



I am delighted to introduce you to MED-KEY/Healthy Discounts – a free and specifically designed program to save our patients (and your customers) time and money. The program allows for faster registration anytime a patient needs inpatient, outpatient or emergency services. The MED-KEY card has a bar code unique to each individual that accesses information needed for admissions. By presenting the MED-KEY card along with an insurance card, the patient only needs to verify that the information is still correct, thereby expediting the admitting process.

What does all this mean to me, you might ask? As an added benefit to MED-KEY cardholders, Seven Rivers Regional partners with area businesses to offer “Healthy Discounts”. Benefits that you will receive as a “Healthy Discounts” provider include:

- Free advertising in the Seven Rivers Regional Medical Center **HEALTHbeat**, a tri-yearly quarterly publication distributed to approximately 30,000 individuals
- Free advertising in the MED-KEY “Healthy Discounts” fact sheet listing all participating merchants with the service and discount provided
- Mentions in the bi-monthly *Crystal Clear*, the hospital’s newsletter to employees, physicians and volunteers
- Window/door sticker for your place of business telling all your customers that you are a “Healthy Discounts” partner.



Your participation will not only reach Seven Rivers’ employees and volunteers, but ALL of our MED-KEY cardholders! MED-KEY is an excellent vehicle in which to gain recognition for your business.

If you are interested in participating in the program, simply complete the enclosed Letter of Agreement and return a signed copy to: Seven Rivers Regional Medical Center, Marketing & Public Relations, 6201 N. Suncoast Blvd., Crystal River, FL 34428-6712.

Should you have any questions about MED-KEY/Healthy Discounts, please do not hesitate to call me at 352.795.8344. I look forward to you joining our team of “Healthy Discounts” partners.

Sincerely,

Dorothy T. Pernu
Marketing & Public Relations



HEALTHY DISCOUNTS LETTER OF AGREEMENT

As a participating business in MED-KEY/Healthy Discounts, I agree to provide the specified discount on the items or services listed below to customers presenting a Seven Rivers Regional Medical Center MED-KEY card at the time of purchase.

(please print)

Name of Business: _____

Business Address (Physical): _____

Business Address (Mailing): _____

Telephone Number: _____ Fax Number: _____

Amount of Discount: _____

Item(s) to be Discounted: _____

Seven Rivers Regional Medical Center agrees to publish the name and location of the Company to MED-KEY cardholders along with the discount offered.

This agreement may be terminated by either party, with or without cause, upon thirty (30) days notice via mail or facsimile. This agreement may not be amended except in writing and signed by both parties.

Company Representative *(please print)*: _____

Title: _____

Signature: _____ Date: _____

SRRMC Representative: _____ Date: _____

Please keep a copy of this form for your records and mail or fax the original to:

MED-KEY/Marketing & Public Relations
Seven Rivers Regional Medical Center
6201 N. Suncoast Blvd.
Crystal River, FL 34428-6712
352.795.8344 Tel
352.795.8481 Fax

