ONE CALL

COLLATERAL PLAYBOOK

The primary purpose for this guide is to provide a baseline that will help the Marketing Team formulate content and visuals for the numerous marketing pieces that are created internally. Adhering to recommended character counts and layouts with minimal deviation will insure timely delivery with fewer required revisions.

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Sell Sheets	**4**
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Case Studies	**15**
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Digital Ads	**24**
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ONE CALL

SELL SHEETS

TEMPLATE A (50/50)

SUBJECT HEADER: 34 - 46 CHARACTERS

INTRO HEADER: 64 - 128 CHARACTERS

SUB HEADER: 18 - 136 CHARACTERS

COLUMN A: 800 - 950 CHARACTERS

Use of bullets will reduce the number of available charactures due to the need of additional spacing.

CALLOUT W/GRAPHIC: 120 - 150 CHARACTERS

CTA: 80 CHARACTERS

Insert Document or Service Title



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam cursus ex condimentum erat mollis, sit amet gravida mi aliquet.

SUB HEADER HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam cursus ex condimentum erat mollis, sit amet gravida mi aliquet. Fusce semper ex lectus, ac scelerisque nisl hendrerit nec. Nam bibendum iaculis augue, eu iaculis nisl lobortis in. Suspendisse congue libero eget finibus tincidunt. Maecenas in sem non nisi euismod convallis. Suspendisse potenti. Cras lacinia quam mi, ut elementum ex euismod iaculis.

SUB HEADER HERE

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- Suspendisse potenti.
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A LOREM IPSUM CTA CAN BE ADDED HERE AND SHOULD NOT GO PAST THREE LINES OF COPY

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TEMPLATE B (50/50)

SUBJECT HEADER: 34 - 46 CHARACTERS

INTRO HEADER: 64 - 128 CHARACTERS

SUB HEADER: 18 - 136 CHARACTERS

COLUMN A: 800 - 950 CHARACTERS

Use of bullets will reduce the number of available charactures due to the need of additional spacing.

CALLOUT W/GRAPHIC: 120 - 150 CHARACTERS

CTA: 80 CHARACTERS



TEMPLATE C (50/50)

SUBJECT HEADER: 34 - 46 CHARACTERS

INTRO HEADER: 64 - 128 CHARACTERS

SUB HEADER: 18 - 136 CHARACTERS

COLUMN A: 800 - 950 CHARACTERS

Use of bullets will reduce the number of available charactures due to the need of additional spacing.

CALLOUT W/IMAGE: 300 CHARACTERS

CTA: 80 CHARACTERS

Insert Document or Service Title



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SUB HEADER HERE

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SUB HEADER HERE

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- Suspendisse potenti.
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TEMPLATE D (50/50)

SUBJECT HEADER: 34 - 46 CHARACTERS

INTRO HEADER: 64 - 128 CHARACTERS

SUB HEADER: 18 - 136 CHARACTERS

COLUMN A&B: 800 - 950 CHARACTERS

Use of bullets will reduce the number of available charactures due to the need of additional spacing.

CTA: 80 CHARACTERS

Insert Document or Service Title



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SUB HEADER HERE

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SUB HEADER HERE

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SUB HEADER HERE

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SUB HEADER HERE

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TEMPLATE E (70/30)

SUBJECT HEADER: 34 - 46 CHARACTERS

INTRO HEADER: 64 - 128 CHARACTERS

SUB HEADER: 18 - 136 CHARACTERS

COLUMN A: 800 - 900 CHARACTERS

Use of bullets will reduce the number of available charactures due to the need of additional spacing.

CALLOUT W/GRAPHIC: 90 CHARACTERS

CTA: 80 CHARACTERS



TEMPLATE B (50/50)

