

CONTENT WORKSHOP



Prepared For
HAUGEN
CONSULTING GROUP



AGENDA

✓ TOPICS

Tesorus tells us search traffic from the last 7 days. We've monitored the numbers and have a suggested list of topics and combinations for the best yeild.

✓ AUDIENCE

Based on the chosen combination(s) of topics, we have identified segments and potential personas. We can build campaigns for each or target the best fit.

✓ CONTENT

What is the message? What do you want to say? What will the audience respond to?

CAMPAIGN GOAL:

250 LEARNERS REGISTERED IN Q4

CALL TO ACTION:

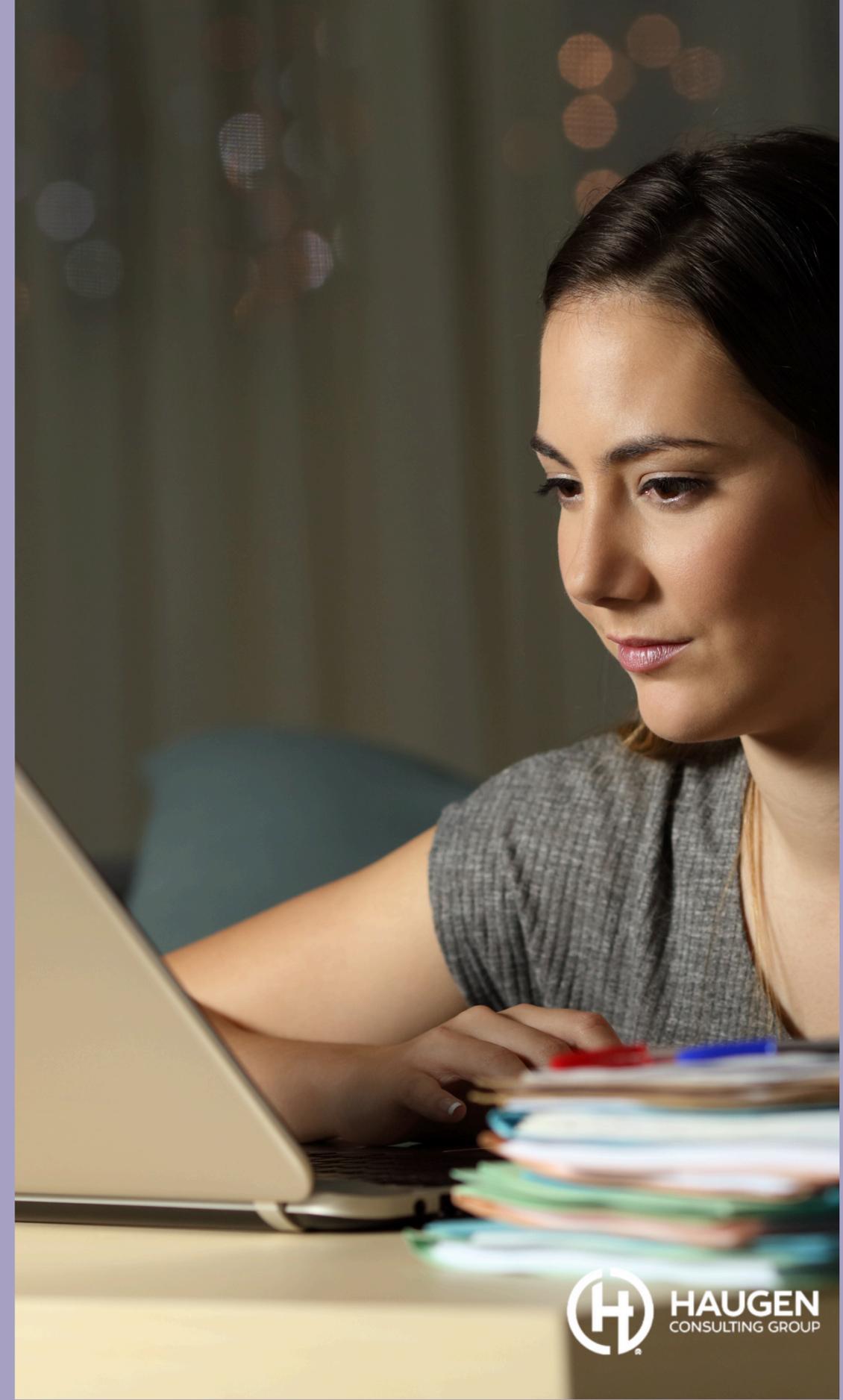
CLICK THE LINK (ACADEMY ENROLLMENT)

