

A5

Segmentation Sheet

The clean list cut by months since the last visit, with how each segment can be reached.

PRACTICE _____

DATE _____

Write your own boundaries in the first column. Segment 1 starts at your inactive cut-off.

SEGMENTS

Patients, plans and channels

SEGMENT	PATIENTS	WITH AN OPEN PLAN	TWO CHANNELS	ONE CHANNEL	MAIL ONLY	NO VALID CHANNEL	REACHABLE
months since last visit							
1: _____ to _____							
2: _____ to _____							
3: _____ to _____							
4: _____ and over							
Total							

Reachable = two channels + one channel + mail only. The total patients should equal the clean inactive count on A4.

Counts and totals only; no patient names on this sheet.