

# Emry Concierge April 2025 Newsletter

## Email and Social Copy for Financial Advisors

### Email:

**Subject line:** What healthcare really costs (beyond the bill)

### Copy:

Hi [CLIENT NAME],

Around this time of year, we're all looking a bit closer at where our money is spent—but one area that often flies under the radar is healthcare. Not just what's paid out-of-pocket, but the time it takes to manage everything: reimbursements, claims, benefits, follow-ups.

I've attached an article from Emry Health Concierge that highlights the time and financial impact of unmanaged healthcare — and why it's worth building into your overall planning strategy.

Let me know if you'd like to talk through it or explore whether their concierge support might be a good fit for your family.

Best,

[ADVISOR NAME]

### Social Post:

Healthcare isn't just a cost. It's a hidden drain on time and strategy.

For many of the families I work with, healthcare has become a quiet source of financial inefficiency — not just because of rising out-of-pocket costs, but because no one is managing the claims, reimbursements, or benefit coordination over time.

This article from Emry Health Concierge highlights the real impact healthcare can have on your financial picture — and why having the right team in place matters.

Worth a read if you're thinking holistically about finances, time and peace of mind.

**Join Emry Concierge today —  
experience just how simple healthcare can be.**

**Lindsay Loomis**

SVP, Strategic Business Development

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