AUDIENCE FILTERS

FILTERING BY JOB TITLE

Job Title [Contains]:

Medical Coder, Medical Biller, Certified Professional Coder, CPC, Certified Coding Specialist, CCS, Certified Coding Associate, CCA, Certified Inpatient Coder, CIC, Certified Outpatient Coder, COC, Certified Risk Adjustment Coder, CRC, Certified Professional Biller, CPB, Coding/Billing Specialist, Claims Processor, Accounts Receivable Specialist, AR Specialist, A/R Specialist, Denials Specialist, Medical Coding Auditor, Compliance Auditor, Coding Quality Assurance Specialist, Revenue Integrity Specialist, Coding Compliance Specialist, Clinical Documentation Specialist, CDS, Clinical Documentation Improvement Specialist, Physician Documentation Liaison, Clinical Data Analyst, Health Information Technician, HIT, Health Information Management Specialist, Medical Records Specialist, HIM Supervisor, Director of Health Information Management, Coding Manager, Billing Manager, Revenue Cycle Manager, Director of Revenue Cycle, Chief Revenue Officer, CRO, Chief Compliance Officer, CCO, Risk Adjustment Coder, Inpatient Coder, Outpatient Coder, Surgery Coder, Radiology Coder, Behavioral Health Coder, Insurance Claims Analyst, Claims Adjudicator, Appeals Specialist, Reimbursement Analyst, Coding Instructor, Billing Instructor, HIM Educator, Compliance Trainer, Coding Consultant, Revenue Cycle Consultant, Compliance Consultant, Healthcare Data Analyst, Medicare/Medicaid Coding Analyst, Payer Policy Analyst, Waste & Abuse Analyst, Program Integrity Analyst, EHR Coding Content Specialist



MONITORED TOPICS

MEDICAL BILLING

Medical billing is a specialized administrative service essential to the healthcare industry, involving the accurate documentation, submission, and follow-up of claims with health insurance companies to ensure healthcare providers receive payment for their services. As a service, medical billing encompasses reviewing patient information, translating clinical procedures and diagnoses into standardized codes, preparing and transmitting claims to insurers, and managing denials or appeals when claims are questioned or rejected.

MEDICAL CODING

Medical coding is a vital process in the healthcare industry, where professionals convert medical diagnoses, procedures, services, and medical equipment into standardized codes used for billing and insurance reimbursement. This service enables healthcare providers to receive timely and accurate payments for the care they deliver, making it essential for the financial sustainability of medical practices.

CONTINUING EDUCATION

Continuing education is a service designed for adults and professionals seeking to expand their expertise, remain current in their fields, or transition to new careers through structured learning opportunities outside of traditional degree programs. These offerings include a diverse range of formats such as certificate programs, professional development workshops, evening and weekend classes, online coursework, and industry-specific training sessions.

COMPUTER-ASSISTED CODING

Computer-Assisted Coding (CAC) is a specialized service that leverages advanced software and artificial intelligence to interpret clinical documentation and automate the assignment of standardized medical codes. Used primarily by healthcare organizations, hospitals, and medical billing professionals, CAC platforms analyze electronic health records (EHRs), physician notes, and other medical documents to extract relevant clinical concepts and recommend the most accurate diagnostic and procedural codes.

ICD-10

The International Classification of Diseases, Tenth Revision (ICD-10), represents a significant product within the healthcare industry's digital landscape. This software tool or database offers healthcare providers a standardized system for coding and classifying diseases and health conditions, ensuring that medical terminology is consistent, precise, and internationally recognized. By adhering to such standards, ICD-10 products streamline processes like billing, reimbursement, and statistical tracking, providing an efficient mechanism for health data management.

CLINICAL DOCUMENTATION IMPROVEMENT

Clinical Documentation Improvement (CDI) is a specialized service aimed at improving the precision, clarity, and completeness of medical documentation within healthcare organizations. Acting as a bridge between clinical care and accurate administrative record-keeping, CDI programs are designed to ensure that the clinical documentation in patient records accurately reflects the severity of illness, complexity of care, and treatments provided.

CERTIFICATE PROGRAMS

Certificate programs are specialized educational offerings designed to impart targeted knowledge and practical skills in specific professional or technical fields. Typically delivered through universities, colleges, vocational schools, or online platforms, these programs appeal to adults and working professionals who are seeking to boost their credentials, satisfy licensing requirements, or pivot into new industries without committing to a full degree.

