



# The week we learned **who is listening.**

MAY 25 - MAY 31, 2026

What the system carried this week, who responded, and what is ahead.

Happy Monday. Here is the snapshot of what your reactivation and operations system did this past week, pulled straight from your live dashboard. The headline: **the engine reached past clients with another 782 emails, we added the ability to see exactly who responds, not just who we reach, and we handed your team a phone-ready call list to turn that reach into rebookings.** Underneath it all, the dashboard kept a live eye on 675 clients in care across all four locations.

### PAST CLIENTS REACHED

**782** emails

sent this week to past clients across three care groups

1,535 sent in total to date

### PAST CLIENTS RE-CONTACTED

**139**

worked through the reactivation outreach and now in follow-up

reply tracking now live

### COMPLETED THE FULL SERIES

**290**

past clients who received the entire reactivation sequence

286 still in progress

## REACTIVATION PROGRAM

### Reaching past clients

#### ● The outreach, by the numbers

Past clients in the program	<b>634</b>
Emails sent this week	<b>782</b>
Emails sent in total	<b>1,535</b>
Still active in their sequence	<b>286</b>
Completed their full sequence	<b>290</b>
Opted out	<b>58</b> (clean)

The full past-client base has now been reached. Everyone is either still moving through their sequence or has completed it, with a clean, compliant opt-out rate.

#### ● Who we are reaching

Discharged clients	<b>308</b>
Referred, never booked	<b>296</b>
Prior therapy clients	<b>30</b>
<b>Total past clients reached</b>	<b>634</b>

Every message is sorted by where the client left off, so the tone and the ask fit their history with Transformations.

NEW THIS WEEK

## Who actually replied

We added reply tracking, so now we see not just who we reached, but who responded. This is what tells your team exactly where to spend a phone call.

### ● Responses we are tracking

Past clients re-contacted	<b>139</b>
Asked to re-engage	<b>1</b>
Asked us to stop (honored right away)	<b>23</b>
Reached, still to follow up	<b>115</b>

Looking back across the last three weeks of outreach. Anyone who asks to stop is removed from the sequence immediately.

### ● What this tells us

Email is doing its job: it reopens the door with hundreds of past clients at almost no cost to your team. The replies make one thing clear, the rebookings come from a **human phone call**, not the email alone. So we built your team a phone-ready list of **139 past clients** to call, with the warmest names first. That is the next lever, and it is ready to pull.

LIVE COMMAND CENTER

## Your operation, at a glance

Refreshed every day from your records across all four locations, so leadership sees the whole picture in one place.

### ● Active clients by location

Cincinnati	<b>249</b>
Dayton	<b>230</b>
Columbus	<b>112</b>
Middletown	<b>84</b>
<b>Total in care</b>	<b>675</b>

### ● What the dashboard flagged

Scheduled assessments	<b>15</b>
Discharges this period	<b>36</b>
Insurance issues surfaced	<b>18</b>
Discharge pending / payment	<b>15 / 21</b>

These are surfaced automatically so your managers can act on them before they become a problem.

## Staying ahead of the payers

### ● Authorization health

Approval rate	99%
Denial rate	1%
Clients with active auths	71
Avg length of treatment	395 days

### ● Renewals on the radar

Expiring in 30 days	14
Expiring in 60 days	30
Expiring in 90 days	63
Pending requests	15

The system watches every authorization window so renewals are handled before coverage lapses and care never pauses.

WHAT WE BUILT THIS WEEK

## New under the hood

● LIVE

### Reply tracking

We now see who actually responds to the outreach, not just who we reach, so your team knows precisely where to follow up.

● READY

### Phone-ready call list

A clean list of 139 past clients to call, warmest first, with phone numbers, sitting in your shared Drive for the team.

● DONE

### Privacy safeguard

We found and corrected 7 records where an outdated or third-party email was on file, so outreach only ever reaches the client.

● DONE

### Numbers you can trust

An accuracy pass on the dashboard so every figure, booked, re-contacted, opted out, reflects exactly what happened.

THE ROAD AHEAD

## What you can look forward to

- **This week:** the full insurance verification run is kicking off right now. Every current patient on the roster is pulled in and checked for active coverage.
- **Before the 5th:** the whole roster verified, with our additional coverage checks running on top of the main one so we confirm everyone is current, not just one source.
- **The call campaign:** your team starts working the call list while the reactivation emails keep running. Reach plus a human call is where rebookings happen.

### ● The bottom line

This week the system sent **782 more emails** to your past clients, crossing **1,535 in total**, gave you real visibility into **who is responding**, and put a ready-to-work call list in your team's hands, all while keeping a live eye on **675 clients in care** and a 99% authorization approval rate. Next: full insurance verification, finished before the 5th.

Figures are pulled directly from your live Transformations dashboard for May 25–31, 2026, and reflect actual system activity, not estimates. Email counts cover the calendar week. Operations and authorization figures reflect the most recent daily refresh.