



Quality of Life Matters® Newsletter

Use Quality of Life Matters to educate clinicians, build brand recognition, and encourage referrals.

Contact us for a free printed sample or visit www.QOLpublishing.com.

Phone: 877-513-0099 | Email: info@QOLpublishing.com

This quarterly publication is dedicated to serious illness care news and clinical findings, reporting on studies from sources such as the *Journal of the American Medical Association*.

Endorsed by Ira Byock, MD, FAAHPM: "The information in this publication 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

- **FREE branding** on masthead and back page
- **Recommended by the AAHPM and HPNA** with a proven record of increasing referrals
- **Archive access;** reprint rights to use content from previous issues for marketing materials or educational events
- **Electronic copy** available



Pricing per quarter

SKU: QOLM / eQOLM
MINIMUM ORDER IS 25 QTY PER ISSUE

QUANTITY per ISSUE	PRINT \$ per ISSUE	eQOLM \$ per RECIPIENT
25	\$132.00	\$5.08
50	\$303.50	\$4.87
75	\$364.50	\$4.66
100	\$460.80	\$4.41
125	\$510.90	\$3.89
150	\$534.75	\$3.37
200	\$586.65	\$2.73
250	\$645.90	\$2.38
300	\$711.45	\$2.17
350	\$783.30	\$2.04
400	\$855.15	\$1.94
450	\$920.70	\$1.85
500	\$989.40	\$1.78
550	\$1049.70	\$1.71
600	\$1111.05	\$1.65
650	\$1171.35	\$1.60
700	\$1231.65	\$1.56
800	\$1353.30	\$1.49
900	\$1473.90	\$1.44
1000	\$1595.55	\$1.40
1500	\$2112.45	\$1.21
2000	\$2753.25	\$1.25
2500	\$3356.25	\$1.14
3000	\$3917.25	\$1.11
3500	\$4404.75	\$1.06
4000	\$4866.00	\$1.02
4500	\$5285.25	\$0.97
5000	\$5662.50	\$0.93
6500	\$7088.25	\$0.89
8000	\$8388.00	\$0.85
9500	\$9561.75	\$0.81
11K+: Contact us for a pricing quote		

FREE branding options

- **Choose your branding option:**
 - Template (logo, colors, contact information, etc.)
 - Submit your own artwork for masthead (8" x 2.25") and full back page (8" x 10.5")
 - Includes basic updates on reorders (changes to contact info, graphics, or color).
- **Design services are available, \$60/hr:** We can design a custom masthead and back page for you. Or use this service to update content on your back page every issue.

Electronic copy (eQOLM)

- A trackable PDF link of your newsletter to distribute electronically, billed quarterly.
- Quarterly cost based on number of recipients. Discounts available with printed orders.
- Minimum order of 25 copies/recipients required. Contact us for a pricing quote.

Order details

- New orders require proof approval before printing. If approval is not received, order may be postponed until the next issue.
- Orders automatically renew each quarter if we are not notified of cancellation. Existing artwork is run on renewed orders unless changes are requested.
- Reprints of corrections after proof approval are charged at \$.99 per copy plus S&H.
- Payment is due two weeks from the date of the invoice. Orders may be held or postponed to the next issue for past due invoices.
- Contact us for S&H or for questions on pricing, branding, or the production process.



