

REP TOOLKIT

Cold Outreach Scripts

Phone, Email & SMS Templates for Reaching Practice Managers and Physicians

PHONE SCRIPTS

Cold Call — Gatekeeper / Front Desk

SCRIPT — GATEKEEPER

"Hi, this is [Your Name] calling for Dr. [Name]. I'm with Practice Revenue Solutions — we work with medical practices to add Medicare RPM revenue without adding staff work. I'd like to get 10 minutes on the doctor's calendar — is there a good time this week?"

(If asked what it's about:)

"We help practices like yours generate an average of \$150,000 or more per year in new Medicare reimbursement through a Remote Patient Monitoring program. No cost to the practice, no cost to patients. I just need 10 minutes to show them the numbers."

Cold Call — Doctor / Decision Maker

SCRIPT — PHYSICIAN DIRECT

"Dr. [Name], my name is [Your Name] with Practice Revenue Solutions. I'll be quick — I help practices your size add recurring Medicare revenue through Remote Patient Monitoring, and I want to show you a projection based on your patient panel. Most practices with 100+ Medicare patients can add \$150,000 to \$250,000 per year. FitPeo handles everything — devices, monitoring, billing. Your staff does nothing extra. I'd love to get 15 minutes on your calendar. When works best for you this week?"

(If they say they're already with a vendor:)

"Totally understand. I'd still love to show you what the revenue looks like side-by-side. Most practices we work with had no idea they were leaving this much on the table. It's just 15 minutes — is Thursday or Friday better?"

Voicemail Script



SCRIPT — VOICEMAIL

"Dr. [Name], this is [Your Name] at [phone number]. I work with medical practices to add Medicare RPM and CCM revenue — most practices with 100 patients add over \$150,000 per year with zero added staff work.

I'd love to show you a quick projection. I'll follow up by email, but feel free to call me back at [phone number]. Again, that's [Name] at [phone number]."

EMAIL SCRIPTS

Initial Cold Email — Practice Manager

EMAIL — INITIAL OUTREACH

Subject: Revenue opportunity for [Practice Name] — no added work

Hi [First Name],

I help medical practices in [region] generate new, recurring Medicare revenue through Remote Patient Monitoring — without adding workload for your staff.

Practices with 100+ Medicare patients typically add \$150,000 to \$250,000 per year. FitPeo handles devices, monitoring, and billing. Your team does nothing extra.

I'd love to show Dr. [Name] a 5-minute revenue projection for your practice.

Are you available for a quick call this week?

Best,

[Your Name]

[Phone] | [Email] | seefitpeo.com

Follow-Up Email (Day 3)

EMAIL — FOLLOW-UP #1

Subject: Re: Revenue opportunity for [Practice Name]

Hi [First Name],

Just circling back on my note from earlier this week.

I put together a quick revenue estimate for a practice your size — based on 100 Medicare patients, that's roughly \$12,600/month in new recurring income through RPM and CCM codes.

Would 15 minutes this week or next work to walk through it?

You can also book directly here: seefitpeo.com/bookademo

[Your Name]

Break-Up Email (Day 10)

EMAIL — BREAKUP



Subject: Closing the loop — [Practice Name]

Hi [First Name],

I've reached out a couple of times about the RPM revenue opportunity and haven't heard back — totally fine, I know you're busy.

I'll leave you with this: practices your size are currently leaving \$150K–\$250K per year in Medicare reimbursement unclaimed.

If that ever becomes interesting, I'm at [email] or seefitpeo.com/bookademo.

[Your Name]

SMS SCRIPTS

Text Message Templates

Keep texts brief, value-first, and never pushy. Always identify yourself.

SMS — INITIAL TEXT

Hi Dr. [Name], this is [Your Name] with Practice Revenue Solutions. I help practices add Medicare RPM revenue — avg \$150K+/yr, no staff work. Would you have 15 min this week? seefitpeo.com/bookademo

SMS — FOLLOW-UP

Hi [First Name], just following up on my message about the RPM revenue program. Happy to do a quick 15-min call whenever works. Or book here: seefitpeo.com/bookademo — [Your Name]

SMS — POST VOICEMAIL

Hi, this is [Your Name] — just left you a voicemail about a Medicare revenue opportunity for your practice. No cost to you or patients. Reply anytime or book: seefitpeo.com/bookademo

These scripts are starting points — always adapt to your natural voice. Direct response principle: lead with the benefit, ask for a small commitment (15-min call), and follow up at least 3 times.