

## Resource B3.2: Outreach Messaging

Evidence shows benefit for up to 3 outreach attempts.

**Effective outreach messaging should:**

1. Explain why you are reaching out to the individual
2. Explain why addressing the health condition is important
3. Include a call to action

**The call to action could be:**

See a provider, pharmacist, nurse, dietitian, or other team member within the practice.

**Below is an example outreach message for diabetes that could be adapted to your practice:**

“ Dear Mr./Ms. [patient last name],

Our records show that your last HbA1C was  $\geq 9\%$ . As you know, high blood sugar can lead to excessive urination, blurry vision, kidney damage, and/or nerve pain. Please call us at xxx-xxxx to schedule a NURSE diabetes visit in the next 30 days. Let's work together to protect your health.

Sincerely,

[provider name or diabetes clinic team etc.] ”

