



Cold Email Playbook Vol. 1

Crafting Follow-Up Emails That Generate Meeting-Ready MQLs in the U.S. Healthcare & Life Sciences Industries

Questions? Contact Bert@healthtech2care.com or Book a Consult [Here](#)

Published: May 2024 (revised September 2024)

Authors: Bert Fernandez (Founder), Natalia Bogachenko (Senior Client Ops Manager)

© 2024 **HealthTech2Care Services LLC**. All Rights Reserved.

PURPOSE

This playbook shows you how to craft follow-up emails that generate meeting-ready MQLs in U.S. healthcare and life sciences industries. Drawing on our experience of sending nearly 1,000,000 cold emails and generating more than 700 qualified leads across various healthtech offers, it offers a structured approach based on the type of response received from a lead. This ensures each email is impactful and valuable. Simply customize the provided script examples with your company's offerings and value propositions.

AUDIENCE

Whether you're a sales professional, a marketing specialist, or a business leader at an emerging healthtech company, this will elevate your team's written communications and drive more qualified meetings and calls from cold emails.

SUB-SEQUENCE TYPES

There are 4 main types of 'sub-sequences' you'll see in cold email campaigns:

Meeting Sequence – A lead is interested in scheduling a meeting or call to learn about your offer.

Information Sequence – Someone asks for more information and/or responds positively. For example, they might request to see the content you pitched to them (like a case study) or share an area of interest or need.

Referral Sequence – They might refer you to a colleague as the best point of contact to get in touch with.

Nurture Sequence – Those who mention they don't currently have a need, but may reach out in the future if their situation changes. They typically don't request to be unsubscribed, so it's helpful to track them for future outreach or to add them to a nurture sequence.

FOLLOW-UP CADENCE

Sub-sequences, on average, require 3-4 follow-ups after the initial response. Why? It can be common to not hear back after the initial response. People are busy in healthcare and often wear multiple hats. Following up is key!

Email 1	Answer the email	The best time to reply is as soon as possible
Email 2	Add value by sharing relevant resources such as case studies, videos, reports, client/user feedback, best practices, etc.	Send 3-4 days after email 1
Email 3	Ask if there are other individuals within their organization or team that you should be reaching out to.	Send 3-4 days after email 2
Email 4 (Optional)	Follow up at a later date, if a lead asks to do so due to a busy schedule or being out of the office.	Depends on the lead's response/request

EMAIL STRUCTURE

A structured follow-up is key. It ensures that your email effectively captures attention, builds credibility, and encourages recipients to take action. Make sure to follow this flow and focus on them (“you”), not yourself (“I” or “we”):

- **Opener (the “Hook”)**
- **Offer Anchor (e.g., Proven Outcomes, Case Studies, Social Proof)**
- **Call to Action (CTA)**

Example 1 - Referral Sequence

Hi <Name>,

I am reaching out to learn about the progress in your patient engagement journey.

OPENER

We help organizations like <Company name> improve patient engagement and outcomes by automating clinical conversations via text. Customers adopting our clinically proven tool, <Tool name>, are experiencing up to an ##% opt-in rate and automating clinical conversations for ###+ clinical pathways (chronic + acute). Please check a few resources to help you better understand <Tool name> and how it can help your team at <Company name>:

OFFER
ANCHOR

- Introduction and its capabilities.
- Pre/post-procedure information.
- Press release

Would you be open to a brief chat next week to explore this further?

CTA

Let me know,
<Name>

Example 2 - Information Sequence

Hi <Name>,

I want to share with you a recent <Report name> conducted with <Company Name>'s users.

OPENER

If you are unfamiliar with <Report Name>, they are like JD Power and Associates or Nielsen reports. They provide valuable market research based on real user feedback. Regardless of the outcome, every result is publicly reported, which poses risks for the participating companies. A key question they ask is, “Would you buy again?” We’re excited to share that <Company Name> has received exceptionally positive feedback, especially from our valued customers/partners.

OFFER
ANCHOR

Would you be open to a brief chat to explore collaboration opportunities for AI-powered pathology diagnostics between <Company name> and <Company Name>?