SUBJECT HEADER: 33 - 46 CHARACTERS

INTRO HEADER: 64 - 128 CHARACTERS

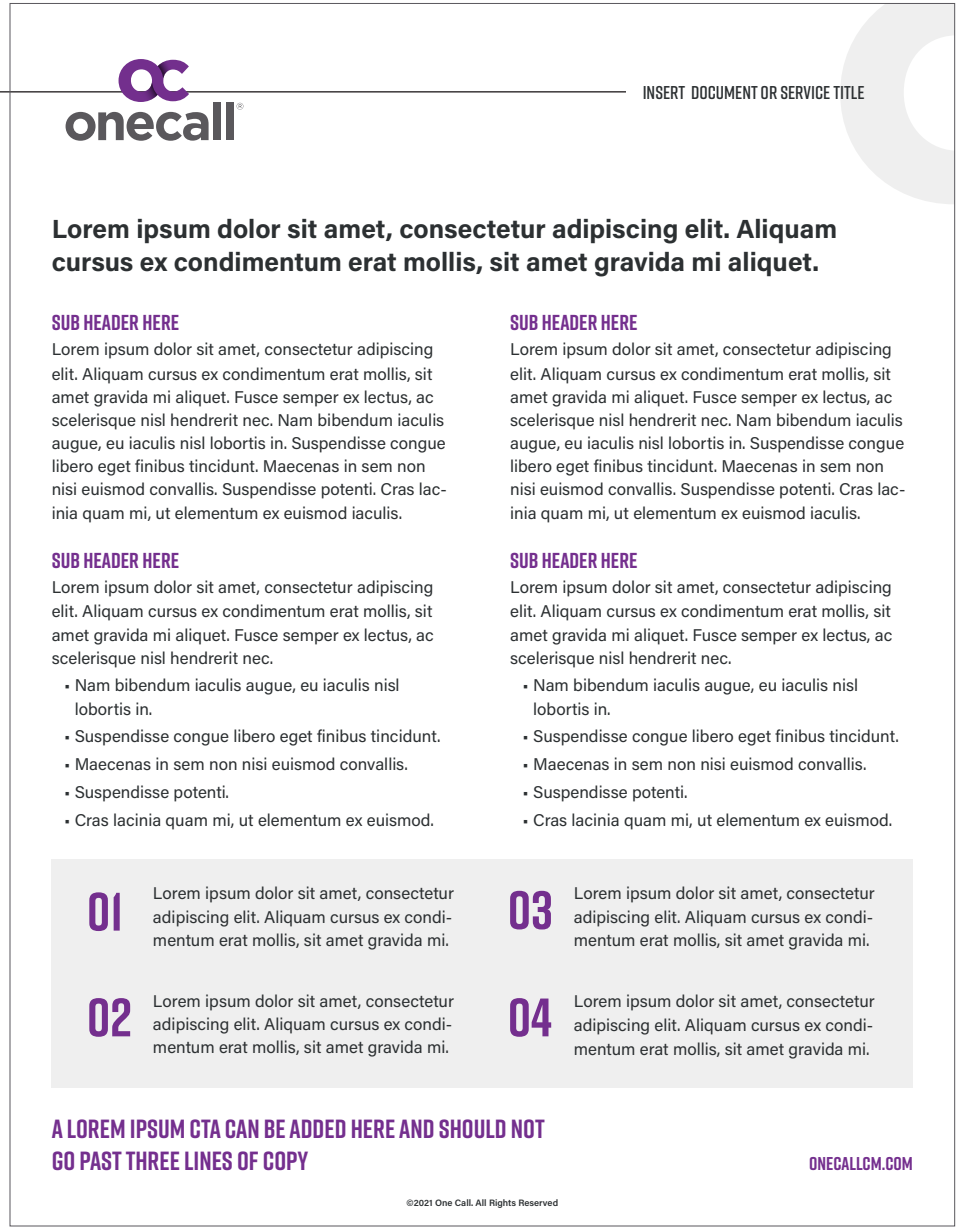
SUB HEADER: 18 - 136 CHARACTERS

COLUMNS A&B: 800 - 950 CHARACTERS

Use of bullets will reduce the number of available charactures due to the need of additional spacing.

CALLOUT W/GRAPHIC: 480 - 520 CHARACTERS

CTA: 80 CHARACTERS



ONE CALL

WHITE PAPERS

COVER PAGE

SUBJECT HEADER: 28 - 35 CHARACTERS

INTRO HEADER: 31 - 42 CHARACTERS



BODY PAGE A

SUBJECT HEADER: 28 - 35 CHARACTERS

INTRO HEADER: 31 CHARACTERS

COLUMN A: 1650 CHARACTERS

COLUMN B: 850 CHARACTERS

Use of bullets will reduce the number of available charactures due to the need of additional spacing.

CALLOUT W/GRAPHIC: 90 CHARACTERS

INSERT PRODUCT NAME OR TITLE

Insert Title of White Paper Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam cursus ex condimentum erat mollis, sit amet gravida mi aliquet. Fusce semper ex lectus, ac scelerisque nisl hendrerit nec. Nam bibendum iaculis augue, eu iaculis nisl lobortis in. Suspendisse congue libero eget finibus tincidunt. Maecenas in sem non nisi euismod convallis. Suspendisse potenti. Cras lacinia quam mi, ut elementum ex euismod iaculis.

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SUB HEADER HERE

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SUB HEADER HERE

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BODY PAGE B

SUBJECT HEADER: 28 - 35 CHARACTERS

INTRO HEADER: 31 CHARACTERS

PULL QUOTE OR CALLOUT: 100 CHARACTERS

COLUMN A&B: 850 - 900 CHARACTERS

Use of bullets will reduce the number of available charactures due to the need of additional spacing.

REFERENCE: 900 CHARACTERS

INSERT PRODUCT NAME OR TITLE

Insert Title of White Paper Here

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Integer tristique condimentum felis quis volutpat bibendum justo a justo eleifend pharetra

Occupational Safety and Health Administration. (2020). Ergonomics. OSHA. Retrieved July 15, 2020, from https://www.osha.gov/SLTC/ergonomics/

2Lusinski, N. (2019, October 8). 9 of the most challenging things about working remotely, according to people who do it. Business Insider. https://www.businessinsider.com/working-remote-challenges-work-from-home-2019-10

Meakin, B. (2019, December 10). How to Use Ergonomics in the Workplace for Maximum Health Benefits. Ohs Online. https://ohsonline.com/articles/2019/12/10/how-to-use-ergonomics-in-the-workplace-for-maximum-health-benefits.aspx

Kanner, B. (2019, October 25). The True Cost of Workplace MSDs to Your Business. Worklete. Retrieved July 20, 2020, from https://worklete.com/blog/the-true-cost-of-musculoskeletal-disorders-to-your-business

Zapier Editorial Team. (2020, April 6). WFH Report. Zapier. https://zapier.com/blog/wfh-report/

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ONE CALL

CASE STUDY

TEMPLATE A

INTRO HEADER: 30 CHARACTERS

COLUMN A: 1190 CHARACTERS

COLUMN B INTRO CONTENT: 850 CHARACTERS

COLUMN B RESULTS: 300 CHARACTERS

Use of bullets will reduce the number of available charactures due to the need of additional spacing.

