



# Quality of Life Matters® Newsletter

Quality of Life Matters® is a quarterly publication dedicated solely to end-of-life care news and clinical findings, reporting on current studies from highly respected sources such as *The Journal of the American Medical Association* and *The New England Journal of Medicine*.

Toll free: 1-877-513-0099 | Email: [info@QOLpublishing.com](mailto:info@QOLpublishing.com)

Hospices nationwide rely upon *Quality of Life Matters*® to educate physicians, strengthen clinician relationships, and encourage earlier referrals. In publication since 1999, the newsletter has built a solid reputation as the best clinical outreach periodical for end-of-life care organizations.

Dr. Ira Byock, Chief Medical Officer for the Institute for Human Caring, Providence Health & Services, and author of *The Best Care Possible* says, "This is one publication I read every quarter, every issue. The information is directly relevant to my clinical work, teaching, and research. Quality of life is a critical clinical outcome and this newsletter presents the state-of-the-art in a readily accessible fashion."

## Features

- **Exclusivity** ensures your referral sources receive *Quality of Life Matters*® from your hospice alone.
- **Proven track record** of helping hospices get earlier referrals.
- **Exceptional clinical content** for more than 15 years.
- **Recommended as an educational resource** by the AAHPM and the HPNA.



## Prices include

- Professionally written and edited quarterly content
- Printing, folding, and binding of the eight-page newsletter to a flat, 8.5" x 11" size
- Your organization name on front and back, spot color for headlines, and full-color 4.5" x 4.5" ad; choose from:
  - Standard branding; we plug your logo and contact information into a template (one-time \$25 set up fee)
  - Submit completed artwork (one-time \$25 set up fee)
  - We design for you at an additional cost (see Extras)
- A free marketing preview of each issue (generic PDF, not for distribution)

## Discounts

- Discounts are applied to the base cost of newsletters.
- **20% four-issue order:** Must be four consecutive issues to receive the discount. For clients billed quarterly, 20% will be taken off of the fourth invoice.
- **20% advance pay:** Pay for a four-issue order in advance to receive this discount. Payment must be received by the invoice due date in order for this discount to be honored.

## Extras

- **Design service:** \$50/hour We design fully customized artwork for you
- **Extended box:** \$75/quarter Vertical (4.5" W x 9.87" H) or Horizontal (7.4" W x 6.5" H)
- **Fully branded:** \$125/quarter Branded masthead & back page
- **Electronic distribution:** Branded PDF for unlimited electronic distribution; call for pricing

## Order details

Orders require proof approval before printing. If copy is not provided, or other arrangements have not been made by deadline, existing copy will be run. Reprints or corrections after proof approval/deadline will be charged at \$.99 per copy, plus S&H. Payment is due two weeks from the date of the invoice. Reorders may be held for non-payment of previous invoices. Orders held for non-payment falling past deadline will be pushed to the next issue once payment is received.

Exclusivity applies to printed and electronic copies; this newsletter is only to be distributed within the area(s) discussed with Quality of Life Publishing Co. Distribution outside your area may result in cancellation of the order. Contact us for availability, S&H rates, or for questions on pricing, branding, or the production process.

## Pricing

SKU: QOLM

BASE \$ PER ISSUE (PER QUARTER)  
MINIMUM ORDER IS 25 QTY PER QUARTER

QUANTITY	PRICE
25	\$125
50	\$240
75	\$345
100	\$436
125	\$483
150	\$505
200	\$553
250	\$608
300	\$669
350	\$736
400	\$803
450	\$864
500	\$928
550	\$984
600	\$1041
650	\$1097
700	\$1153
800	\$1266
900	\$1378
1000	\$1491
1500	\$1969
2000	\$2565
2500	\$3125
3000	\$3645
3500	\$4095
4000	\$4520
4500	\$4905
5000	\$5250
6500	\$6565
8000	\$7760
9500	\$8835
11K+	\$9790



## Custom newsletters encourage early referrals

Educate physicians and strengthen clinician relationships with branded quarterly newsletters. Customize each piece with your organization's name, spot color, and custom ad.

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### Every quarterly newsletter includes:

- **Convenient hassle-free service.** These branded materials are delivered to you, ready to distribute.
- **Unlimited permission to reprint archived articles** gives you access to professionally written content to use in handouts at educational events for referral sources or staff members.
- **Free marketing preview of each issue.** Offer these educational resources online to increase website traffic.
- **Customized front and back.** These publications are an educational service provided by *your* organization.

## DISTRIBUTION STRATEGIES

### Making a branded newsletter a key part of your marketing plan

#### 1. Promote your brand.

- Use the ad space to highlight your organization's services or latest news.
- Consider fully customizing masthead and back page areas to maximize brand recognition.

#### 2. Determine your priority contacts.

- Priority contacts can be physicians, nurse practitioners, physician assistants, administrators, discharge planners, or social workers.
- Distribute to existing referral sources to keep in touch. Remember, "out of sight, out of mind."
- Distribute to non-referring physicians to expand your referral base. Physicians are not likely to refer unless they are given a reason; a branded newsletter could be the reason.

#### 3. Hand deliver when possible.

- Hand delivery provides the most lasting impact. If the priority contact isn't available, building rapport with other staff can leave a positive impression.
- If not every issue, try to hand deliver at least once a year. You could also hand deliver to select contacts or to a targeted group each quarter (e.g., one quarter focus on oncologists, the next on hospitalists, etc.).

#### 4. Make it easy.

- Read the free marketing preview (sent as a generic PDF) to identify specific articles you want your contacts to read.
- Earmark articles on broad, but important, findings. For instance, articles on discussing prognosis with patients can be highlighted for all clinicians.
- Articles about subspecialties can be used to target specialists. You can say to cardiologists, "If you read nothing else, you may be interested in the study on page 3 that deals specifically with heart disease."

#### 5. Establish credibility.

- Newsletter content is based on studies conducted by highly respected professionals in hospice and palliative care and allied areas of study. Source material is taken from credible periodicals such as *The Journal of the American Medical Association* and *The New England Journal of Medicine*.

#### 6. Track your referrals.

- Note your referrals prior to starting newsletter distribution. Reevaluate referrals again in one year.
- You should see an increase in your referral base if you are regularly getting newsletters in front of clinicians.



- Branded booklets improve CAHPS survey results
- Custom newsletters encourage early referrals
- Books & speakers support and inspire