CTA

Look forward to hearing back,
<Name>

EMAIL TIPS

1. Never discuss specifics on pricing over cold email, it won't move the needle forward. We recommend getting on a call to discuss pricing.

Solution: "Our pricing is dynamic and based on your needs. The best way to determine if we're a good fit is to hop on a quick call and discuss what your current needs are..."

2. It's best to avoid words like "I am happy to" or "I would love to" or "If I am able to" with leads. This diminishes your role in their eyes.

Solution: Instead say "Would you be open to?" Or "Would you be available to?" Or "Would you be interested in?" This keeps it more professional and direct.

3. Avoid using phrases like: "Just following up here" or "I'm following up on my previous message" or "I'm reaching out to".

Solution: Get straight to the point and keep it conversational: "Last week, you mentioned being interested in learning more about our offering. Are you still up for it?" or "A couple of days ago you were interested in a demo. Are you still interested or have you given up on that?...What actually happened?"

Real Examples That Generated Meeting-Ready MQLs

MEETING SEQUENCE

Email 1

Subject: <Use Original Subject>

Hi <Name>,

Thank you for getting back to me and expressing your interest.

I suggest we continue our discussion over a brief meeting. My colleague <Name>, copied here, is available to meet with you and your team next <Weekday>, ##, between ## am and # pm <Lead's time zone>, or next <Weekday>, ##, anytime.

Would either of these days and times work for you? Once you pick a time, my team will send you a meeting invite.

Looking forward to connecting,
<Name>

<Signature>

Email 2

Hi <Name>,

Thank you for confirming. I just sent everyone an invitation for <Weekday> morning at ##.## <Lead's time zone>. If that time does not work, I can move to

anytime between ##am - #pm <Lead's time zone>. I look forward to meeting the group on <Weekday>.

<Name>

<Signature>

Email 1

Hi <Name>,

Thanks for getting back to me, and appreciate your interest.

I'm available at the times below, all in <Lead's time zone>:

- <Weekday> (##) between #.##am - #.##pm
- <Weekday> (##) between #.##am - #.##pm

Do either of these times work for you and <Name>? If not, you can choose a time which suits you best here: <Link>.

Look forward to connecting,
<Name>

<Signature>

Email 2

Hi <Name>,

You mentioned being interested in setting up a discovery call. Are you still interested, or have you given up on that...what actually happened?

Over a quick call, I can tell you more and find out if our technology is a good fit for <Company name>. I'm free next <Weekday> or <Weekday> between #.## - #.## <Lead's time zone>. Let me know if either of those works for you. You can also find a time that suits you best here: <Link>.

In the meantime, please check out these couple of videos to gain an understanding of how effective <Tool name> is:

- (#-Minute Video) Patient success story with <Company name> in <State>, highlighting <Tool name> role with diabetic patients.
- (#-Minute Video) Another success story with <Company name> using <Tool name> to manage multiple populations of chronic patients.

Sincerely,
<Name>

<Signature>

Email 3

Hi <Name>,

Thanks for confirming. I've just reviewed my calendar, and everything is all set for our discussion on #/##.

Looking forward to meeting you,
<Name>

<Signature>

INFORMATION SEQUENCE

Email 1

Subject: <Use Original Subject>

Hi <Name>,

Thanks for your email. I'm sharing a collection of patient success stories that I trust you'll find informative. Here's the link: <Link>

Over a quick call I can tell you more and find out more about <Company name>, do any of the following times suit? If not, you can choose a time which suits you best here: <Link>.

- <Weekday> (##) between #:## - #:## <Lead's time zone>
- <Weekday> (##) between #:## - #:## <Lead's time zone>

Let me know,
<Name>

<Signature>

Email 2

Hi <Name>,

Last week, you mentioned being interested in learning more about our <Tool name>. Are you still interested, or have you given up on that...what actually happened?

I want to share a few more resources to help you better understand <Tool name> and how it can help your team at <Company name>:

- Introduction and its capabilities.
- Pre/post procedure information.
- Press release.