CTA: 38-60 CHARACTERS



CASE STUDY:

Insert Title of Cast Study Here

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THE CHALLENGE

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THE SOLUTION

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Curabitur iaculis non massa nec auctor. In feugiat mi a tortor consequat ornare. Donec gravida molestie quam, eget molestie mauris pharetra eget.

THE RESULTS

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- Suspendisse congue libero eget finibus tincidunt.
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- Suspendisse potenti.
- Cras lacinia quam mi, ut elementum ex euismod.
- Nam bibendum iaculis augue, eu iaculis nisl lobortis in.

CTA CAN BE ADDED HERE IF SPACE ALLOWS

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TEMPLATE B

INTRO HEADER: 16 CHARACTERS

COLUMN B INTRO CONTENT: 95 CHARACTERS

COLUMN A: 1105 CHARACTERS

COLUMN B RESULTS: 250 CHARACTERS

CTA: 38-60 CHARACTERS



CASE STUDY:

Clinical Savings

One Call's Clinical Insight Saves Customer $68k and Fosters Proper Treatment for Injured Worker.

THE CHALLENGE

A 69-year-old female, who works full-time in an emergency room stood up from her desk, turned and fell, resulting in a left hip fracture. Prior to her injury, she suffered from a myriad of comorbidities, which needed to be considered before surgery and recovery plans could be coordinated.

THE SOLUTION

When an injured worker is ready to leave the hospital, but not yet ready to go home, One Call coordinates facility placement to meet their rehab goals.

One Call Arranged:

- Credentialed Facility
- Timely Admission
- Clinical Oversight
- Bundeld Rates
- Weekly Medical Updates

THE RESULTS

Following her surgery, One Call secured an appropriate facility and later identified that she met her goals and was able to discharge home a week early with One Call provided DME. Home health services were recommended, but One Call identified the injured worker was capable of achieving her goals through out-patient physical therapy. Continued clinical oversight allowed One Call to intervene and review a second out-patient PT RX, resulting in a 6 visit reduction. Upon completion of the remaining PT, the injured worker attained a complete recovery.

ONE CALL CONTRACTED SKILLED NURSING FACILITY (vs. Acute Care Center)	$48,840
EARLY DISCHARGE (Due to active monitoring)	$16,800
HOME HEALTH (Unnecessary per patient progress)	$1,500
OUT-PATIENT PT (Clinical Management)	+ $1,000
TOTAL CLINICAL SAVINGS	$68,140

One Call's clinical approach provided insight which resulted in a healthier outcome for the injured worker, faster return-to-work, and clinical savings for our customer.

FOR MORE INFORMATION:

