CR/PR Registry
Marketing Kit
Top 5 Reasons to Become a Subscriber

5. Gain access to program and patient data reports instantly.

4. Benchmark your results against national averages.

3. Enhance documentation for administrators and referring physicians.

2. Improve coverage and reimbursement rates for your program.

1. Discover how you can implement quality improvement projects based on real data.
Subject: Join Me as an AACVPR Registry Subscriber

Dear <NAME>,

I invite you to participate in the only national registries for cardiac and pulmonary rehabilitation, the AACVPR Outpatient Cardiac and Pulmonary Rehabilitation Registries. As a registry subscriber, I want you to be aware of how becoming a subscriber can drive program improvement and advance your field.

I became a registry subscriber in XXXX. For my program, the most beneficial part of being a subscriber has been ____________________________________.

Through the AACVPR outpatient data registries, you can track patient outcomes and program performance while building an evidence base for the effectiveness of cardiac and pulmonary rehabilitation. This is your opportunity to gain access to program and patient data reports instantly, allowing you to benchmark your results against national averages.

Learn more about the CR/PR Registries:

- **AACVPR Outpatient Cardiac Rehabilitation Registry**

  *The AACVPR Outpatient Cardiac Rehabilitation Registry collects data from programs just like yours to help build a stronger case for CR. The growing network currently encompasses more than 145,000 patient records and 430 active CR programs across 47 states.*

- **AACVPR Outpatient Pulmonary Rehabilitation Registry**

  *The AACVPR Outpatient Pulmonary Rehabilitation Registry now represents more than 175 programs across 35 states and contains more than 14,000 patient records. This registry continues to grow and help demonstrate the value of PR at a national level.*

Influence healthcare policy makers to utilize cardiac and pulmonary rehabilitation, improve coverage and reimbursement rates for your program, enhance documentation for administrators and referring physicians, and discover how you can implement quality improvement projects based on real data.

Join a growing network of change-makers that is demonstrating the value of cardiac and pulmonary rehabilitation, join the AACVPR registries today.

Regards,

<NAME>
Before Call

- Take a look at their program website: familiarize yourself with the type of work they do, program size, etc.
- Based on what they do, decide how they may benefit from joining the CR/PR registries.
- Pick out a few benefits that the registries offer that you could discuss with them that would help them improve their program.

During Call

1. Introduction
   a. Who are you
   b. Explain why you are calling

   “Hi <NAME>, This is <YOUR NAME>, I'm a/the <YOUR TITLE> at <YOUR PROGRAM/ORGANIZATION> and I'm also a subscriber of the AACVPR Outpatient Cardiac/Pulmonary Rehabilitation Registries. Are you aware of what the registries are, and how they benefit CR/PR programs like yours and mine?

   If yes
   If no

   - Great!
   - Discuss how being a subscriber of registries has been a benefit to you and your program
   - Explain why you think becoming a subscriber will benefit them
     o Access to program and patient data reports instantly
     o Improve coverage and reimbursement rates for your program
     o Enhance documentation for administrators and referring physicians
     o Influence healthcare policy makers to utilize cardiac and pulmonary rehabilitation

   - Explain background
     o The American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR) outpatient data registries are the only national registries in CR and PR. I have been a subscriber for <XX> years, and these registries have been tremendously beneficial for my program.
     o Through the registries you will be able to track patient outcomes and program performance while building an evidence base for the effectiveness of cardiac and pulmonary rehabilitation.

   - Discuss how being a subscriber has been a benefit to your program
   - Explain why you think becoming a subscriber will benefit them
     o Discuss what challenges they have and how access to the registries can help

   [Get contact information]

After Call

Follow-up - Send email below.
Subject: Join Me as an AACVPR Registry Subscriber

Dear <NAME>,

I really enjoyed speaking with you about the AACVPR outpatient registries. Joining the registries is simple, and can be completed in just a few simple steps:

**Step 1: Identify a Principal User**

Each participating program must establish a principal user for a registry subscription. The Principal User is the main contact between AACVPR and the program. This individual is in charge of coordinating subscription payments, controlling which staff members can enter data, and ensuring a program's subscription(s) stay active. Once the Principal User is identified and the form(s) has been completed, AACVPR will email the Principal User with further instructions about completing the registry subscription(s).

**Step 2: Review Instructions for Subscription**

In order to make the subscription process as efficient as possible, it is strongly encouraged that the Principal User review the below guide (linked below) for new programs. This informational guide provides illustrated instructions for a program's Principal User on setting up your program with access to the registry(s).

**Step 3: Review the Participation Agreement**

All programs wishing to join a registry must complete a required Participation Agreement contract in order to gain access to the registry.

**Step 4: Signing the Participation Agreement**

When you or your legal signer are ready to sign the Cardiac and/or Pulmonary contract(s) AND you have no requested changes to the contract(s), you will email AACVPR with the email address of the person with legal authority to sign a Participation Agreement, the name and address of the Facility you wish to complete a contract to join the registry and which contract(s) you would like to sign.

**Step 5: Paying For Your Subscription**

After completing the Participation Agreement,. you will be emailed instructions for accessing your program’s subscription invoice and submitting your payment online.

What are you waiting for? Join a growing network of change-makers that is demonstrating the value of cardiac and pulmonary rehabilitation today! View the full step-by-step process and access all necessary documents to join the registries today.

 Regards,

<NAME>
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