December 9, 2022

Dear Boss,

For important reasons, 2023 may be the “year of opportunity” all clinical laboratories, pathology groups, and diagnostics companies. The good news includes important advances in key diagnostic and digital technologies. The bad news includes continuing lab staffing shortages and supply chain issues—all exacerbated by high rates of inflation currently forcing labs to increase salaries and pay more for lab supplies.

That’s why your best bet is to join us on April 25-26, 2023, for the 29th Annual Executive War College on Diagnostics, Clinical Laboratory, and Pathology Management. Mark your calendars now and plan to join us for the world’s largest event focused exclusively on the management of medical laboratories. In 2022, more than 900 lab executives and pathologists attended this high-energy event. Early registrations for 2023 point to another large gathering, which guarantees the best networking in the lab industry.

Every clinical and pathology lab today has two requirements: First is an urgent need to learn and implement effective cost-control strategies. Second is develop and deploy targeted lab services that deliver value and earn your lab superior reimbursements.

1234 main street anytown, state zip (123)-456-7890 no\_reply@example.com

To help you seize these opportunities, we’re lining up experts and sessions tailored to your needs at the 2023 Executive War College. You will see and hear from the nation’s most innovative labs as they share with you how to add value that improves patient outcomes and encourages health insurers to pay you for this value!

Executive War College 2023 gives you access to all the thought leaders, experts, and analysts you need to develop the right strategies for your lab. Best of all, the message from these speakers is upbeat and positive. Their successes provide you with a road map your lab can follow.

Our promise to you: Attend the 2023 Executive War College in New Orleans and you will learn tangible and practical solutions for your laboratory, including:

 • How to significantly and swiftly cut costs and waste in your lab while maintaining quality and accuracy in test results and services.

 • Discover the secrets that savvy labs are using today to attract, hire, and retain staff across all functions in your laboratory.

 • Proven ways to generate immediate increases in your lab’s revenue and market share.

Sincerely yours,

Name Here