CLINICAL_LEADERSHIP@ONECALLCM.COM

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ONE CALL

EMAILS

STYLE FORMATTING

INTRO HEADER STYLE: H1, ARIAL BOLD, 28PX

INTRO BODY STYLE: PARAGRAPH, ARIAL, 15PX, 1.5 LINE SPACING

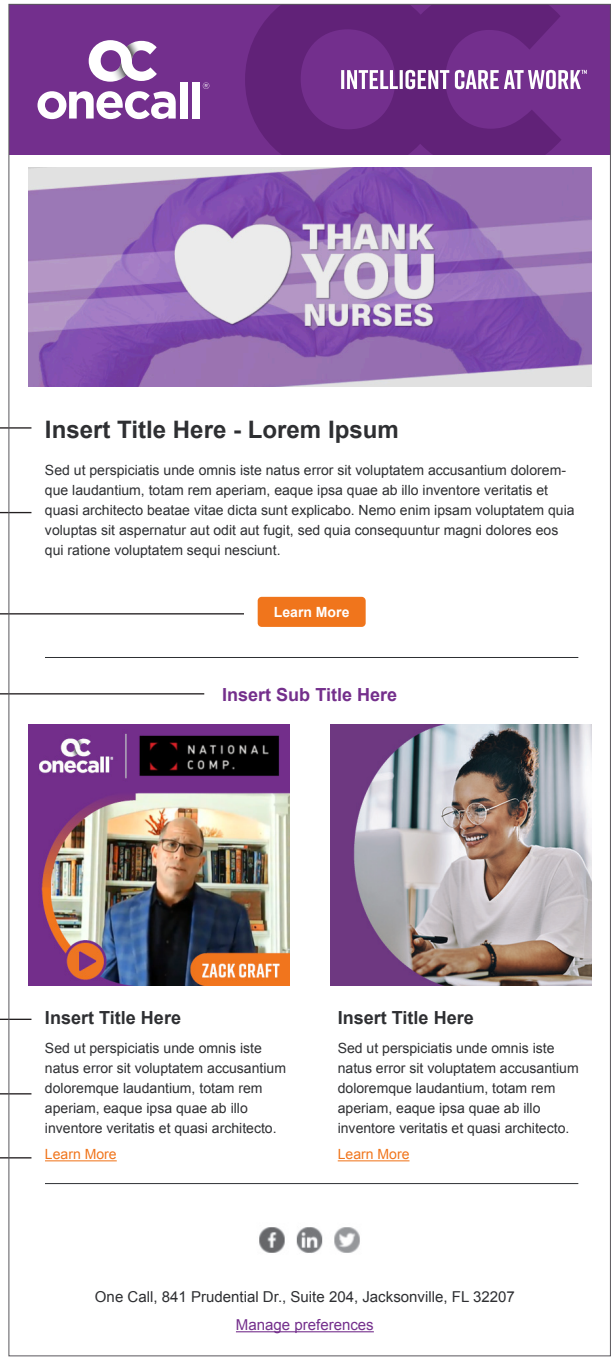
CTA BUTTON: THE PRIMARY CTA SHOULD BE ORANGE #EE7622 W/BEVELED CORNERS

SECTION HEADER STYLE: H2, ARIAL BOLD, 22PX

SUB HEADER STYLE: H2, ARIAL BOLD, 22PX

SUB BODY: PARAGRAPH, ARIAL, 15PX, 1.5 LINE SPACING

SUB CTA: PARAGRAPH, ARIAL, 15PX, 1.75 LINE SPACING, ORANGE #EE7622



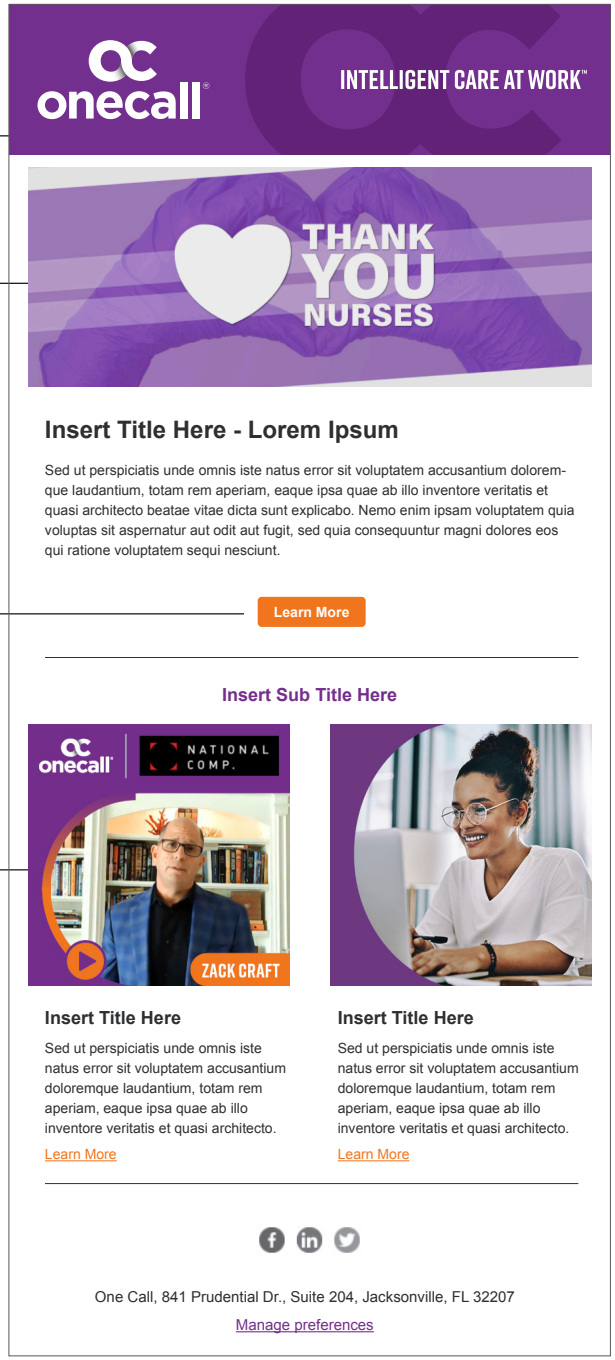
LINKING

HEADER: LINK TO ONE CALL HOME PAGE

HERO IMAGE: LINK TO BLOG PAGE (Associated videos should be embeded on the One Call website.)