DISTRIBUTE ELECTRONIC COPIES of your branded materials

Features

- Distribute via email or website
- View files from any browser
- Cost effective



eBooklet FAQs

- **What is the cost?** Pay per view or recipient email (\$.20 less than printed copies) or **\$30 minimum fee per link**. Price breaks with orders of 250+ printed copies per year. Billed annually in December.
- **How are eBooklets delivered?** We email you a link to your file. Sample link: <https://docsend.com/view/e83d52na8a4zv2ea>. Fillable forms (e.g., VET, ACP, etc.) are also sent as PDFs that can be completed electronically.
- **Can I print or copy the content from the link?** No. The links may not be printed or copied for any reason. Patients/families may print completed fillable PDFs (e.g., VET, ACP, etc.) for record sharing purposes only.
- **How do I distribute the links?** The link can be sent in an email to recipients or posted on your website. Contact your web manager or email us if you need help.
- **How are views tracked?** We upload your branded booklet to a secure document sharing platform where it's converted to a trackable link or PDF. Each time the link/PDF is opened, it counts as a view. Views of links under 1 minute are not counted.
- **How many views should I expect?** Expect the same number of views as the number of printed copies you would order if you distribute electronically only. If you order printed copies, views are generally lower.
- **Can other people share the link?** Yes. The link can be shared and billable views will be counted.
- **Can I restrict access to the link?** Yes. You can contact us at any time to:
 - Disable or enable the link.
 - Require users to enter an email address to view the file; billed per email instead of per view.
 - Set an expiration date on the link.
- **Can I set view limits?** No. See ways you can restrict access, above.
- **What if my links collect too many views?** Views have been in line with expected usage. We have not seen evidence of files being over-shared or over-viewed. **If you have concerns, you can request quarterly reports for eBooklets and disable access to the link at any time.** Reports will be discontinued at our discretion if usage is low.

About eNewsletters

eQOLM (the **Quality of Life Matters clinical newsletter**) works in much the same way as eBooklets do, except:

- **eNewsletters are billed quarterly.** Cost is based on the number of recipients instead of views, which can be determined by your distribution area if you do not have a recipient list. Our sales team can give you guidance.
- **"Recipients" vs "views":** We bill eQOLM by recipients since it has a finite, quarterly billing cycle instead of ongoing, annual billing like eBooklets. Each recipient is an important marketing touch. eQOLM is a valuable tool to build brand recognition with referral sources.
- **Minimum order of 25 copies/recipients required.** Pricing is \$.20 less per recipient than printed copies. Price breaks available with printed orders. Contact us for a quote.
- **View reports not available for this product.** We monitor views only to ensure they don't exceed paid recipients.

Contact us with questions
or for pricing quotes.

877-513-0099

info@QOLpublishing.com



DISTRIBUTION STRATEGIES

Increase referrals with a consistent marketing strategy that includes the Quality of Life Matters newsletter. Content is vetted by our team of medical journalists and sourced from highly respected medical journals such as the *Journal of the American Medical Association* and the *New England Journal of Medicine*.

Tips for making Quality of Life Matters® a key part of your marketing plan:

1. Establish credibility.

- **Be the authority** on serious illness and end-of-life care education. Provide high-quality clinical content without dedicating weeks to research and development. We do it all for you.

2. Promote your brand.

- **Maximize your brand recognition** with a custom masthead. Highlight services or latest news on the fully customizable back page.
- **Use each issue as an opportunity to engage.** We know clinicians are busy. Even if they don't read every issue, your branded newsletter ensures your organization is seen.
- **Distribute electronically.** A PDF link of your newsletter is available, billed quarterly based on your recipient list. Contact us for details.

3. Build rapport.

- **Prioritize your contacts.** MDs, NPs, and PAs can benefit from the content. Also appropriate

for directors of nursing, administrators, discharge planners, and social workers.

- **Distribute to non-referring physicians** to expand your referral base or send to existing referral sources to keep in touch.
- **Build rapport with staff** by hand delivering if possible. When it isn't possible, mail or email the newsletter with a personal message and touch base one week after.

4. Make it easy.

- **Identify specific content** that you want contacts to read. Highlight articles on broad and important findings, such as articles on symptom management, for all clinicians.
- **Target specialists** with articles about subspecialties; e.g., studies on heart disease may interest cardiologists.
- **Focus on a targeted group** each quarter (e.g., Q1, oncologists; Q2, hospitalists; etc.). Create specific messaging for each group to use throughout your marketing collateral.

Every copy of your branded newsletter is a valuable marketing touchpoint and a way for you to establish expertise among your colleagues.
Distribute regularly to see an increase in your referrals.

Contact us with questions, for pricing quotes, or to request a free sample.

Phone: 877-513-0099 | Email: info@QOLpublishing.com



DO NOT COMPLETE THIS ORDER FORM IN A WEBPAGE; WE WILL NOT RECEIVE YOUR ORDER.

