**Prospect Email Template**

Dear

Patient Falls represent the number one cause of injury for the elderly and every 20 minutes an elderly person dies due to a fall.  Not only are falls clinically devastating, once a patient falls, they are very expensive to care for.  The Joint Commission, CDC, and CMS are all looking for healthcare providers to proactively address this issue with patients in order to help prevent and reduce the incidence of falls.  In fact, it is such a critical issue, CMS and private insurers will even reimburse for the Safe Balance program every 30 days in order to make this a preventative program.

Safe Balance is a proven effective Fall Risk Reduction Program that follows both the CMS MIPS program and the CDC STEADI Guidelines to enable healthcare providers to offer this valuable service to their patients.  It is designed to fit seamlessly into the patient flow of the clinical practice with a simple 3 step process.  The program creates a customized care plan for patients so they are empowered to take specific actions to reduce their risk of a fall.  It is supported with an informative patient education and support site so the patient and their caregivers have the information they need to address their risk of falling.

The program is reimbursable with a common CPT code and can be paired with an E/M office visit code up to a level 4 complexity.  It meets two high priority MIPS making the effort to meet these Medicare quality standards quicker and easier to achieve.  Safe Balance implements a risk-free process to enable our clients to begin the program to assess first hand if it fits as successfully in their practice as it has with hundreds of others across the U.S.  This program not only enhances clinical outcomes for patients, it also provides significant additional revenue for the practice with no upfront costs or negative cash flow impact.

I have included a link that details the overview of the program for your review.    
  
<https://www.safe-balance-staff.com/_files/ugd/1fb625_0666cd569f7345bfbf339d59a714b31b.pdf>     
  
The next step is to schedule a short zoom call where the details of the program can be presented so you have a more complete understanding of the program.  Please let me know the best day and time to schedule the call.

I look forward to presenting the value of the Safe Balance Fall Risk Reduction Program to you.

Thank you,