

IC QUICK START | eADOPTION

IC Quick Start Activities	Cost	Estimated Hours
<ul style="list-style-type: none"> ▶ Walks through account, sets goals, presents myMEAP ▶ Creates plan ▶ Drives Tactics: <ul style="list-style-type: none"> • Bill Marketing – 3 inserts, 3 onserts – design only • eMail campaign including nurture (<i>creation, approval, execution</i>) • Training (<i>scheduling, researching, prep, delivery of 2 sessions, follow up</i>) • Calling – reviews scripts/target account identification ▶ Measurement and six month review 	Included	10
Quick Start Activities <75K BPM Excluding IC Accounts	Cost	Estimated Hours
<ul style="list-style-type: none"> ▶ Walks through account, sets goals, presents myMEAP ▶ Creates plan ▶ Drives Tactics: <ul style="list-style-type: none"> • Bill Marketing – 3 inserts, 3 onserts – design only • eMail campaign including nurture (<i>creation, approval, execution</i>) • Training (<i>scheduling, researching, prep, delivery of 2 sessions, follow up</i>) • Calling – reviews scripts/target account identification ▶ Measurement and six month review 	\$1,500	10
Quick Start Activities >75K BPM Enterprise	Cost	Estimated Hours
<ul style="list-style-type: none"> ▶ Account assessment and goal setting ▶ Training on myMEAP portal ▶ Creates plan ▶ Drives Tactics: <ul style="list-style-type: none"> • Bill Marketing – 6 inserts, 6 onserts – design and setup • Full year eMail nurture campaign (<i>creation, approval, execution</i>) • Training (<i>scheduling, researching, prep, delivery of 4 sessions, follow up</i>) • Calling – 1 campaign to 100 paper customer calls – must have at least 20 bpm ▶ Measurement and six month review 	\$3,500	30