Are you interested in exploring this further over a quick call next <Weekday> or <Weekday>? Let me know if either of those days works for you. If not, you can choose a time which suits you best here: <Link>.

Look forward to hearing back,
<Name>

<Signature>

Email 3

<Name>,

I've sent you a meeting invite for next <Weekday> (##) at # <Lead's time zone>. Please let me know if you didn't receive the invite.

Speak soon,
<Name>

<Signature>

Email 1

Subject: <Use Original Subject>

Hi <Name>,

Thank you for getting back to me, and appreciate your interest. Yes, we do integrate with <technology 1> and <technology 2>. I can show you more over a short demo.

My colleague, <Name>, copied here, is available to meet with you next <Weekday> or <Weekday> between ##:## - ##:## <Lead's time zone>. Do any of these times suit you? Otherwise, you can find a time that suits you best here: <Link>.

Looking forward to your reply,
<Name>

<Signature>

Email 2:

Hi <Name> - thank you so much! I just sent across an invite for next <Weekday>. We look forward to speaking with you!

<Name>
<Signature>

Email 1

Subject: <Use Original Subject>

Hello <Name>,

Thanks for reaching out. You can check out our website here: <Link>. We specialize in creating custom healthcare content. Our portfolio spans animated videos to custom imagery, aimed at simplifying complex health information.

Yes, we've contributed to content libraries, strategy sessions and collaborated with patient education, research, and marketing teams across various organizations, including care planning.

Our philosophy is simple: You're the expert in your message, and we're the experts in delivering it effectively.

I'm available next week at the times below. Do either of these times work for you? Otherwise, you can find a time that fits your schedule here: <Link>.

- <Weekday> (##) between ### - ### <Lead's time zone>
- <Weekday> (##) between ### - ### <Lead's time zone>

Looking forward to our conversation,
<Name>

<Signature>

Email 2

Hello <Name>,

I am pleased to confirm that my team has scheduled a meeting and sent you an invitation for this <Weekday>. Please let me know if you did not receive the invite.

I look forward to meeting you.

Best,
<Name>

<Signature>

Email 1

Subject: <Use Original Subject>

Hi <Name>,

Thank you for getting back to me. Here's a pdf attached to help visualize the process of production. We charge by the length of the video, the number of languages you would like the video to be translated into, and the time it takes to develop the style so that it fits your brand. I am more than happy to discuss and answer any other questions on a call.

I can meet next <Weekday> or <Weekday>. Would either of those days work for you?

Thank you,
<Name>

<Signature>

Email 2

Hi <Name>,

<Weekday> at ## am <Lead's time zone> would work. My team will send you a meeting invite.

I'm looking forward to meeting you on <Weekday>.

Best regards,
<Name>

<Signature>

Email 1

Subject: <Use Original Subject>

Hi <Name>,

Thanks for getting back to me. I'm reaching out to learn about <Company name> progress in digital pathology, specifically regarding AI integration.

Since ####, <Company name> has pioneered AI-powered diagnostics for detecting a range of cancers and over a hundred clinical features, boosting lab efficiency by up to ##%. As AI becomes pivotal for enhancing diagnostic accuracy and reducing workload, I'd welcome the opportunity to explore our potential collaboration.

Are you interested in exploring the possibilities for AI-powered pathology diagnostics at <Company name>?

Let me know your thoughts,
<Name>

<Signature>

Email 2

Hi <Name>,

I want to share with you a recent <Report Name> conducted with <Company name> users.

If you are unfamiliar with <Report Name>, they are like JD Power and Associates or Nielsen reports. They provide valuable market research based on real user feedback while ensuring confidentiality. Regardless of the outcome, every result is publicly reported, which poses risks for the participating companies. A key question they ask is, "Would you buy again?" We're excited to share that <Company name> has received exceptionally positive feedback, especially from our valued customers/partners.

Would you be open to a brief chat to explore collaboration opportunities for AI-powered pathology diagnostics between <Company name> and <Company name>?

