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	$.97
5000	$5662.50	$.93
6500	$7088.25	$.89
8000	$8388.00	$.85
9500	$9561.75	$.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.

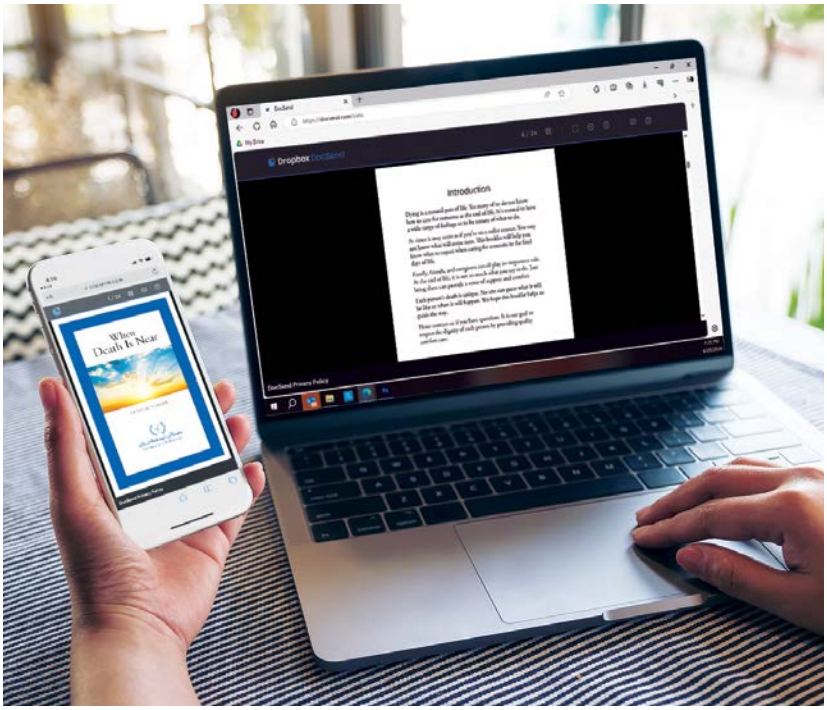
Order details

- 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.

ELECTRONIC DISTRIBUTION: Provide education and support via email or website

Features

- Distribute your branded publications electronically via email, website, QR code, etc.
- Recipients can read your materials from any browser.
- Files are emailed to you as a tracked DocSend link. View a sample here:
  https://docsend.com/view/e83d52na8a4zv2ea
- Billing details:
  - All products are billed quarterly per recipients/views.
  - You provide the number of quarterly/annual recipients; we automatically bill you at the end of each quarter.
  - If actual views exceed recipients provided, pay per view.
  - Discounts available with printed orders.



Prices, billing, and policies are subject to change without notice.
Each product, title, version, language, etc. is sold separately.
No contract required, you may cancel your order at any time.

Contact us with questions or for a fee quote.

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

www.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

Quality of Life Publishing Co.

Order form

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

Contact us by phone or email to quickly and easily place your order or request a quote.

Or fill in the REQUIRED FIELDS on this form and email, fax, or mail. Completing the entire form isn't necessary. If using the PDF, save to your desktop and enable JavaScript if prompted.

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, ISSUES, COVERS, ETC.) ARE SOLD SEPARATELY

Order details

SKU (OR PRODUCT NAME) & LANGUAGE	QUANTITY	$ PER UNIT	SUBTOTAL
		x	$ 0.00
		x	$ 0.00
		x	$ 0.00
		x	$ 0.00
		x	$ 0.00
		x	$ 0.00
		x	$ 0.00
		x	$ 0.00
		x	$ 0.00
		x	$ 0.00
		x	$ 0.00
		x	$ 0.00

Scheduled press runs

SKU (OR PRODUCT NAME)	QUANTITY	$ PER UNIT	SUBTOTAL
HCLP-B (BRANDED *Hard Choices for Loving People*)		x	$ 0.00
QOLM (*Quality of Life Matters* newsletter)	/ QTR		
		SUBTOTAL	= $ 0.00

RUSH OPTIONS	BRANDING OPTIONS
❑ RUSH fee ($60/500 qty) $_____ Order is proofed/printed same or next business day.	❑ Template (logo, colors, contact info, etc.) FREE
❑ Rush shipping (per UPS rates) $_____ Choose 3-day, 2-day, or overnight shipping.	❑ Submit your own artwork FREE
	❑ No branding/generic FREE
	❑ Extensive changes/proofing time ($60/hr) $_____

❑ SALES TAX EXEMPT / OUT OF STATE* -OR- APPLY 7% FL SALES TAX	+
S&H (CONTACT US FOR RATES)	+
OTHER FEES (RUSH, DESIGN, ETC.)	+ $ 0.00
ORDER TOTAL	= $ 0.00

❑ **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.

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