|  |  |
| --- | --- |
| **Webinar Pre-Approval Proposal** | [**Wellness With EI for Physicians and Administrators -– Signs, Challenges and Solutions! Webinar Pre-Approval Template**](https://docs.google.com/document/d/1bEDdHeVb3LJCHyWJSDd8iRhVPKaP5abp6Uq5WVNSVwU/edit) |
| **Writer** | **Jeff Borg** |

# **<Live site: https://www.modmed.com/resources/urology/tips-to-turn-down-stress-and-turn-up-collaboration-at-your-practice>**

# **<Webinar description for the Goldcast page>**

**<Title, 68 characters>**

Tips to Turn Down Stress   
and Turn Up Collaboration   
at Your Practice

**<One-sentence description for Goldcast page, 29 words>**

Deploy emotional intelligence to help staff avoid conflict, control stress, communicate better and collaborate more. This webinar provides tips for your entire practice to perform at a higher level.

**<Date/time>**

Wednesday, November 8, 2023 | 12PM ET

**<Description, 130 words>**

Detail

This webinar helps teams communicate and collaborate better — while they reduce stress, conflict and burnout — by focusing on wellness and emotional intelligence.

Our coworkers see the good, the bad and the extraordinary in each of us — like family — and we often have to resolve thorny issues with courtesy to move forward.

Pick up these skills and more by attending this webinar, led by Susan Childs, who draws from 30 years of experience helping medical practices develop high-performance teams. She shares tips especially valuable to physicians and admins who lead.

YOU WILL LEARN

* How to build a code of conduct for working together
* Methods to communicate ideas more persuasively
* Simple techniques to manage stress — like breathing
* Ways to avoid obvious and not-so-obvious burnout
* How technology drives collaboration across the practice

**<Speaker section, eight words>**

Speaker

**Susan Childs, FACMPE**Founder   
Evolution Healthcare Consulting

**<CTA button for Goldcoast page>**

REGISTER NOW

# **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

# **<Invite email>**

## **<Invite banner — Design>**

**<1200x628 at 150 PPI>**

**<Tag and titles, 108 characters>**

WEBINAR

Tips to Turn Down Stress   
and Turn Up Collaboration   
at Your Practice

Wednesday, November 8 | 12PM ET

**<CtA button 1, linked to...>**

RSVP NOW

**<CtA button 2, linked to...>**

RSVP NOW

**<CtA button 3, linked to...>**

RSVP NOW

**<CtA button 3rdParty, linked to...>**

RSVP NOW

## **<Invite email body copy>**

**<Subject line 1>**

You’re invited! ‘Tips to Turn Down Stress and Turn Up Collaboration at Your Practice’

**<Preview text 1>**

In this webinar, learn how emotional intelligence can boost practice performance.

**<Subject line 2>**

Don’t miss out! ‘Tips to Turn Down Stress and Turn Up Collaboration at Your Practice’

**<Preview text 2>**

This webinar shows how emotional intelligence can boost practice performance.

**<Subject line 3>**

Last Chance! ‘Tips to Turn Down Stress and Turn Up Collaboration at Your Practice’

**<Preview text 3>**

Join this webinar to learn how emotional intelligence can boost practice performance.

**<Body copy, 113 words>**

Hello <Name>,

Our coworkers see the good, the bad and the extraordinary in each of us, like family, and we often have to resolve thorny issues before we can move forward — away from conflict and toward collaboration. By using our emotional intelligence, we can.

Learn how by attending this webinar led by Susan Childs, who draws from 30 years of experience helping medical practices develop high-performance teams.

Join us for this engaging discussion:   
**Tips to Turn Down Stress and Turn Up Collaboration at Your Practice**Wednesday, November 8 | 12PM ET

YOU WILL LEARN

* How to build a code of conduct for working together
* Methods to communicate ideas more persuasively
* Simple techniques to manage stress — like breathing
* Ways to avoid obvious and not-so-obvious burnout
* How technology drives collaboration across the practice