Look forward to hearing back,
<Name>

<Signature>

Email 3

<Name>,

I am pleased to confirm that my team has scheduled a meeting and sent you an invitation for <Weekday> (#/##), at #pm <Lead's time zone>. Please let me know if you did not receive the invite.

Look forward to meeting you,
<Name>

<Signature>

Email 1

Subject: <Use Original Subject>

Hi <Name>,

Thank you for getting back to me and providing some context about <Company name> current direction.

I would be happy to provide you with a detailed analysis and answer any questions you may have. I am available for a meeting either next <Weekday>, <Month> <Date>, or <Weekday>, <Month> <Date>, after ##:## AM <Lead's time zone>. Would either of these dates work for you?

Once you confirm the time, my team will send you a meeting invite.

Looking forward to our discussion,
<Name>

<Signature>

Email 2

<Name>,

Thanks for confirming your availability and sharing about your father's service aboard the <Navy ship>; such a legacy of commitment is truly admirable. I look forward to our conversation on <Weekday> at ##:## <Lead's time zone>.

<Name>

<Signature>

PS: Attached is some info on upcoming CMS CPT code changes for 2024.

Email 1

Subject: <Use Original Subject>

Hi <Name>,

Thanks for getting back to me. I'm reaching out to learn about where you are in your journey at <Company name>, specifically in bridging care gaps after patients leave acute care settings or clinical visits.

We offer end-to-end virtual home-health solutions to address these care gaps. Our comprehensive services include hardware, software, remote home monitoring, and program management. Whether you require full support or specific services, we offer flexible models that make the best use of your resources.

Are you open to a quick chat next <Weekday> or <Weekday> to explore this further?

Let me know your thoughts,
<Name>

<Signature>

Email 2

Hi <Name>,

Thanks for getting back to me. I've sent you a meeting invite for next <Weekday>. Let me know if you didn't receive the invite.

Looking forward to our discussion.

Best regards,
<Name>

<Signature>

Email 1

Subject: <Use Original Subject>

Hello <Name>,

Thanks for reaching out. To preview some custom videos we've produced, check out this link: <Link>.

Over the past decade, we've produced ###+ engaging videos for nursing leaders across many healthcare providers like <Company name>, <Company name>, and more. Our philosophy is simple: you're the expert in your message, and we're the experts in delivering it effectively.

Are you open to a brief chat to explore how we can redesign your strategy for international nurses transitioning to the US?

I'm available next <Weekday> or <Weekday> between # - #pm <Lead's time zone>. Do either of these times work for you?

Let me know,
<Name>

<Signature>

Email 2

Hello <Name>,

You mentioned being interested in learning more about educational content for nurses. Are you still up for it?

Over a quick call, I can tell you more and find out if our offering is a good fit for <Company name>. I'm free next <Weekday> or <Weekday> between # - #pm <Lead's time zone>. Do either of these times work better with your schedule?

Let me know,
<Name>

<Signature>

Book a meeting with me: <Link>

Email 3

<Name>,

Thanks for confirming. I've just sent over the invite for our meeting next <Weekday>. Let me know if you didn't receive it.

Looking forward to connecting.

Best,
<Name>

<Signature>

**REFERRAL
SEQUENCE****Email 1**

Subject: <Name> // <Company name> Intro

Hi <Name>,

Thank you, <Referrer name>, for sharing <Name> contact info with me.

Hi <Name>,

Nice to e-meet you. Where are you in your journey at <Company name> to bridge care gaps after patients leave acute care settings or clinical visits?

We provide end-to-end virtual home-health solutions to bridge those care gaps, including hardware, software, remote home monitoring, a ##+ member CMA team, logistics, and program management. Whether you require full support or specific services, our flexible models are designed to make the best use of your resources.

Would you be open to a quick chat next <Weekday> or <Weekday> to discuss potential opportunities between <Company name> and <Company name>?

Let me know your thoughts,
<Name>

<Signature>

Email 2

Hi <Name>,

I thought you might be interested in reviewing our pivotal <Case study name>:
<Link>.