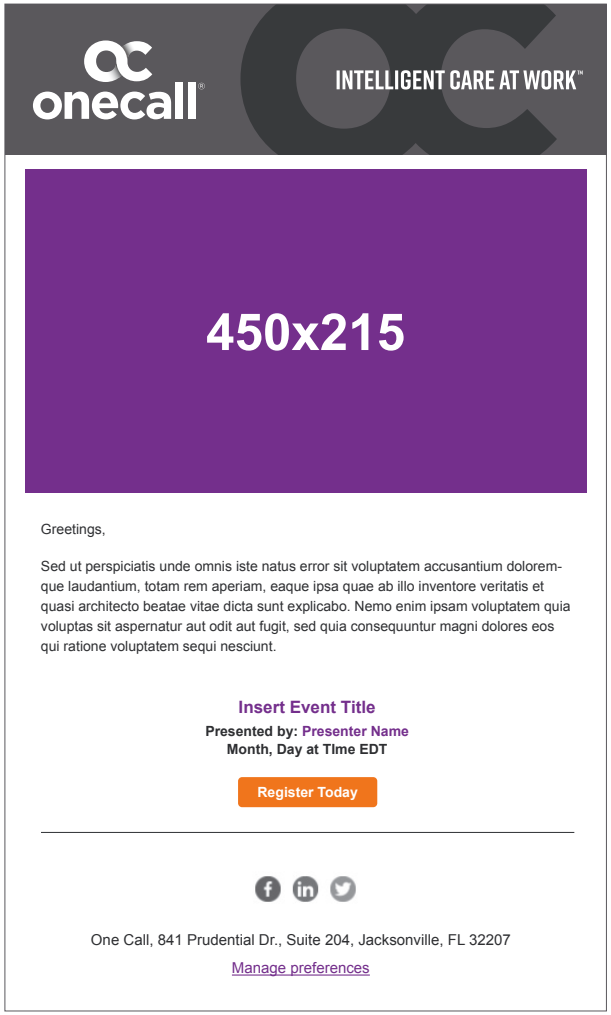
CTA BUTTON: LINK TO BLOG PAGE OR ARTICLE

SUB ARTICLE: LINK TO BLOG PAGE (Associated videos should be embeded on the One Call website.)