**<Speaker section, eight words>**

Speaker

**Susan Childs, FACMPE**Founder   
Evolution Healthcare Consulting

**<CtA subhead, 70 characters>**

Tune in to the webinar, turn down the friction,   
and turn up the performance

**<CtA button 1, linked to...>**

RSVP NOW

**<CtA button 2, linked to...>**

RSVP NOW

**<CtA button 3, linked to...>**

RSVP NOW

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

# **<Thank-you email>**

## 

## **<Thank-you banner — Design>**

**<1200x628 at 150 PPI>**

**<Tag and headline, 74 characters>**

RECORDED WEBINAR

Thanks for joining our webinar   
on emotional intelligence

**<CtA button, linked to...>**

WATCH RECORDING

## **<Thank-you email body copy>**

**<Subject>**

Thanks for attending ‘Tips to Turn Down Stress and Turn Up Collaboration at Your Practice’

**<Preview text>**

We hope you got some good ideas on applying emotional intelligence for practice performance.

**<Body copy, 58 words>**

Hello <Name>,

We’re glad you could attend our recent webinar on applying emotional intelligence to boost practice performance. We hope you picked up some useful tips.

To watch a recording of the webinar, click below, and for more information on the ModMed® solutions that can help you enhance your practice, visit [modmed.com](https://www.modmed.com/) or call 561.235.7505.

**<CtA subhead, 71 characters>**

Review the webinar, turn down the stress, and turn up the collaboration

**<CtA button, linked to...>**

WATCH WEBINAR

# **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

# **<Missed email>**

## 

## **<Missed banner — Design>**

**<1200x628 at 150 PPI>**

**<Tag and headline, 12 words>**

RECORDED WEBINAR

Did you miss our webinar   
on emotional intelligence?

**<CtA button linked to...>**

WATCH RECORDING

## **<Missed email body copy>**

**<Subject>**

Did you miss our webinar on emotional intelligence?

**<Preview text>**

Watch the recording for tips on turning down the stress and turning up the collaboration.

**<Body copy, 51 words>**

Hello <Name>,

We missed you at our recent webinar on turning down stress and turning up collaboration in your practice. The event covered helpful tips on working together, communicating better, leveraging technology and avoiding burnout. But not to worry. We recorded the session and posted it for you to watch anytime.

**<CtA subhead, 64 characters>**

Get tips on turning down stress and turning up collaboration

**<CtA button linked to...>**

WATCH WEBINAR

# **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

# **<Third-party email>**

**<Subject line>**

You’re invited! ‘Tips to Turn Down Stress and Turn Up Collaboration at Your Practice’

**<Preview text>**

In this webinar, learn how emotional intelligence can boost practice performance.

**<Body copy, 112 words>**

Our coworkers see the good, the bad and the extraordinary in each of us, like family, and we often have to resolve thorny issues before we can move forward — away from conflict and toward collaboration. By using our emotional intelligence, we can.

Learn how by attending this webinar led by Susan Childs, who draws from 30 years of experience helping medical practices develop high-performance teams.

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* Ways to avoid obvious and not-so-obvious burnout
* How technology drives collaboration across the practice

**<Speaker section, eight words>**

Speaker

**Susan Childs, FACMPE**Founder   
Evolution Healthcare Consulting

**<CtA subhead, 70 characters>**

Tune in to the webinar, turn down the friction,   
and turn up the performance

**<CtA button, linked to...>**

RSVP NOW

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

# **<Homepage slider>**

**<Desktop 1920 x 500 px>**

**<iPad 1024 x 768 px>**

**<Mobile 330 x 377 px>**

**<Tag, headline, date/time, 100 characters>**

WEBINAR

Tips to Turn Down Stress and Turn Up Collaboration at Your Practice

Wednesday, Nov. 8 | 12PM ET

**<CtA button, linked to...>**

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# **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