Save the order form to your computer, complete & save, then email.

Or feel free to contact us directly with your order info.

Order form

To order, call us, email us, or fill in the **REQUIRED FIELDS** below and send us this form. You do not need to fill in the entire form to place your order. Contact us directly for easy pricing quotes.

Phone: 877-513-0099 | Email: info@QOLpublishing.com

CONTACT NAME: _____ **EMAIL:** _____

ORGANIZATION: _____ **PHONE:** _____

STREET: _____ **CITY:** _____ **STATE:** ____ **ZIP:** _____

☐ NEW ORDER / ☐ REORDER WITH CHANGES / ☐ REORDER, NO CHANGES **PO# :** _____

BILLING ADDRESS: (IF DIFFERENT FROM ABOVE) **BILLING CONTACT / ORGANIZATION:** _____

STREET: _____ **CITY:** _____ **STATE:** ____ **ZIP:** _____

PAYMENT ☐ INVOICE US (Net 14 days) ☐ CHECK ENCLOSED (Payable to Quality of Life Publishing Co.) ☐ CREDIT CARD (See below)

To protect your payment information, choose "INVOICE US" and pay through the secure payment portal once the invoice is emailed.

Or call us (Mon–Fri, 9 am–5 pm ET) to submit payment. Outside business hours, leave your name and phone number and we will contact you.

PLEASE NOTE: DIFFERENT TITLES & VERSIONS (LANGUAGES, COVERS, ETC.) ARE SOLD SEPARATELY

Order details

SKU (OR PRODUCT NAME) & LANGUAGE	QUANTITY	\$ PER UNIT	SUBTOTAL
		x	
		x	
		x	
		x	
		x	
		x	
		x	
		x	
		x	
		x	
		x	
		x	
		x	
Quarterly products			
SKU (OR PRODUCT NAME)	QUANTITY	\$ PER UNIT	SUBTOTAL
HCLP-B (BRANDED Hard Choices for Loving People)		x	
QOLM (Quality of Life Matters newsletter)	/ QTR		
SUBTOTAL			=
RUSH OPTIONS		BRANDING OPTIONS	
<input type="checkbox"/> RUSH fee (\$60/500 qty) \$ _____ Order is proofed/printed same or next business day.		<input type="checkbox"/> Template (logo, colors, contact info, etc.) FREE	
<input type="checkbox"/> Rush shipping (per UPS rates) \$ _____ Choose 3-day, 2-day, or overnight shipping.		<input type="checkbox"/> Submit your own artwork FREE	
		<input type="checkbox"/> No branding/generic FREE	
		<input type="checkbox"/> Extensive changes/proofing time (\$60/hr) \$ _____	
<input type="checkbox"/> SALES TAX EXEMPT / OUT OF STATE* -OR- APPLY 7% FL SALES TAX			+
S&H (CONTACT US FOR RATES)			+
OTHER FEES (RUSH, DESIGN, ETC.)			+
ORDER TOTAL			=
<input type="checkbox"/> I would like ELECTRONIC COPIES (We will contact you with more information.)			

Other information

- **Let us know if you need your order by a specific date.** Deliver by dates cannot be guaranteed, though we do our best to fulfill requests. Additional fees may apply.
- Enter branding instructions or other special notes in the **ORDER INSTRUCTIONS** below, or contact us.

ORDER INSTRUCTIONS:

Prices, fees, and policies may change without notice. Orders are held for overdue invoices. Late fees are applied to overdue invoices, billed each month until payment is received.

* We collect Florida sales tax. Non-tax-exempt clients outside Florida may be required to pay sales and use tax on this purchase. Check with your state's Department of Revenue.



Quality of Life Publishing Co. is registered as a government contractor through SAM.gov:
CAGE code 6KLJ5.

- Booklets help improve CMS, EGSS, and CAHPS® outcomes
- Clinical newsletters encourage referrals
- Books and speakers educate, support, and inspire



Quality of Life Publishing Co. is an independent, mission-driven firm specializing in branded publications that help ease the way for those facing serious illness, end of life, or loss.