

Blue Orchid Marketing Pairs Patient Reactivation With Ongoing Email Marketing in a Single Done-for-You Platform

As healthcare groups scale, the company says few vendors handle both recall and patient communication without adding software, staff time, or per-contact costs

DANBURY, CT, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- As healthcare

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Shaun Zaken, President, Blue Orchid Marketing

organizations grow into multi-location groups and management service organizations (MSOs), two related patient communication needs tend to get handled separately: reconnecting with patients who've gone dormant, and keeping active patients engaged, informed, and likely to return. Most practices manage each with a different tool, a CRM, a separate recall vendor, and staff time to write, design, segment, and report on campaigns themselves. [Blue Orchid Marketing](#) says both belong under one roof.

The agency's fully managed, done-for-you reactivation program has surpassed \$2 million in patient returns for its healthcare clients so far in 2026, with a median client ROI of 754%, up from 689% in 2025. That track record already includes practices operating within larger, multi-location groups, and Blue Orchid is now extending the same program directly to MSOs and multi-site healthcare groups looking to standardize reactivation across every location they manage.

What differentiates Blue Orchid, the company says, is how little the client has to do. Campaigns are fully custom, built, and executed entirely by Blue Orchid's in-house team, integrating directly with clients' EMR systems, including a custom API integration with Modernizing Medicine (ModMed) that pulls patient data automatically and uses AI-assisted analysis to help identify reactivation opportunities. Staff never has to manually export, segment, or share patient lists, or run reports, and the entire program is fully HIPAA-compliant by design.

"Most practices, and most MSOs, don't have a reactivation problem. They have a bandwidth problem," said Shaun Zaken, President of Blue Orchid Marketing. "As groups add locations, the

manual work of managing lists, reports, and compliance multiplies with every site. We built our program so none of that falls on our clients' staff. We handle it end to end, and the data does the rest."

That combination, reactivation and ongoing communication together, is where Blue Orchid says it stands apart. Because the company already has direct access to a practice's patient data, its platform doesn't stop at recalling inactive patients: the same infrastructure powers monthly, custom, brand-specific email newsletters that keep patients informed and engaged, generate more reviews, and highlight new services.

Few, if any, competitors combine reactivation and ongoing patient communication under one roof, and pricing follows the same logic: rather than charging by the number of records or email addresses, as CRM-based and per-contact tools often do, Blue Orchid's fees stay predictable regardless of list size, and clients typically see the program pay for itself within months.

MSOs and multi-location groups evaluating patient reactivation and communication vendors can learn more at BlueOrchidMarketing.com.

About Blue Orchid Marketing

Blue Orchid Marketing is a healthcare marketing agency specializing in done-for-you patient reactivation and email marketing for medical practices, MSOs, and multi-location healthcare groups. Its fully managed, HIPAA-compliant programs integrate directly with clients' EMR systems to reconnect lapsed patients without adding work for staff. For more information, visit BlueOrchidMarketing.com.

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