It demonstrates how we helped ##% of #,### patients with uncontrolled hypertension in a cohort of #,### patients achieve control in just 8 weeks of in-home monitoring, increasing to ##% and double the risk reduction in 6 months.

Are you open to a quick chat next <Weekday> or <Weekday> to explore how we can improve your patient outcomes at <Company name> through in-home monitoring?

Hope you have a nice weekend ahead.

Best regards,
<Name>

<Signature>

Email 3

Hi <Name>,

We haven't had the opportunity to connect yet. Is there someone else on your team at <Company name> I could discuss this with?

If you could guide me in the right direction, I would greatly appreciate it.

Thank you,
<Name>

<Signature>

Email 4

Hi <Name>,

Thanks for getting back to me. My team will send you a meeting invite for next <Weekday> at ## pm <Lead's time zone>.

I look forward to meeting you on <Weekday>.

Best regards,
<Name>

<Signature>

Email 1

Subject: <Name> // <Company name> Intro

Hi <Name>,

<Referrer full name> suggested I get in touch with you. I see <Company name> offers services to assist individuals who have co-occurring mental health and substance use disorders.

Are your teams using the Matrix Model curriculum for outpatient treatment? We've developed an automated Matrix Model video series designed to support individuals on their journey toward recovery.

Last year, this helped # staff in <Company name> graduate over ## clients. Here is what one had to say "<Company name> group curriculum allows us to run evidence-based based groups consistently, in multiple locations, and with similar outcomes regardless of who is leading the group. I would highly recommend their products."

You can view a preview of the video series on our page here: <Link>
Are you interested in learning more?

Let me know,
<Name>

<Signature>

Email 2

Hi <Name>,

Last week, I shared some information about our automated Matrix Model video series. Hope you had an opportunity to review it. Are you interested in discussing this further for your team at <Company name>?

I also want to pass along a 3-minute video on <Company name> approach to the Matrix Model that I think you'll find informative. Here's the <Link>.

Are you open to a quick call next <Weekday> or <Weekday> between #.## - #pm <Lead's time zone> to discuss this in further detail? Let me know if either of these works for you and your team. Otherwise, you can find a time that fits your schedule here: <Link>

Best regards,
<Name>

<Signature>

Email 3:

Hi <Name>,

I tried to reach you a few times but didn't hear back. Where should we go from here?

Let me know if this is of interest to you.

Best,
<Name>

<Signature>

Email 4:

Hi <Name>,

I hope the conference went well for you last week. You mentioned being interested in learning more about our automated Matrix Model video series. Are you still up for it?

I'm free next <Weekday> or <Weekday> between # - #.## <Lead's time zone>. Let me know if either of those works for you. You can also find a time that suits you best here: <Link>

Sincerely,
<Name>

<Signature>

Email 5:

<Name>,

Sounds good. I've sent you a meeting invite for next <Weekday> at #.##.

Looking forward to connecting,

<Name>

<Signature>

Email 1

Subject: <Name> // <Company name> Intro

<Referrer name>, thank you for connecting me with <Name>.

Hi <Name>,

It's a pleasure to meet you. I'm reaching out to learn about <Company name> progress with video content initiatives. Our team specializes in simplifying complex topics into compelling videos tailored to your target audience.

With over a decade of experience, we've successfully collaborated with leading healthtech and healthcare organizations such as <Company name>, <Company name>, <Company name>, and more. I'd welcome the opportunity to connect and explore how our video production expertise can benefit your team at <Company name>.

Are you open to a brief chat next <Weekday> or <Weekday> to explore this further?

Looking forward to hearing back,
<Name>

<Signature>

Email 2

Hi <Name>,

I am pleased to confirm that my team has scheduled a meeting and sent you an invitation for next <Weekday> at #pm <Lead's time zone>. Please let me know if you did not receive the invite.

I look forward to meeting you on <Weekday>.

Best regards,
<Name>

<Signature>

Email 1

Subject: <Name> // <Company name> Intro

Hi <Name>,

<Referrer name> suggested I get in touch with you. I am reaching out to learn about the progress in your patient engagement journey.

