance Care Planning. But we also know it's challenging to find time to do this within our scheduled appointments, and sometimes it's hard to find the words to get started.

That's why I'm writing - to share three ways to **increase your reimbursement** for the same patient load **while doing the right thing for your patients**.

By adding a browser-based Digital ACP platform, you can easily accomplish the following:

- **Include a billable Advance Care Plan discussion** with each patient's Annual Wellness Visit (CPT Codes 99497 and 99498)
- **Schedule, track, and document** ACP sessions for simplified billing
- **Strengthen relationships** by engaging patients in thinking through important life decisions *before* they are critical
- **Ensure your patient's wishes** are documented, stored, **and accessible** to their family and providers 24/7, globally

A digital ACP platform designed for a practice like yours can make this happen. There's no EMR integration needed.

Here's a link to a **quick read about the Digital ACP platform [Title/Link]** using the Digital Directives® platform.

Would love to talk,

*Maryann*

Maryann O'Donnell, MD  
Medical Director | Digital Directives  
M: (231) 222-5559  
[modonnell@ddirectives.com](mailto:modonnell@ddirectives.com)

P.S. – It's a great way to start the new year – doing right by your patients *AND* increasing billings.

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## Medical Directors – 2<sup>nd</sup> Email

**Subject Line:** {NAME}, Did you have a chance to read the ACP info I sent?

Hi {NAME},

I hope you've had a chance to look at the material [title/link] I sent last {DATE}. It demonstrates how to integrate Advance Care Planning discussions into your practice *and* get reimbursed for your time using CPT Codes 99497 and 99498.

If you haven't read it yet, here are three key points I believe you'll find compelling:

1. A digital platform is easy to integrate into your workflow and facilitates CPT billings
2. Digital ACP's are portable and accessible 24/7, accessible through any provider EMR and via the internet
3. The right platform is very consumer friendly, offers mobile applications, and allows patients to easily update their wishes as health conditions change

Would love to talk with you,

*Maryann*

Maryann O'Donnell, MD  
Medical Director | Digital Directives  
M: (231) 222-5559  
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P.S. – Patient concerns over Covid-19 make ACP a natural conversation to have.

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# Medical Directors – 3<sup>rd</sup> Email

**Subject Line:** Getting started with ACP made easy

Hi {NAME},

Starting anything new is hard, but this document [title/link] explains how to easily integrate a browser-based digital Advance Care Planning solution into your practice. Using one improves patient engagement and increases reimbursement.

With the right digital Advance Care Plan solution, you can easily:

- **Invite** patients to begin or update their plan by email
- **Schedule billable consultations** into scheduled appointments and Annual Wellness Visits
- **Estimate and bill for revenue** that qualifies for Medicare or private payer reimbursement
- **Share** completed Advance Care Plans with other providers

As Medical Director for Digital Directives®, I helped design our Facilitated Advance Care Plan solution for organizations just like yours. If you can give me a few minutes of your time I'd like to show you how simple our platform is to use.

To learn more about incorporating Advance Care Planning into your practice, or to get a copy of my white paper demonstrating how an Arizona practice is getting reimbursed \$12,000 each month, just reply to this email or **click here**.

Would love to talk,

*Maryann*

Maryann O'Donnell, MD  
Medical Director | Digital Directives  
M: (231) 222-5559  
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P.S. – I can waive your implementation fees if you start using our system before XXX.

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# Medical Directors – 4<sup>th</sup> Email

**Subject Line:** {NAME}, Here's how to get started now with digital ACP

Hi {NAME},

At Digital Directives, we believe Advance Care Plans should be easy to do, for physicians *and* for patients. Everyone deserves to have their voice heard, regardless of whether they can speak for themselves.

As physicians, you and I know it's still tough to complete ACP's with all our patients, even when we know it's the right thing to do. If you haven't had a chance to read my previous emails sharing how our tools to make it easier, I understand.

Take a minute to reply to this email and let's find 15 minutes to talk. I'd like to help you do what's right for your patients *and* increase your billings for regularly scheduled appointments.

Would love to talk,

*Maryann*

Maryann O'Donnell, MD  
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P.S. – I can waive implementation fees if you get started before **XXX**. If you don't have time to talk, have your office manager reach out. Let's get started!