**eCONSULT Special Report – AAFP WORK ORDER**

**Medical Economics eConsult Special Report – AAFP 17 October 2012**

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Mail Date and Time: Wednesday, October 17, 2012, ASAP

From Line: Lois A. Bowers, Editor-in-Chief, Medical Economics

Medical Economics eConsult LyrisList Name: medicaleconomics

Mailstream: gold

In the “recipients” tab, select the “clear recency” button

Mailing #1 – Optins – use HTML without yellow subscribe here box in upper right hand corner

Segment Name:enews\_1optins

Subject Line:

Mailstream: silver

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Mailing #2 – Engaged Prospects - use HTML with yellow subscribe here box in upper right hand corner

Segment Name:enews\_1prospects\_issue\_alerts-engaged-90days

Subject Line:

Mailstream: bronze

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Mailing #3 – Non-Engaged Prospects - use HTML with yellow subscribe here box in upper right hand corner

Segment Name: enews\_1prospects\_issue\_alerts-90-day-non-engaged

Subject Line:

Mailstream: bronze

In the“recipient” tab, do NOT do anything with the “recency” limits – leave it as is Mailing #4 – Advertisers

List Name: medicaleconomics\_adver

Subject Line:

Contact Person:

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Names of people who should receive a proof: Diane Sofranec, dsofranec@advanstar.com; Jeff Bendix, jbendix@advanstar.com; Lois Bowers, lbowers@advanstar.com

**Headlines:**

Make sure you get your meaningful use money

CMS ID 792348

Time is running out for you to receive your share of meaningful use incentives under Medicare, and there are Medicare penalties for not achieving meaningful use by the end of 2014. Here's what you need to know to get started.

EHRs increasingly enable PCPs to be proactive in patient health

CMS ID 792882

The practice of medicine is changing for the better. Find out why and how you can increase revenue and improve the quality of care you deliver.

**Related articles:**

EHR use may reduce malpractice claims

CMS ID 780201

Meaningful use 2: Outdated communications structure threatens patient care

CMS ID 768076

Unraveling MU stage 2

CMS ID 765233

How to build up your practice by improving the patient experience

CMS ID 40158 (788605)

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• This is where you will find the newsletter template: <http://images2.advanstar.com/Med%20Econ/eNews/2012-AAFP/AAFP-Wed.html>

• Please add two additional stories for the headline section. I will send these two stories October 17, the day the newsletter is scheduled to mail.

• Do not make any of the articles live until the newsletter is approved.

• Please add in the box in the second column of the newsletter three Tweets, which I will send you October 17, the day the newsletter is scheduled to mail.

• Please add the subject line, which I will send October 17, the day the newsletter is scheduled to mail.

• Create an October 17 issue in CMS and assign each article (only the articles in the main body of the newsletter, not the related articles listed in the right column of the newsletter) to the issue so the articles can appear in the Conference Update section located here:

http://medicaleconomics.modernmedicine.com/memag/issue/issueList.jsp?id=1663.

Do NOT change the date appearing within the articles.

• Assign a TOC header to each article (Practice Management is fine for now).

• Make each article open in a new browser window (check the box about pop-up window).

Please confirm receipt of these instructions.

Let me know if you have any questions.