

# New Service Offers Simple To Turn-Around, Branded Email Campaigns

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**A new service from Candace Crowe Design (CCD) provides plastic surgery practices with a timely opportunity to reach out to patients.**

REVENEZ Mail is a customizable email program, especially for plastic surgeons, that makes creating and distributing professional emails quick and easy. This program has been created out of a need expressed by plastic surgeons, who want new avenues for communicating with their patients.

Those who sign up for the service will have a personalized template designed with their choice of various features. They will also have the option of providing their own newsletter content or, they may choose from our library of original, plastic surgery related articles. Two management options give practices their choice of either administering the timing of their own campaigns, or full-service management of their campaigns, based on agreed terms.

“Successful practices I know are keeping the patients they have, as well as growing their patient databases,” says Candace Crowe, president of CCD. “I am very excited about this new service and how it helps our doctors stay in touch with their patients. Marketing is really about creating relationships and this e-campaign does just that.”

**This new tool represents another step in executing CCD’s mission to listen to their clients and to provide them with the leading edge products and services they need and want.** The company’s main objective is to foster continued growth for the plastic surgery industry through unique patient education and branded marketing strategies. Email campaigns are a low cost, targeted marketing strategy for communicating with new prospects as well as current patients.

“We recognize the time constraints on today’s busy professionals and offer plastic surgeons a solution to simplify the process in creating emails and electronic newsletters,” says Crowe. “CCD provides an ongoing stream of new, original plastic surgery-related articles. We are confident that we can help our doctors stay in touch with their patients, while providing information that will help their patients make informed decisions about whether to have plastic surgery.”

## **About Candace Crowe Design**

CANDACE CROWE DESIGN delivers patients for plastic surgeons throughout the U.S. and Canada. REVENEZ, our suite of expert marketing tools, has led the way in innovation since 1999 with customizable waiting room loops, educational “videos” for your website, tools to improve conversion rates, web design, search engine optimization, e-mail campaigns, and traditional practice building tools. For more information contact Candace Crowe Design at (877) 384-7676, or visit [www.candacecrowe.com](http://www.candacecrowe.com).



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