

Nursing Home/Senior Center Test to Treat Outreach Email:

Dear [insert nursing home/senior center here],

[Pharmacy Name], located at **[Address]**, is pleased to announce a new point-of-care testing program for our community. We understand how common illness can be for seniors and their families, and we want to provide a fast and affordable local option for common illnesses.

Our new service offers rapid testing for ailments like strep throat and influenza [change if needed]. Seniors, family members, and staff can receive results quickly without a long wait at an urgent care facility in addition to avoiding the steep copays for these kinds of visits.

For a cash price of just **\$35 [adjust price if needed]**, this service is often more affordable than the out-of-pocket costs or copays associated with an urgent care visit. We believe this new program can be a convenient and cost-effective resource for your seniors.

We would be grateful if you would share this information with your community. I've attached a poster with details for you to promote this offering. Please don't hesitate to reach out to us at [Insert Pharmacy Phone Number] or [Insert Pharmacy Email Address] if you have any questions.

Thank you for your time and consideration.

Sincerely,  
The Team at [Pharmacy Name]