**WELCOME TO TRIAL**

*Subject line:*Your free Epocrates premium trial starts now

*Preheader:*

Don’t forget to update your app now

*Headline:*

**Welcome to the all-in-one clinical reference suite**

[Update your app]

*Body:*

Thank you for signing up for a free trial of Epocrates premium services. **Update your app now** to access comprehensive disease content, treatment guidelines, diagnostic tools, and drug information, including alternative medicines.

A few tips to help you get the most out of your app:

 Use "Interaction Check" to understand drug interactions among alternative, brand, generic and over-the-counter (OTCs) medicines and take appropriate action.

http://www.epocrates.com/ma/images/ios7_survey_head_f3.png Look for diseases marked "Evaluation of." They offer urgent considerations, differential diagnoses & the best diagnostic approach.  Tap any treatment option listed in the Infectious Diseases Tx Selector for a link to the Epocrates Rx drug monograph.

http://www.epocrates.com/ma/images/ios7_survey_head_f5.png Disease names listed under lab results link directly to their comprehensive topic within the Epocrates Diseases Reference.

 We refresh our clinical content weekly—with more than 1300 edits, updates and additions a month—so be sure to [update](http://www.epocrates.com/support/update) often.

*CTA:*

[Update your app]

**HALFWAY THROUGH TRIAL**

*Subject line:*How is your Epocrates trial going?

*Preheader:*

Reminder: You have 14 days left before your trial expires

*Body:*

Dear %%Firstname%%,

We hope you’re enjoying your Epocrates trial. Just a reminder that **your free access** **expires in 14 days**. When your free trial expires, your Epocrates app will automatically revert back to the free version.

To avoid missing out on our premium disease content, treatment guidelines, diagnostic tools and drug information, upgrade your subscription now. The remaining two weeks of your trial will be added to your 1-year subscription after purchase.

Questions about your app?

[Contact us buttons]

Warmest regards,

The Epocrates Team

**LAST DAY OF TRIAL**

*Subject line:*Uh-oh. Your free Epocrates trial expires today.

*Preheader:*

Don’t lose your premium content—upgrade now

*Body:*

Dear %%Firstname%%,

**Your free Epocrates premium services trial** **expires today**.

Don’t lose your access to premium disease content, treatment guidelines, diagnostic tools and drug information—upgrade your subscription now.

[Contact us buttons]

Warmest regards,

The Epocrates Team