# **<Login banners>**

## 

## **<EMA>**

**<iPad: 2048 × 174>**

**<Tag, headline, date/time, 100 characters>**

WEBINAR

Tips to Turn Down Stress   
and Turn Up Collaboration   
at Your Practice

Wed., Nov. 8 | 12PM ET

**<CtA button, linked to...>**

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**<Web: 3200 × 71>**

**<Tag, headline, date/time, 100 characters>**

WEBINAR

Tips to Turn Down Stress   
and Turn Up Collaboration   
at Your Practice

Wed., Nov. 8 | 12PM ET

**<CtA button, linked to...>**

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## **<gGastro>**

**<960x175>**

**<Tag, headline, date/time, 100 characters>**

WEBINAR

Tips to Turn Down Stress   
and Turn Up Collaboration   
at Your Practice

Wed., Nov. 8 | 12PM ET

**<CtA button, linked to...>**

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## **<Communities>**

**<1132x75>**

**<Tag, headline, date/time, 100 characters>**

WEBINAR

Tips to Turn Down Stress   
and Turn Up Collaboration   
at Your Practice

Wed., Nov. 8 | 12PM ET

**<CtA button, linked to...>**

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# **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

# **<Digital ads>**

**<Static Demandbase: 728x90, 300x250, 160x600, 300x600 and 970x250>**

**<640x340>**

**<Tag, headline, date/time, 100 characters>**

WEBINAR

Tips to Turn Down Stress   
and Turn Up Collaboration   
at Your Practice

Wed., Nov. 8 | 12PM ET

**<CtA button, linked to...>**

REGISTER NOW

# **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

# **<Social media graphics>**

## **<Organic pre webinar invite>**

**<1080x1080>**

**<Tag, title, 78 characters>**

WEBINAR

Tips to Turn Down Stress   
and Turn Up Collaboration   
at Your Practice

**<Post text, 325 characters>**

Deploy your emotional intelligence to help staff avoid conflict, control stress, communicate better and collaborate more. Learn how. Join this webinar with Susan Childs, leading consultant to high-performance healthcare teams, Wednesday, November 8, at 12PM ET, for tips to help your entire practice perform at a higher level.

## **<Paid post webinar promotion>**

**<1080x1080>**

**<Tag, title, 78 characters>**

WEBINAR

Tips to Turn Down Stress   
and Turn Up Collaboration   
at Your Practice

**<Post text, 244 characters>**

Deploy emotional intelligence to help staff avoid conflict, control stress, communicate better and collaborate more. Learn how in this webinar, Wednesday, November 8, at 12PM ET, with tips to help your entire practice perform at a higher level.

**<CtA button Facebook, linked to...>**

WATCH RECORDING

**<CtA button Instagram, linked to...>**

WATCH RECORDING

**<CtA button LinkedIn, linked to...>**

WATCH RECORDING

# **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

# **<Webinar video recording page>**

**<Title, 68 characters>**

Tips to Turn Down Stress   
and Turn Up Collaboration   
at Your Practice

**<Body copy, 127 words>**

*This webinar was recorded November 8, 2023.*

Our coworkers see the good, the bad and the extraordinary in each of us — like family — and we often have to resolve thorny issues to move forward.

In this webinar, physicians and admins who lead practices can learn to deploy their emotional intelligence to help staff avoid conflict, control stress, communicate better and collaborate more.

Focusing on wellness, the webinar is led by Susan Childs, who draws from 30 years of experience helping medical practices develop high-performance teams.

YOU WILL LEARN

* How to build a code of conduct for working together
* Methods to communicate ideas more persuasively
* Simple techniques to manage stress — like breathing
* Ways to avoid obvious and not-so-obvious burnout
* How technology drives collaboration across the practice

**<Speaker section, eight words>**

Speaker

**Susan Childs, FACMPE**Founder   
Evolution Healthcare Consulting

|  |  |
| --- | --- |
| **URL (Slug)** | **Ungated for Video Recording**:  /tips-to-turn-down-stress-and-turn-up-collaboration-at-your-practice-j6b-thank-you/  **Presentation**:  /tips-to-turn-down-stress-and-turn-up-collaboration-at-your-practice-j6b-slides/ |
| **SEO / Uberflip Title (Max 60** [**characters**](https://seomofo.com/snippet-optimizer.html)**)** | Tips to Turn Down Stress and Turn Up Collaboration at Your Practice |
| **SEO / Uberflip Description / Meta Description (Max 160 characters)** | Deploy emotional intelligence. Avoid conflict, control stress, communicate better and collaborate more. This webinar helps your practice perform at a higher level. |
| **Uberflip Tags** | Specialty: Agnostic  Interest: Staff Satisfaction  Role: Physician / Clinical Team Role: Practice Manager / Administrator  Type: Webinars |