

Orthopedic Client - Guide Download Email Response

TRACK 1

[EMAIL 1]

SL

Take a minute for your back pain

BODY

Thank You for Your Interest

We're happy to see that you downloaded our guide, "Spinal Pain: What You Need to Know."

If your back pain is getting in the way of living life the way you want, the first step is to consult with a qualified orthopedic specialist.

Request an appointment with the experts at Dignity Health to get started on your road to recovery. Our team of experienced, caring specialists can determine the source of your back and spinal pain and how to move forward.

BUTTONS

[Schedule an Appointment]

BOTTOM BOX

Common Symptoms and Treatments

A qualified orthopedic specialist can identify the cause of your back pain and recommend the right course of treatment. Most likely, your pain is the result of one of these causes:

- **Acute injuries**, such as sprains, strains, tears, dislocation, fractures or breaks to the vertebrae, discs, ligaments, tendons or muscles caused by overuse or trauma
- **Degenerative joint and bone diseases**, such as scoliosis, lumbar spinal stenosis, herniated discs, rheumatoid arthritis or osteoporosis
- **Some medical conditions**, such as tumors, kidney stones, endometriosis, aortic dissection, fibromyalgia, indigestion, pancreatitis or other types of infection

Treatment will depend on your specific situation, but many spinal conditions and injuries get better with nonsurgical treatments. Depending on the location and severity of your back pain, initial treatments may include physical therapy, activity modification, anti-inflammatory medications and an emphasis on stretching, core strengthening, body mechanics and posture.

BOTTOM CTA

Spinal pain doesn't need to get in your way. Schedule an appointment to learn about your treatment options.

[EMAIL 2]

SL OPTIONS

What are you doing about your back pain?

Talk with us about your spinal pain

BODY

[Same copy as Email 1]

[EMAIL 3]

SL

Back pain doesn't have to be a way of life

BODY

Take Good Care of Yourself

We hope you enjoyed our guide, "Spinal Pain: What You Need to Know."

If you're struggling with spinal pain, a qualified orthopedic specialist can often offer relief. Request an appointment with Dignity Health today.

BUTTON

[Schedule an Appointment]

[EMAIL 4]

SL OPTIONS

Don't let spinal pain keep you from enjoying life
Got a minute? Let's get you scheduled.
Let's find a time to talk about your back pain

BODY

Find Relief for Your Back Pain

Now that you've had a chance to review our guide on spinal pain, you may have the answers you need. Or you may have more questions.

The Dignity Health orthopedic team can set you on the path to recovery. We can help you determine whether your pain is due to acute injury, degenerative joint or bone disease or some other cause. After learning the source of your pain, our team will provide individualized guidance on both nonsurgical treatments and any appropriate orthopedic surgery options.

It's easy to schedule an appointment. Just click the link below or call us to help you find a Dignity Health doctor near you.

BUTTONS

Schedule an Appointment	Arizona: Bay Area: Central Coast: Central State: GSSA: North State: SoCal: Nevada:
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BOTTOM BOX

Treatment for Shoulder Pain

You may be experiencing a common back or you may have a condition that requires orthopedic treatment for pain relief and recovery. Whether or not you think you know what the problem is, don't just "wait for it to go away." Confirming the underlying cause can be the most important step in easing discomfort and improving mobility.

Your specialist will carefully review your symptoms, from your back pain to other possibly related symptoms—such as discomfort in the neck, shoulders, hips or buttocks; headache; swelling; stiffness; or difficulty moving. Easing your pain may start with simple at-home remedies, such as resting, gentle stretching or taking anti-inflammatory medicines. Other non-invasive treatments may be recommended for more severe injuries, such as a herniated disc, sciatica or osteoarthritis. In some cases, surgical options will be considered. You specialist will also provide helpful guidance on diet, exercise, medication and lifestyle factors.

BOTTOM CTA

Schedule an appointment to learn about your treatment options.

[EMAIL 5]

SL OPTIONS

How's your shoulder pain? Talk with a specialist.
There's help for your shoulder pain, and it's easy to get started
Talk with an orthopedic specialist about your shoulder pain

BODY

Put an End to Your Shoulder Pain. Call Today.

Shoulder pain requires consulting with an expert. Not tending to it can further reduce mobility, make symptoms worse or cause additional injury.

If shoulder pain is preventing you from doing the things you love, a Dignity Health orthopedic specialist can determine the cause of the problem and a treatment plan that's right for you.

It's easy to schedule an appointment. Just click the link below or call us to help you find a Dignity Health doctor near you.

BUTTONS

Schedule an Appointment	Arizona: Bay Area: Central Coast: Central State: GSSA: North State: SoCal: Nevada:
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BOTTOM BOX

When you work with our team of orthopedic experts, you'll experience the best in compassionate care — and move toward a more active future.

BOTTOM CTA

Schedule an appointment today.

TRACK 2

[EMAIL 1]

SL OPTIONS

Your request to schedule an orthopedic appointment
Thank you for reaching out about your shoulder pain
We'll be in touch soon

BODY

Thanks for Requesting a Call

Thank you for requesting a call with Dignity Health to discuss symptoms of and treatment for your shoulder pain. Someone from our team will contact you within XXX business days.

BUTTON

[Download Free Guide on Shoulder Pain]

BOTTOM BOX

Four Quick Tips

You've taken a positive, important step by seeking help from an orthopedic specialist. Here are four tips for easing your pain and preventing further injury:

1. **Don't ignore the pain.** You could end up worsening your injury by doing so. Instead, make an appointment with a specialist who can map out an effective course of treatment.
2. **Warm up before doing sports and other physical activities.** Gentle stretching can reduce the risk of injury and help you maintain flexibility.
3. **Follow your doctor's recommendation of rest, ice, compression and elevation (RICE).** Sometimes the simplest at-home treatments can help relieve your pain and get you on the road to recovery.
4. **Consider anti-inflammatory medications.** Follow your doctor's advice for taking over-the-counter medicines, such as ibuprofen and acetaminophen, to relieve pain and swelling.

BOTTOM CTA

Schedule an appointment today.

[EMAIL 2]

SL OPTIONS

There's still time to address your shoulder pain
One last try to discuss your treatment options
Have you taken care of your shoulder pain? Talk to us!

BODY

Let's Talk About Shoulder Pain

Shoulder pain can drastically affect your quality of life, and Dignity Health is here to help. You had requested that we call you to schedule an appointment with one of our orthopedics specialists. Unfortunately, we missed you on several occasions.

Don't wait to get relief for your shoulder pain — it could make your pain worse and cause further injury. Please click the link below or call us today.

BUTTONS

Schedule an Appointment	Arizona: Bay Area: Central Coast: Central State: GSSA: North State: SoCal: Nevada:
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BOTTOM BOX

Dignity Health helps patients regain mobility and reduce or eliminate the shoulder pain that has held them back. This is your opportunity to renew your zest for activities you may be missing.

BOTTOM CTA

Schedule an appointment today.