

## Email 1: Introduction & Problem Statement

**Subject Line:** [First Name], Are Rising Healthcare Costs Hurting Your Chiropractic Practice's Staff Retention?

Hi [First Name],

As a chiropractic practice owner, you're likely facing two major challenges right now:

1. Qualified chiropractic assistants and front desk staff are harder than ever to find and keep (with turnover rates exceeding 30%)
2. Traditional health insurance is becoming unaffordable for chiropractic practices operating with increasing overhead costs

I work with chiropractic practices across [region/country] who tell me the same story - they want to offer benefits to attract and retain good staff, but the cost of traditional insurance is crushing their margins.

What if you could offer your chiropractic team valuable health benefits without the crushing cost of insurance?

Alllutional has created a non-insurance benefits package specifically designed for chiropractic practices like yours. Our chiropractic clients are seeing:

- 34% higher retention of chiropractic assistants and office staff
- \$3,700+ savings per employee compared to traditional insurance
- Improved patient satisfaction through consistent care teams

I'd like to share a quick 3-minute video showing how chiropractic practices like yours are using this solution to keep their best staff while staying profitable.

Would you be open to taking a look?

Best regards,

[Your Name]  
Chiropractic Practice Benefits Specialist  
[Your Phone]  
[Your Email]

P.S. If you're interested but don't have time for a video right now, you can check out the benefits package directly at [alllutional.com](http://alllutional.com)

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## Email 2: Value Proposition & Social Proof (Send 3 days after Email 1)

**Subject Line:** How [Local Chiropractic Practice] Solved Their Staff Retention Problem

Hi [First Name],

I wanted to follow up on my previous email about healthcare benefits for your chiropractic team.

Did you know that chiropractic practices with some form of health benefits retain assistants and office staff 35% longer? In an industry where patient relationships depend on consistent care providers, that's significant for your practice growth and patient satisfaction.

[Chiropractic Practice Name], a practice in [nearby location] with [X] team members, was struggling with the same issues you might be facing:

"We were losing good chiropractic assistants to larger healthcare groups with benefits packages. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have with rising overhead costs. Alllutional's solution costs us less than \$40 per team member per month, and our staff loves the telehealth access that doesn't require missing patient appointments." - [Doctor Name], Practice Owner

Here's what Alllutional's non-insurance benefits package includes for your chiropractic team:

- 24/7 telehealth access for staff and their families (perfect for addressing their own musculoskeletal concerns)
- Prescription discounts at over 65,000 pharmacies
- Mental health support services
- Medical bill negotiation services
- No minimum employee requirements
- Simple setup with no paperwork hassle

Would Tuesday or Wednesday at 10 AM work for a quick 15-minute call to see if this might be a fit for [Chiropractic Practice Name]?

Best regards,

[Your Name]  
Chiropractic Practice Benefits Specialist  
[Your Phone]  
[Your Email]

P.S. You can see the full benefits package and pricing at [alllutional.com](http://alllutional.com)

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## Email 3: Specific Benefits & ROI (Send 4 days after Email 2)

**Subject Line:** The Real Cost of Losing a Trained Chiropractic Assistant (And How to Stop It)

Hi [First Name],

When a trained chiropractic assistant leaves your practice, it costs approximately \$15,000 to replace them.

For a chiropractic practice with 4 team members and an industry average turnover rate of 30%, that's \$18,000 walking out the door each year.

But what's driving them away? Our research with chiropractic practice owners shows:

- 67% of chiropractic staff would choose a practice with benefits over one with slightly higher pay
- 78% worry about healthcare costs for themselves and their families
- 82% value the ability to speak with a doctor without missing work (especially important during your busy patient hours)

Alllutional's benefits package directly addresses these concerns at a fraction of the cost of traditional insurance:

### COST COMPARISON:

Traditional Insurance: \$450-700 per employee/month

Alllutional Benefits: Starting at just \$39.95 per employee/month

### ROI CALCULATION:

If you retain just 2 team members per year who would have otherwise left, you're saving \$30,000.

That covers the Alllutional benefits cost for your entire 4-person team for over 12 years!

Take 5 minutes to see how it works: [Custom link to alllutional.com]

I'm happy to answer any questions you might have about implementing this for your chiropractic team.

Best regards,

[Your Name]  
Chiropractic Practice Benefits Specialist  
[Your Phone]  
[Your Email]

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## Email 4: Overcome Objections (Send 5 days after Email 3)

**Subject Line:** [First Name], 3 Minutes Is All It Takes

Hi [First Name],

I understand you're busy running your chiropractic practice. Most of the chiropractors I work with initially had concerns about adding any new benefits:

"We don't have time for complicated benefits administration."

→ Alllutional takes just 3 minutes to set up online, with no paperwork or ongoing administration. Your team can enroll between patient appointments.

"My staff won't use these benefits."

→ 91% of chiropractic teams with access to Alllutional's telehealth services use them at least twice per year, saving an average of 4 hours of productivity per use by not missing work.

"We've looked at benefits before and they're too expensive with our overhead costs."

→ Unlike insurance, Alllutional starts at just \$39.95 per employee per month with no minimum participation requirements - less than the cost of a single adjustment.

Here's what [Doctor Name] from [Similar Local Chiropractic Practice] told me after signing up:

"I was skeptical at first, but my team started using the telehealth service immediately. One of my best chiropractic assistants was considering leaving for a larger practice with benefits, but decided to stay after we added Alllutional."

I've set up a special link for you to explore the platform: [Custom link to alllutional.com]

It takes just 3 minutes to see how it works, with no obligation.

Best regards,

[Your Name]  
Chiropractic Practice Benefits Specialist  
[Your Phone]  
[Your Email]

P.S. I'm available for a quick call if you have any questions about how this would work specifically for [Chiropractic Practice Name].

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## Email 5: Final Call to Action (Send 7 days after Email 4)

**Subject Line:** Final Thoughts on Staff Benefits for [Chiropractic Practice Name]

Hi [First Name],

Over the past few weeks, I've shared how other chiropractic practices are using Alllutional's affordable benefits package to:

- Attract and retain qualified chiropractic assistants in a competitive market
- Provide valuable healthcare access without insurance costs
- Improve patient satisfaction through consistent care teams
- Save thousands compared to traditional benefits

I understand you're busy running your chiropractic practice, so this will be my final follow-up.

If staff retention and offering affordable benefits is a priority for your practice this year, I'd encourage you to take just 5 minutes to see how Alllutional works.

Visit [alllutional.com](http://alllutional.com) or use this direct link to see pricing for your team size: [Custom link to [alllutional.com](http://alllutional.com)]

If you'd prefer a personal walkthrough, I'm happy to schedule a brief call at your convenience, perhaps during your lunch break or after patient hours.

Thank you for your consideration, [First Name]. I wish you continued success with [Chiropractic Practice Name].

Best regards,

[Your Name]  
Chiropractic Practice Benefits Specialist  
[Your Phone]  
[Your Email]

P.S. Feel free to reach out anytime if your situation changes or if you have questions about how Alllutional could work for your specific chiropractic practice needs.