SEMINARS AND EDUCATIONAL CONTENT

Seminars and Educational Programs represent a dynamic service designed to facilitate learning, skill development, and professional growth for individuals across a wide range of industries. These structured learning sessions, which may range in format from in-person workshops and lectures to online courses and interactive webinars, are typically led by subject-matter experts and thought leaders in their respective fields.

RECOMMENDED TOPIC COMBINATIONS

4 BEST-YIELD AUDIENCE SEGMENTS



	TOPIC 1	TOPIC 2	TOPIC 3	YEILD 10/2 (10/7)
1	CERTIFICATE PROGRAMS	CONTINUED EDUCATION	MEDICAL BILLING	320
2	MEDICAL CODING	MEDICAL BILLING	CONTINUED EDUCATION	298
3	CONTINUED EDUCATION	CERTIFICATE PROGRAMS	SEMINARS/EDCUATIONAL CONTENT	346
4	CONTINUED EDUCATION	MEDICAL BILLING	ICD-10	264
	MEDICAL CODING	CERTIFICATE PROGRAMS	CONTINUED EDUCATION	312
	CONTINUED EDUCATION	ICD-10	SEMINARS/EDUCATIONAL CONTENT	319
	ICD-10	CONTINUED EDUCATION	MEDICAL CODING	254
	COMPUTER ASSISTED CODING	CONTINUED EDUCATION	CLINICAL DOCUMENTATION IMPROVEMENT	243
	ICD-10	CERTIFICATE PROGRAMS	SEMINARS/EDUCATIONAL CONTENT	164
	MEDICAL CODING	MEDICAL BILLING	ICD-10	94
	ICD-10	CLINICAL DOCUMENT IMPROVEMENT	MEDICAL CODING	78

*[YEILD] INDICATES POTENTIAL DAILY AVERAGE AFTER AUDIENCE FILTERS ARE APPLIED

SEGMENT SUMMARY

1

- **CERTIFICATE PROGRAMS**
- **CONTINUED EDUCATION**
- **MEDICAL BILLING**

Early- to mid-career professionals seeking to enter or advance within the revenue cycle and coding professions.

2

- **MEDICAL CODING**
- **MEDICAL BILLING**
- **CONTINUED EDUCATION**

Established medical coders and billers maintaining certification or expanding scope (e.g., from outpatient to inpatient or to auditing).

3

- **CONTINUED EDUCATION**
- **CERTIFICATE PROGRAMS**
- **SEMINARS / EDUCATIONAL CONTENT**

This combines career growth and thought leadership seekers — mid- to senior-level coding and compliance professionals who value education as part of professional identity.

4

- **CONTINUED EDUCATION**
- **MEDICAL BILLING**
- **ICD-10**

Hands-on technical specialists — coders and billers who must stay current on ICD-10 updates, payer edits, and documentation rules.

BUDGET (CONSUMPTION COST)

DURATION: OCT 13-DECEMBER 31

DAYS: 69

EMAILS IN CAMPAIGN: 4

FETCH FREQUENCY: DAILY (MON-SAT)

FETCH TIMES: ROLLING; 9AM-7PM

RECOMMENDATIONS:

- Intent can fluctuate, so I would recommend starting conservative with option 2 or 3.
 - **Option 2:** If you want to run 2 campaigns with different topic segments
 - **Option 3:** If you want to run one campaign to a consistently high segment.
 - We can increase throughout the duration of the campaign
 - You will not be charged more than the maximum

1

- **50/DAY = \$690 (MAXIMUM)**
 - MAX PROSPECTS: 3,450
 - EMAILS SENT: 13,800
 - IDENTIFICATION: \$276
 - ENHANCEMENT: \$138
 - ENGAGEMENT: \$276

3

- **250/DAY: \$3450 (MAXIMUM)**
 - MAX PROSPECTS: 17,250
 - EMAILS SENT: 69,000
 - IDENTIFICATION: \$1,380
 - ENHANCEMENT: \$690
 - ENGAGEMENT: \$1,380

2

- **100/DAY: \$1380 (MAXIMUM)**
 - MAX PROSPECTS: 6,900
 - EMAILS SENT: 27,600
 - IDENTIFICATION: \$552
 - ENHANCEMENT: \$276
 - ENGAGEMENT: \$552

4

- **500/DAY = \$6900 (MAXIMUM)**
 - MAX PROSPECTS: 34,500
 - EMAILS SENT: 138,000
 - IDENTIFICATION: \$2760
 - ENHANCEMENT: \$1380
 - ENGAGEMENT: \$2760

EMAIL 1



Why Haugen Academy Is Your Trusted Partner

Since 2008, Haugen Academy has empowered coding professionals through AHIMA-ACEP-approved continuing education. Our courses combine rigorous content with engaging activities to ensure practical knowledge you can apply immediately. We know your time is limited, so our programs are structured for efficiency and effectiveness—helping you stay ahead in certifications, audit readiness, and career growth.

