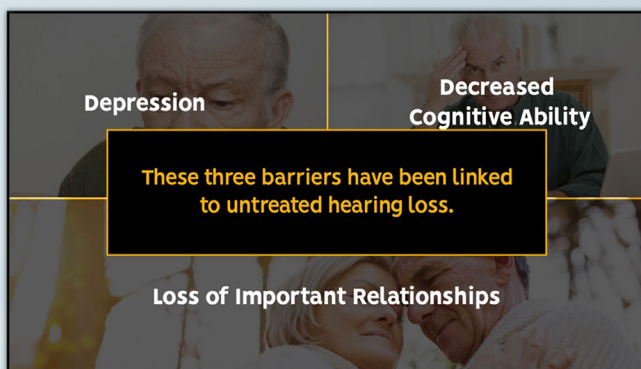


clear digital media

# Product Catalogue



Depression

Decreased Cognitive Ability

These three barriers have been linked to untreated hearing loss.

Loss of Important Relationships





## WHAT IT IS:

Point-of-Care marketing right into your waiting room. Our extensive content library is updated regularly and includes hearing health pieces, custom seasonal segments and customer loyalty pieces. We can work with you to develop customized content that will communicate directly with your patients before they are in your chair for their appointment.



## WHY YOUR PRACTICE NEEDS IT:

- Builds trust between you and your patients and their families.
- Eliminates fear and reduces the intimidation level patients feel when they're introduced to unfamiliar terminology and technology.
- Allows you to start your sales process in the waiting room and reduce your appointment times while still providing outstanding patient care and service. It is your patient care assistant without the added cost.

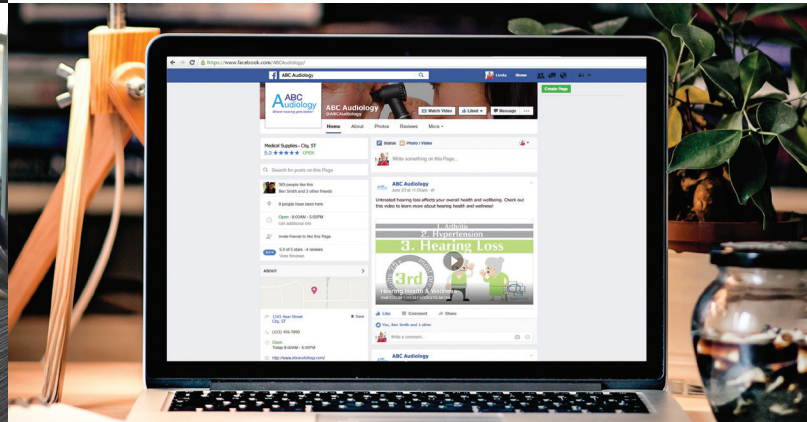
## HOW IT MAY HELP YOUR BUSINESS:

- Motives your patient to purchase + reduces appointment times = Increase in units sold.
- Increase in units sold = increase in revenue (without increase in sales force).
- Increase in revenue (without increase in sales force) = Increase in profitability for your business.



## WHAT IT IS:

SocialVideos2Go™ is a quick and extremely cost effective way to connect the vast library of Hearing News Network (HNN)® and ENT videos to all your social media platforms. We can customized these pieces for your marketing needs.



## WHY YOUR PRACTICE NEEDS IT:

- Ensures you stay ahead of your competition by pro-actively engaging with your potential patients.
- Attracts new patients to your practice by portraying your professionalism and credibility.
- Allows your practice to have a powerful internet presence.

## HOW IT MAY HELP YOUR BUSINESS:

- Increase in Lead Generation from your demographic/community.
- Increase in leads = more prospects for your front office to turn into appointments.
- More appointments = more patients = more units sold = more revenue = more profit for your business.
- Increases your patient base and therefore your market share in your community. Making your practice the place to go in your community to have your hearing problems solved.

### WHAT IT IS:

We can place a virtual barrier around any doctor's practice, competitor or any business in your local market and deliver a custom advertisement to a mobile device within a one-mile radius of any location, be it your own or your competitor's. This custom advertisement will appear on the targeted patient's cell phone or tablet and invite them to visit your clinic's website or set up an appointment directly. Get your message to the right audience at the right time.

### WHAT IT IS:

Keep your patients empowered & engaged. Increase patient loyalty and satisfaction with CDM TV OnDemand, a video on demand service that delivers educational, entertaining & engaging video content that help answer questions, provide insights & tips to better hearing and offers information on in-home hearing aid care.



### WHY YOUR PRACTICE NEEDS IT:

- Helps you reach prospects or potential patients where their attention is, on their mobile device.
- Redirects the attention of potential patients from your competitors practice to your practice.
- Repeatedly Brands your practice to the people and medical professionals in your market area.

### HOW IT MAY HELP YOUR BUSINESS:

- Drives new patients to your practice instead of your competitors for help with their hearing problems.
- More patients = more sells = more revenue = more profit for your profit for your business.
- Increases your patient base and therefore your market share in your community. Making your practice the place to go in your community to have your hearing problems solved.

### WHY YOUR PRACTICE NEEDS IT:

- Ideal for engaging & educating patients in their home and on-the-go with powerful video content.
- Remarkably affordable.
- No work to implement.
- Ready to go in 24 hours from sign-up.
- CDMTV OnDemand is a Chrome® browser based app that allows your patients to stream.
- CDM TV on any device including tablets, smart phones, laptops and PCs.

### HOW IT MAY HELP YOUR BUSINESS:

- Reach patients & prospects on any screen with your branded video message enhancing your professionalism and connection with your target market.
- Drives your controlled message without risk of YouTube's "recommendations" or pre-roll ads.
- Can be embedded on your website which enhances SEO & engagement.

# What Does it Cost?

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CDM TV  
**\$89.95**

**Includes:** Player, full video library of educational content, 12 custom clinic branded videos, shipping & support.



CDM TV OnDemand  
**\$29.95**

**Includes:** Full video library of educational content, 12 custom clinic branded videos, embed code for website & browser link.



SocialVideos2Go  
**\$99.95/Video**



SmartFence  
**\$14/CPM**

**Includes:** 100,000 Impressions.

Want more information? Get in touch!

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