



# Triton Traction | Past-Patient Reactivation

## Email 1

**Subject:** Important Announcement For [Contact.FirstName]...

**Mail Body:**

Hey [Contact.FirstName],

Are you dealing with any lower back pain, neck pain, or hip pain?

Any numbness in your legs and feet, or a shooting pain from your back into your leg?

There is a treatment method called mechanical traction that can help people with conditions such as sciatica, joint pain, limited mobility, and herniated or bulging discs.

Patients undergoing traction therapy may benefit from having reduced pain, increased mobility, and an overall sense of feeling better.

Since you're a past patient at [Contact.PracticeName], we want to offer you a Free Traction Therapy Consultation.

[You can click here to register and learn more :\)](#)

What is Spinal Traction? It's a therapy technique that uses our Triton® Traction table and Traction unit to gently stretch the spine and help provide pain relief.

By gently stretching your back and spine, space is created between your vertebrae. This releases pressure on your muscles, nerves, and discs, helping provide pain relief.

Traction can be used for:

- Pain or numbness in the back, hips, or legs
- Neck pain
- Hypomobility
- Pain associated with damaged spinal discs
- Lower back pain
- Joint pain
- Herniated or Bulging Discs
- Pain and/or numbness in your extremities caused by pressure on your spinal nerves

Routine Spinal Traction, in combination with other therapy treatments, helps to relieve pain and can help our patients avoid unnecessary surgeries or injections.

If you're looking for a non-invasive way to reduce pain, improve your mobility, and possibly reduce medication needed for pain, consider Spinal Traction Therapy.

Spinal Traction Therapy, when combined with physical therapy, helps reduce patient's pain complaints and

improves their overall functional level better than physical therapy alone (Wang 2022)\*.

We are offering a Free Spinal Traction Consultation only to past and present patients at [Contact.PracticeName].

All you have to do is [click here and register to schedule your free consultation>>>](#)

Or call [Practice.Phone] and mention this email.

Best,

[Email Signature]

\*Wang W, Long F, Wu X, Li S, Lin J. Clinical Efficacy of Mechanical Traction as Physical Therapy for Lumbar Disc Herniation: A Meta-Analysis. Comput Math Methods Med. 2022 Jun 21;2022:5670303. doi: 10.1155/2022/5670303. PMID: 35774300; PMCID: PMC9239808.

## Email 2, sent 2 days after email 1

**Subject:** Treatment for Bulging and Herniated Discs

**Body:**

Hey [Contact.FirstName],

If you're experiencing any pain, especially from bulging, herniated, or degenerating discs in your back and neck, check out this treatment...

We recently acquired a Triton® Traction Table and Triton® Traction Device. Traction Therapy works to relieve compression in the spine by gently stretching the back or neck.

The system consists of a highly adjustable table designed to maximize patient comfort. The traction system can be set up for low or high amounts of stretch and can be set up to treat both neck and back problems.

We want to offer a Free Spinal Traction consultation to all past and present patients...

Traction therapy can be used for:

- Pain or numbness in the back, hips, or legs
- Neck pain
- Hypomobility
- Pain associated with damaged spinal discs
- Lower back pain
- Joint pain
- Herniated or Bulging Discs
- Pain and/or numbness in your extremities caused by pressure on your spinal nerves

If you're looking to relieve back or neck pain, improve your mobility, and avoid risky surgeries or constant injections... Spinal Traction Therapy could be a good option for you.

At the moment, we are offering a Free Traction Therapy Consultation only to past and present patients at

[Contact.PracticeName].

All you have to do is [click here and register to schedule your free consultation>>>](#)

Or call [Practice.Phone] and mention this email.

Best,

[Email Signature]

## Email 3, sent 2 days after email 2

**Subject:** How Traction therapy can help alleviate Neck Pain...

**Body:** Hey [Contact.FirstName],

Are you experiencing neck pain? Is it difficult to look over your shoulder? Can you leave the house without having to have pain medicine with you at all times?

There is a treatment method that can help people with neck pain and damaged discs in their neck.

Spinal traction may help reduce pain and improve mobility when combined with the other therapies we offer.

Since you're part of the [Contact.PracticeName] community, we decided to offer you a Free Spinal Traction Consultation.

Come and see how much relief you may feel after a short stretching session with our new Triton® Traction Table and Triton® Traction Device.

[You can click here to register and learn more :\)](#)

Traction therapy can help with:

- Pain or numbness in the back, hips, or legs
- Neck pain
- Hypomobility
- Pain associated with damaged spinal discs
- Lower back pain
- Joint pain
- Herniated or Bulging Discs
- Pain and/or numbness in your extremities caused by pressure on your spinal nerves

If you're looking for a non-invasive way to reduce pain, improve your mobility, and possibly reduce the need for additional pain medication, then consider Traction Therapy.

It may help relieve pain in other areas as well: many issues in the body start with a compressed, stressed spine and radiate out, creating more pain.

We are offering a Free Spinal Traction Therapy Consultation only to past and present patients at [Contact.PracticeName].

All you have to do is [click here and register to schedule your free consultation>>>](#)

Or call [Practice.Phone] and mention this email.

Best,

[Email Signature]