Haugen Academy offers memberships that meet your needs and includes:

- ✓ 260+ AAPC & AHIMA-approved CEUs, with new content added monthly
- ✓ Courses that are CAHIIM Accredited
- ✓ On-demand access to our full course and webinar library
- ✓ Fully narrated, interactive content with real-world examples
- ✓ Quarterly and annual code updates

[Click Here To Register](#)

"Haugen's instructors are truly the best of the best! They have hands-on years of coding experience and examples they provide relate to each coder who is working in the real world. The class I took was worth every penny and more!"

- Lila Mayer, RHIA
Director Coding & Compliance, SCL Health

Feel confident knowing you are investing in AHIMA-credentialed education that combats obsolescence and strengthens your professional validation.

[–PHYSICAL_MAIL_ADDRESS–]

[–OPT_OUT style=""–]Opt Out[–END_OPT_OUT–]

Subject: Earn 260+ CEUs on your schedule with Haugen Academy

Empower Your Career with AHIMA-Approved Continuing Education
Interactive, practical learning designed for your busy schedule.

[REGISTER TODAY]

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- Lila Mayer, RHIA
Director Coding & Compliance, SCL Health



EMAIL 2



Unlock a world of expert-led education and resources designed to advance your skills while earning CEUs.

Here's what's included in your membership:

- 📺 Unlimited access to our library of webinars and online courses with new releases monthly
- 🔧 Interactive, engaging, and up-to-date content to support your coding, compliance, and HIM journey
- 🌟 AAPC & AHIMA-Approved CEUs...over 260 and counting!

Membership Levels:

- 3-month Membership: \$199/month
- 6-month Membership: \$125/month
- 12-month Membership: \$64/month
- Save 5% when a membership is paid in full!



Reduce anxiety about cost and leverage employer support to maximize your educational investment.

[~PHYSICAL_MAIL_ADDRESS~]

[~OPT_OUT style=""~]Opt Out[~END_OPT_OUT~]

Subject: Advance your coding career—one membership, unlimited learning

The wait is over! Become a member of Haugen Academy Today

[REGISTER TODAY]

Embrace the flexibility and value of Haugen Academy Membership—your path to accessible, high-quality education designed for today's health information professionals.

Unlock a world of expert-led education and resources designed to advance your skills while earning CEUs.

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RE-ENGAGEMENT



Advance your coding career—one membership, unlimited learning

Haugen Academy helps you stay current, compliant, and career-ready. Enroll today!

Membership gives you unlimited access to every Haugen course and webinar—each designed by experts to help you earn CEUs and sharpen your coding skills.

What you'll get:

- ✓ 260+ CEUs across all coding specialties
- ✓ Courses built for real-world application
- ✓ Updates and new releases throughout the year
- ✓ AHIMA and AAPC-approved content, available anytime

Invest once and unlock the tools to keep your credentials strong and your knowledge sharper than ever.

Click Here To Register

Get 1 month FREE when you purchase a 12-month Haugen Academy Membership (paid in full)! Use promo code 1MONTHFREE at checkout.

[–PHYSICAL_MAIL_ADDRESS–]

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Stay ahead in your field with content that's trusted and relevant. Interactive, practical learning designed for your busy schedule.

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[register today]

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PLAIN TEXT EMAIL

[~Standard_FirstName:Hi there!~]

Your credentials matter. So does your time. [Enroll in Haugen Academy Today!](#)

With a Haugen Academy Membership, you'll have unlimited access to every Haugen coding course and webinar—covering the latest updates in ICD-10, CPT, compliance, CDI, and more.

- ✓ Earn over 260 CEUs approved by AHIMA and AAPC
- ✓ Access new webinars and content as they're released
- ✓ Learn anytime, anywhere—self-paced and on-demand

Whether you need CEUs or want to strengthen your coding accuracy, this membership gives you both flexibility and credibility.

Start today and make ongoing education simple:
👉 [Join Haugen Academy](#)

The Haugen Group
connect@thehaugengroup.com
[~PHYSICAL_MAIL_ADDRESS~]



Subject: Stay certified and confident—unlimited CEUs at your fingertips

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[Physical mail addresss]

**Example of how text-only emails will show in inboxes*



LET'S GET STARTED!