NEWSLETTER 2 COLUMN

INTRO BODY: 370 - 450 CHARACTERS



NEWSLETTER 2 COLUMN

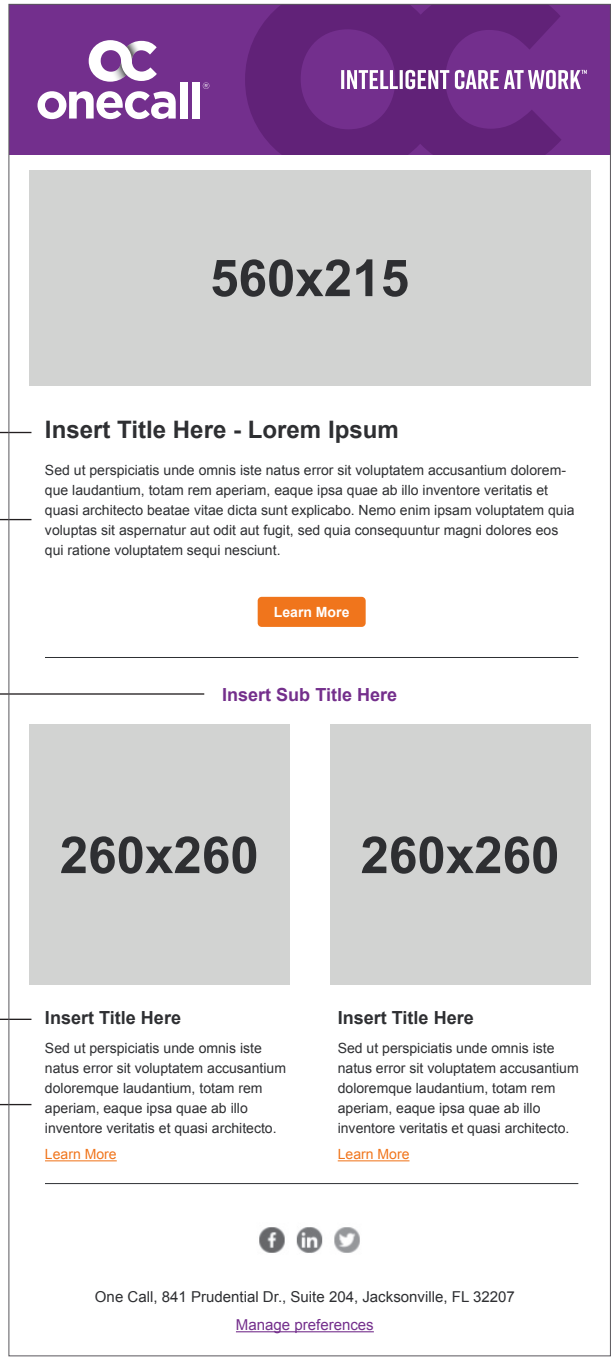
INTRO HEADER: 30 - 48 CHARACTERS

INTRO BODY: 370 - 400 CHARACTERS

SUB HEADER: 20 - 30 CHARACTERS

SUB HEADER: 20 - 38 CHARACTERS

2 COLUMN BODY: 170 - 200 CHARACTERS



NEWSLETTER 3 COLUMN

INTRO HEADER: 30 - 48 CHARACTERS

INTRO BODY: 296 CHARACTERS

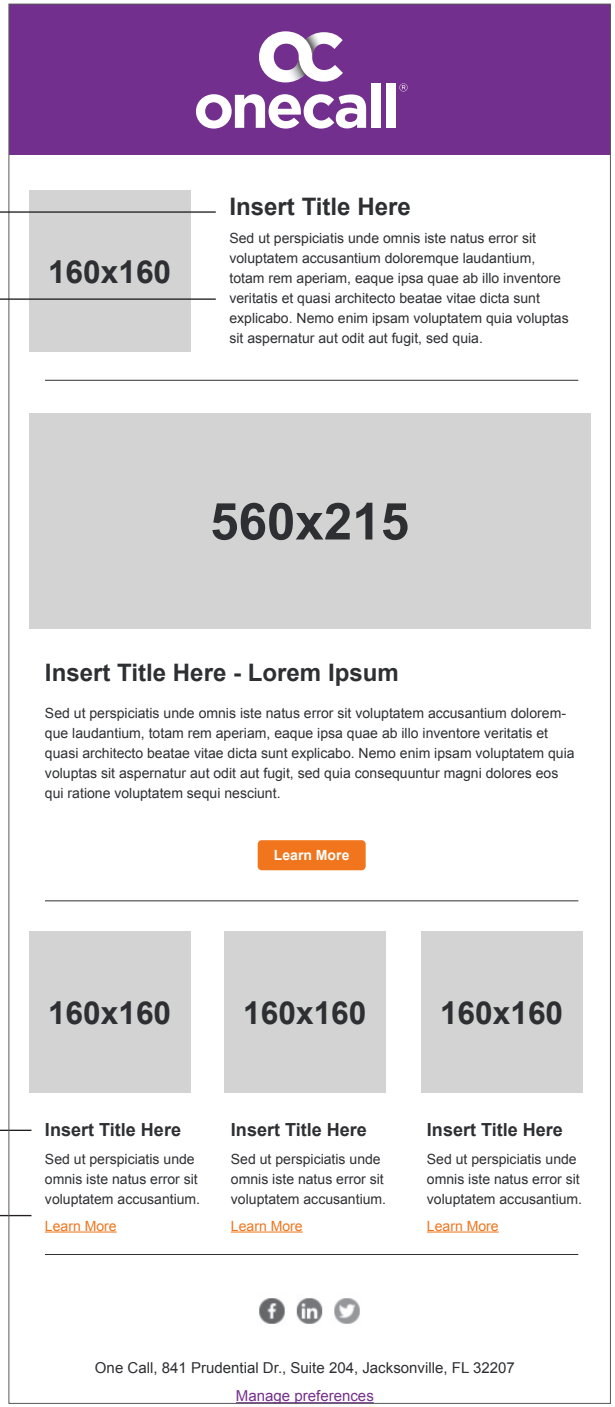
INTRO 2 HEADER: 17 - 28 CHARACTERS

INTRO 2 BODY: 370 - 400 CHARACTERS

SUB HEADER: 17 CHARACTERS

3 COLUMN BODY: 75 - 90 CHARACTERS

Note: You will achive a more ballanced layout if you keep the character counts equal in each column.



