

## WEBINAR IN A BOX

# Your Prescription for Healthcare Scams

Download the resources below to access everything you'll need to prepare, promote, and deliver an educational webinar to your healthcare audience on the scams they and their patients could face!

### WATCH THE HIPAA SECURE NOW WEBINAR

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Our sister service, HIPAA Secure Now, gave this exact webinar! Watch the presentation on-demand [here](#) to get familiar with the content and flow.

### SET UP YOUR REGISTRATION PAGE

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Time to set up a registration page so those interested in your webinar can register! Check out our webinar registration page language and imagery suggestions [here](#) and use them to gather registrant information on your platform of choice!

→ *We recommend building your page 4-6 weeks out to allow for ample time to promote your event!*

### REGISTRATION CONFIRMATION & REMINDER EMAILS

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Set up your registration confirmation email, which will go out to those who registered for your event. This email will include instructions on how to access the webinar. You'll also want to send out reminder emails leading up to the event so your registrants don't forget! Download the template for both email types, [here](#).

→ *Please note, if you use a webinar or event platform such as Go-to-Webinar or Zoom, these features may be built-in!*

### PROMOTE YOUR WEBINAR

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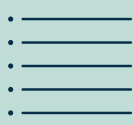


Now, it's time to drive some attendance! Access our social media ads [here](#) and our email invitation templates [here](#) to start spreading the word about your upcoming webinar!

→ *Post multiple times a week on social media and send 1 email/week to your audience! Take it up a notch and GO LIVE to promote your event!*

### REVIEW WEBINAR TALKING POINTS & SLIDE DECK

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Take a look at our in-depth webinar outline [here](#) and refer to the notes section in the slide deck [here](#) to get an idea of the information you may want to cover. Update the outline and presentation to match to ensure you're comfortable with the presentation flow and are hitting on the scams you'd like to educate your audience on.

### CUSTOMIZE YOUR FREE PRINTOUT

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Offer your attendees a free educational printout at the end of your webinar to help spread scam awareness. Download the printout [here](#), then customize with your logo and contact details and save it as a PDF!

### GIVE A KILLER PRESENTATION

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We recommend having more than 1 presenter to make the webinar more engaging. Make sure you've practiced and tested your webinar platform before going live. Remember to record, and don't forget, at the end of the presentation, share the printout with your attendees!

### SEND YOUR FOLLOW-UP EMAILS

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Following the webinar, you'll want to send a few follow-up emails with a call-to-action. You can download our follow-up campaign [here](#), which encourages the registrant to download your free Spreading Scam Awareness printout.

### SET UP YOUR ON-DEMAND WEBINAR

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Once your webinar has concluded, take your recording and set up a webinar on-demand for those who are interested but missed the live event or to generate ongoing leads!

### NEED ASSISTANCE?

Our Marketing team is ready to help! Contact them at [marketing@breachsecurenow.com](mailto:marketing@breachsecurenow.com).