We help organizations like <Company name> improve patient engagement and outcomes by automating clinical conversations via text. Customers adopting our clinically proven tool, <Tool name>, are experiencing up to an ##% opt-in rate and automating clinical conversations for ###+ clinical pathways (chronic + acute). Please check a few resources to help you better understand <Tool name> and how it can help your team at <Company name>:

- Introduction and its capabilities.
- Pre/post procedure information.
- Press release

Would you be open to a brief chat next week to explore this further?

Let me know,
<Name>

<Signature>

Email 2

Hi <Name>,

Would you be open to a quick chat so I can tell you more about our <Tool name> and learn more about <Company name>? I'm available next <Weekday> between ## - # <Lead's time zone> or <Weekday> between ## - # <Lead's time zone>. Do any of these times suit you? If not, you can choose a time which suits you best here: <Link>.

In the meantime, please check out these couple of videos to gain an understanding of how effective <Tool name> is:

- (2-Minute Video) Patient success story with <Company name> in <State>, highlighting <Tool name> role with diabetic patients.
- (5-Minute Video) Another success story with <Company name> using <Tool name> to manage multiple populations of chronic patients.

Look forward to hearing back,
<Name>

<Signature>

Email 3

Hi <Name>,

Thanks for getting back to me. I've sent you a meeting invite for next <Weekday> (##/##) at #pm <Lead's time zone>. Let me know if you didn't receive the invite.

Looking forward to our discussion.

Best,
<Name>

<Signature>

Email 1

Subject: <Name> // <Company name> Intro

Thank you, <Referrer Name>, for sharing <Name> contact information with me.

Hi <Name>,

I would be happy to meet with you and explore this further for your team at <Company name>. I have the following availability for next week, all in <Lead's time zone>:

- <Weekday> (###) between ###am - ###pm
- <Weekday> (###) between ###am - ###pm
- <Weekday> (###) between ###am - ###pm

Would any of these days and times work for you? Otherwise, you can find a time that fits your schedule here: <Link>

Best,
<Name>

<Signature>

Email 2

Hi <Name>,

I want to share a few resources to help you and your team at <Company name> better understand where and how <Tool name> adds value. If you would like to let me know the specific areas of focus for your organization, I may be able to offer some more focused resources.

First, please see this patient story video from <Company name> in <State>, highlighting <Tool name> role with diabetic patients: <Link>.

Second, I am also passing along some highlights from a webinar done by the <Company name>, spotlighting the success that <Company name> is having, using <Tool name> to manage multiple populations of chronic patients: <Link>. Would next <Weekday> (###) or <Weekday> (###) between ###pm - ###pm <Lead's time zone> work better with your schedules? Alternatively, you can schedule a time that's convenient for you here: <Link>.

Look forward to hearing back,
<Name>

<Signature>

Email 3

Hi <Name>,

I am pleased to confirm that my team has scheduled a meeting and sent you an invitation for <Month>, <Date> at ##:## <Lead's time zone>. Please let me know if you did not receive the invite.

I look forward to meeting you on <Weekday>.

Best,
<Name>

<Signature>

Email 1

Subject: <Name> // <Company name> Intro

Hi <Name>,

It's a pleasure to meet you. <Referrer full name> kindly suggested I contact you to discuss the email below.

I'm reaching out to learn about <Company name> progress for video content initiatives. Our team specializes in simplifying complex topics into compelling videos tailored to your target audience.

With over a decade of experience, we've successfully collaborated with leading healthtech and healthcare organizations like <Company name>, <Company name>, <Company name>, <Company name>, and more.

Are you open to a brief chat to explore collaboration opportunities for video content between <Company name> and <Company name>?

Let me know your thoughts,

Email 2

Hi <Name>,

Thank you for getting back to me. Next <Weekday> (###) at ##:## pm <Lead's time zone> works well for me. My team will schedule a meeting and send you an invitation shortly.

I'm looking forward to meeting you on <Weekday>.
<Name>

<Signature>

Thanks for making it this far. Vol. 2 coming soon!