ONE CALL

DIGITAL ADS

DIGITAL SKYSCRAPER AD

AD BODY: 70 - 85 CHARACTERS



DIGITAL BANNER AD

AD BODY: 80 - 95 CHARACTERS



ONE CALL

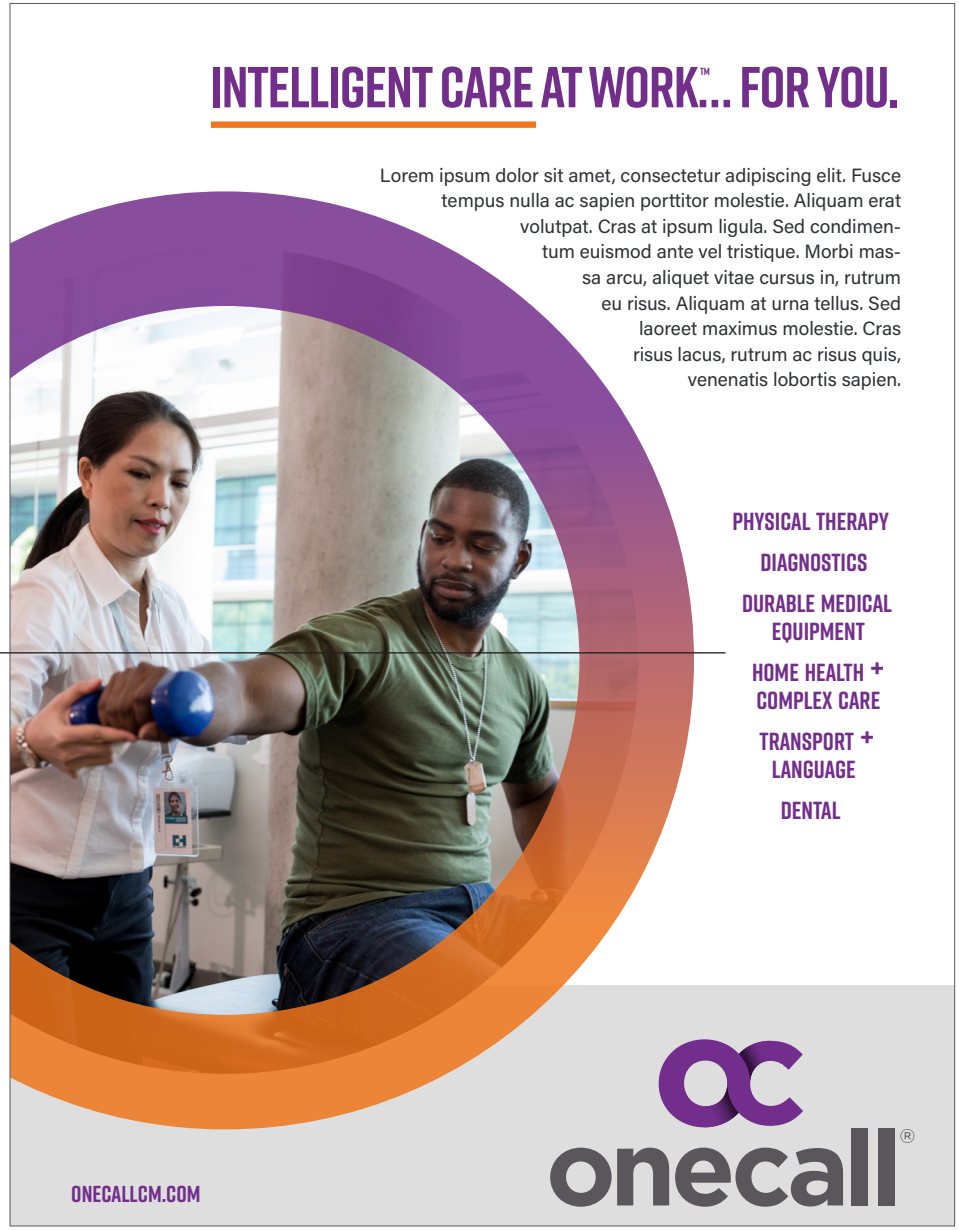
PRINT ADS

FULL PAGE TEMPLATE A

INTRO HEADER: 34 CHARACTERS

BODY COPY: 375 - 380 CHARACTERS

SERVICE LISTING: 103 CHARACTERS



FULL PAGE TEMPLATE B

INTRO HEADER: 34 CHARACTERS

BODY COPY: 375 - 380 CHARACTERS

SERVICE LISTING: 103 CHARACTERS

CTA COPY: 72-80 CHARACTERS



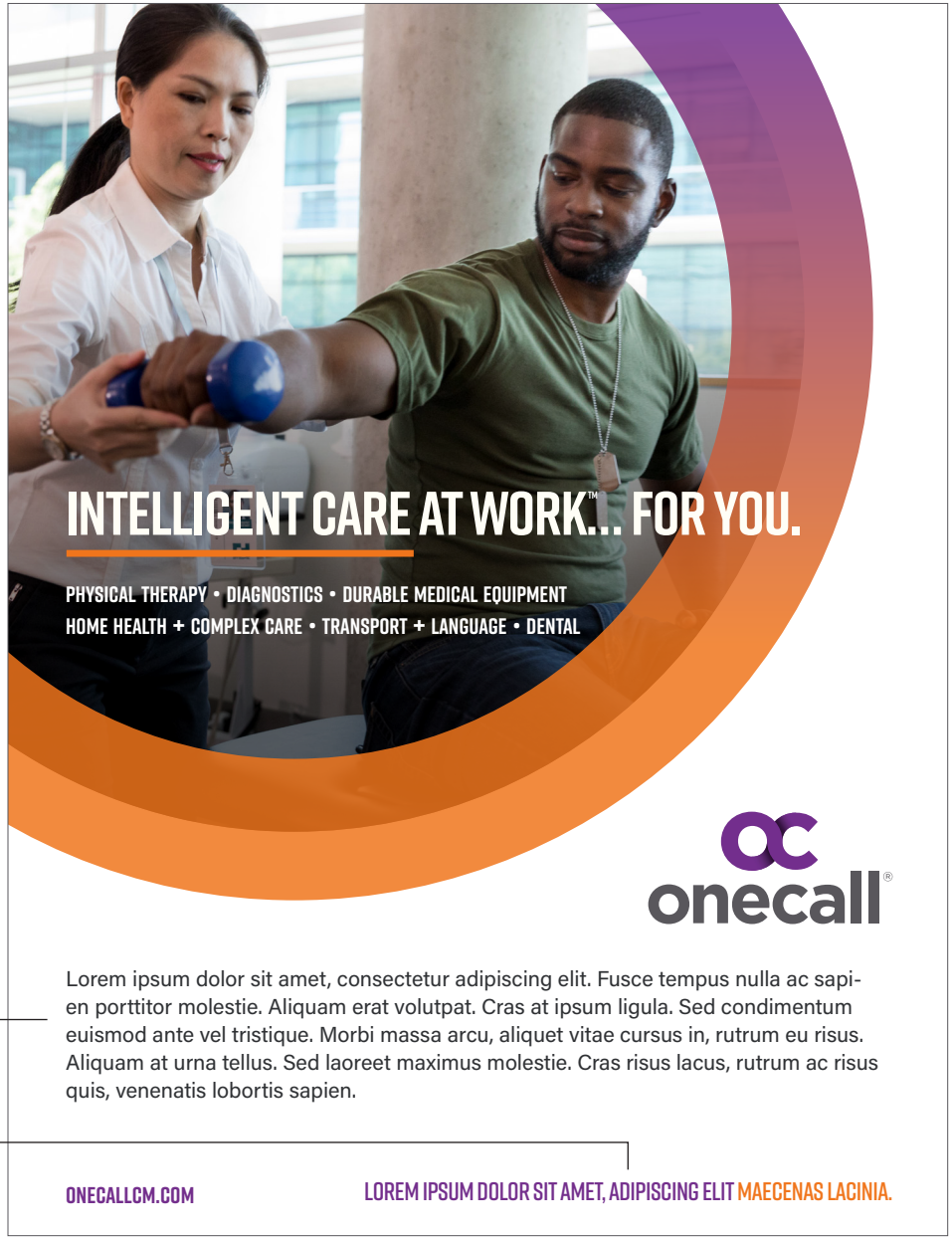
FULL PAGE TEMPLATE C

INTRO HEADER: 34 CHARACTERS

SERVICE LISTING: 103 CHARACTERS

