

### E-direct

E-blast your branded message to 50,000 pathologists, lab directors, lab managers, lab administrators, chief technologists, section managers, supervisors, and hospital administrators selected from the CAP email list.

#### Materials needed:

- **HTML version** (please do not exceed 600 x 900 pixels) Images in gif or jpg format. You can embed the links or we can host them on our server.
- **Text version** (unformatted text document file, please include target URLs)
- **Subject line** (advantageous to limit length to 50 characters)
- **List of test emails**

**Deadline:** 7 business days prior to mail date

### Design Tips

- A good call to action should be clearly defined and easily discernible at a glance. It should also be more descriptive than “click here”; use command verbs to make it clear just what clicking a link or button will lead to: *Learn more about [this product]; Download the PDF.*
- Your e-direct layout should stay within 600 pixels wide, since many email clients provide a preview window that isn't very wide. Generally, the shorter your e-direct is, the better it will perform. Email is increasingly read on-the-go, by busy people, on different types of devices. Write e-directs for a distracted audience, make it clear which content is most important, and make calls to action easy to perform.
- Because most email clients block images by default, using images for text can create problems: 1) image-based e-directs look like spam; 2) your content is invisible, so people don't know your message unless they load images; 3) you're adding to the e-direct's file size, which will lengthen the image display time.
- Buttons should be used for primary actions in your e-direct. They're the best way to define an item that requires reader action. Buttons are attention-grabbing and prominent, even at a quick glance.

E-direct

\$3,500



**1 test. 14 pathogens. All in about an hour.**

A fast diagnosis of meningitis is essential, but difficult due to overlapping symptoms. The new FDA-cleared Meningitis/Encephalitis Panel helps with this medical emergency by detecting bacterial, viral or fungal infectious agents in about one hour. This can influence better patient management, leading to reduced healthcare costs and improved outcomes<sup>1</sup>.

Learn more about the FilmArray Meningitis/Encephalitis (ME) Panel and BioFire's leading syndromic panels at [FilmArray.com](http://FilmArray.com)

1. Nolte FG. Clin Infect Dis. 2006; 43:1469-1467.



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Tammy Bunting-Gaul  
Director Network Management  
Aetna

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What makes this **LabLeaders Webinar Series** a one-of-a-kind opportunity? I'll share with you how our company's vision for a healthier world is transforming healthcare through the triple aim of better health, better care and better cost. Plus, I'll also provide you with a better, deeper understanding of Aetna's laboratory network.

And to top things off, you'll learn how we're creating high-quality, better cost networks and empowering our customers with tools that enable them to make better healthcare decisions. Now, that's something you can truly benefit from.

Want in on the learning? No problem. Simply register today to join.

**OUR HEALTHY PERSPECTIVE**  
Wednesday, September 7  
1 p.m. EST

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Complimentary Webinar | Wednesday, June 29, 2016 | 1PM - 2PM EST

**Fecal Matters: Clinical Impact and Cost Effectiveness of Molecular GI Pathogen Testing**

**Register at: [xtalks.com/molecular-gi-pathogen-testing-ashx](http://xtalks.com/molecular-gi-pathogen-testing-ashx)**

Please join Nanosphere for this P.A.C.E.-accredited presentation by our expert panel and learn about the cost-effectiveness of molecular testing for GI pathogens and its impact on clinical care and laboratory efficiency.

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Bio-Rad now offers AmpliChek™ II, a quality control product to monitor the performance of in vitro laboratory nucleic acid testing procedures for the detection of Healthcare Associated Infections. Be more confident with your assay performance by monitoring the test process including extraction, amplification and detection with one control.

Stop searching for patient samples with the appropriate low positive levels. Click below to learn more about the quality and reliability AmpliChek™ II has to offer.

**Take me to the product webpage**

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