

Email 1: Introduction & Problem Statement

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

Hi [First Name],

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

1. Qualified PTAs and front desk staff are harder than ever to find and keep (with turnover rates exceeding 25%)
2. Traditional health insurance is becoming unaffordable for PT practices operating with declining reimbursements

I work with physical therapy 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 PT team valuable health benefits without the crushing cost of insurance?

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

- 31% higher retention of PTAs and support staff
- \$3,700+ savings per employee compared to traditional insurance
- Improved patient outcomes through consistent care teams

I'd like to share a quick 3-minute video showing how PT 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]
Physical Therapy 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

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

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

Hi [First Name],

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

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

[PT 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 PTAs to hospital systems with benefits packages. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have with declining reimbursements. Allutlional'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." - [Owner Name], Practice Owner

Here's what Allutlional's non-insurance benefits package includes for your PT 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 [PT Practice Name]?

Best regards,

[Your Name]
Physical Therapy Practice Benefits Specialist
[Your Phone]
[Your Email]

P.S. You can see the full benefits package and pricing at allutlional.com

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

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

Hi [First Name],

When a trained physical therapy assistant leaves your practice, it costs approximately \$18,000 to replace them.

For a PT practice with 5 team members and an industry average turnover rate of 25%, that's \$22,500 walking out the door each year.

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

- 67% of PT 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 \$36,000.

That covers the Alllutional benefits cost for your entire 5-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 PT team.

Best regards,

[Your Name]

Physical Therapy Practice Benefits Specialist

[Your Phone]

[Your Email]

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 physical therapy practice. Most of the PT owners 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 PT 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 declining reimbursements."

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

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

"I was skeptical at first, but my team started using the telehealth service immediately. One of my best PTAs was considering leaving for a hospital system 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]

Physical Therapy 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 [PT Practice Name].

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

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

Hi [First Name],

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

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

I understand you're busy running your PT 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 or use this direct link to see pricing for your team size: [Custom link to 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 [PT Practice Name].

Best regards,

[Your Name]
Physical Therapy 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 physical therapy practice needs.