BODY COPY: 375 - 380 CHARACTERS

CTA COPY: 72 CHARACTERS



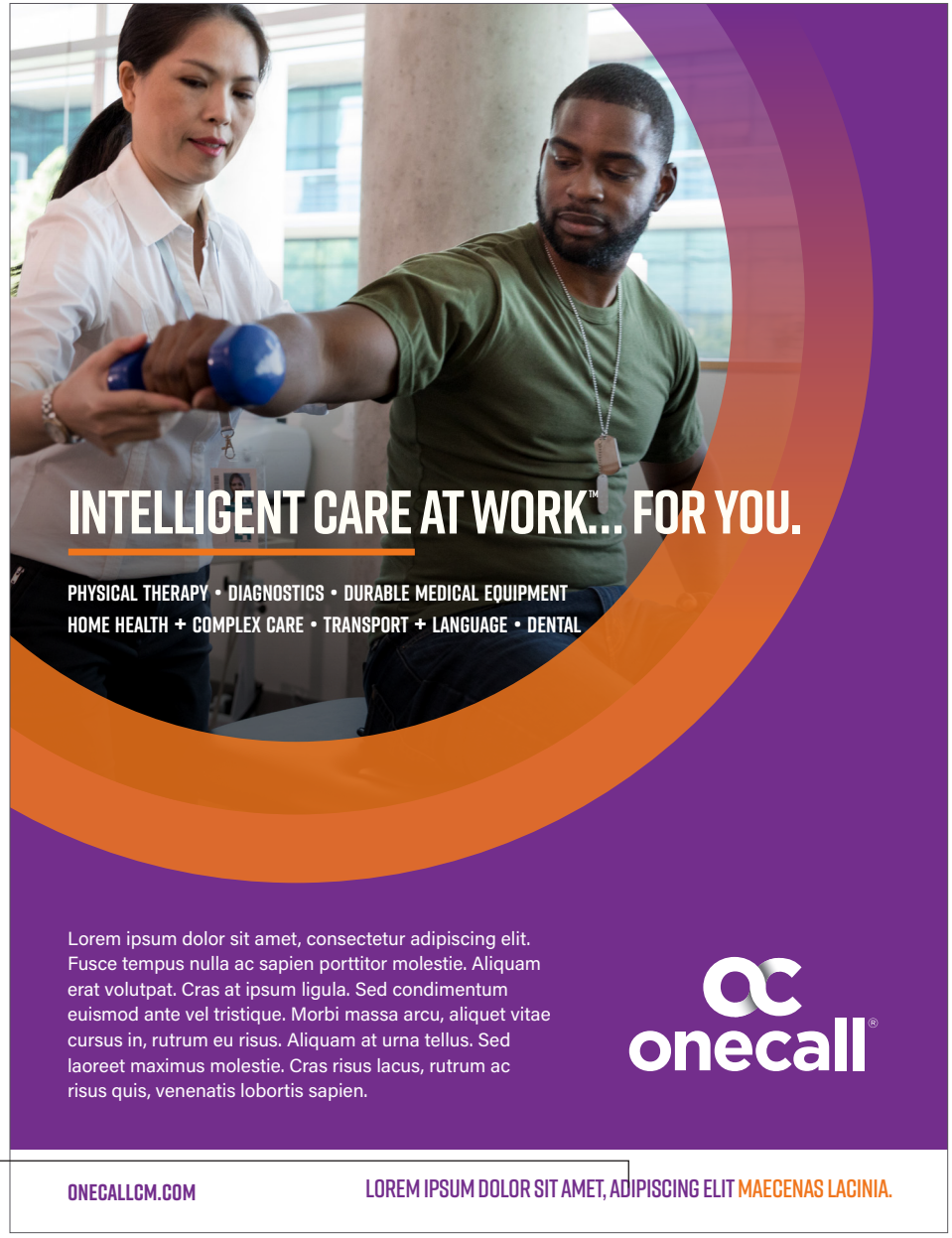
FULL PAGE TEMPLATE D

INTRO HEADER: 34 CHARACTERS

SERVICE LISTING: 103 CHARACTERS

BODY COPY: 375 - 380 CHARACTERS

CTA COPY: 72 CHARACTERS



HALF PAGE TEMPLATE A

INTRO HEADER: 50 - 56 CHARACTERS

SUB CONTENT: 53 - 70 CHARACTERS



HALF PAGE TEMPLATE B

INTRO HEADER: 50 - 56 CHARACTERS

SUB CONTENT: 53 - 70 CHARACTERS



HALF PAGE TEMPLATE C

INTRO HEADER: 50 - 56 CHARACTERS

SUB CONTENT: 50 - 53 CHARACTERS




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