



THE PIVOTAL MOMENT: TO BUY OR NOT TO BUY

Digital Signage & Streaming Video Content at the point-of-care is an affordable way to reach 100% of your demographic.

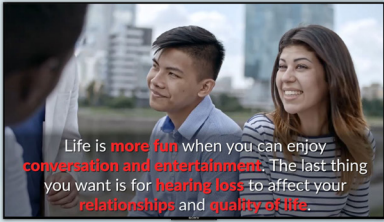
Good experiences linger in the mind for days, weeks and sometimes even months. Bad experiences can linger for a lifetime. Do you remember the last time you had bad service in a restaurant? It was probably as recently as a week ago. How about the last time you had extraordinary service? Well, that may take a little longer to think about. You see, the psychology of the customer experience says that when things are bad it's noticed right away, but when things are good it often goes unnoticed, simply because that's the expectation. In sales it's not what you do for your clients or customers, it's what they recognize you doing that matters. As a practice owner, this is key to your success.

There is a pivotal moment at the point-of-care when a patient makes the decision to act – by scheduling a service, asking for more information, buying a product or just scheduling that next appointment. It's crucial that you have input and influence at that moment. A consistent and targeted marketing message will encourage them to follow through with that decision with the confidence that they have your support as their trusted healthcare provider.

Digital signage & streaming video content at the point-of-care lends a highly professional touch to your practice and can open a window of opportunity to stand out from your competitors at the crucial moment in the patient's path to purchase. It engages patients and encourages their decision to buy. This is the perfect time to engage your patients with captivating content that gives them insight into the inner workings of your practice and enables you to more effectively sell your products and services. Direct quotes, real-life testimonials from people in the community, day-in-the-life narratives, and even brief biographies can introduce the sympathetic elements that allow patients to form a deeper connection with you, your staff, and your services.

The days of static content, magazines, and brochures are behind us. Custom digital signage or place-based media is rapidly being interwoven into the communications fabric of hospitals and other healthcare facilities





nationwide. It is an integral component of today's patient experience.

According to Don Marsh, "Life Time Value (LTV) is a way of looking at how many dollars a practice can be expected to earn over the course of a patient relationship. This is a sum total based not just on hearing aid sales to that customer, but also through referrals, ancillary products, extended warranties, and all the other revenue streams you can create simply by cultivating the relationship." Point-of-care marketing enhances LTV, which is especially significant in competitive times like these. Designing and deploying engaging content in your waiting room becomes an objective voice of fact and sincerity.

FIRST IMPRESSIONS COUNT: MORE YOU KNOW!

When did you last spend any time in your waiting room? If you are like most physicians, you enter and exit your practice through an alternate entry and, as a result, you seldom see the waiting room that generates first impressions and sets the tone for the visit. If patients are uncomfortable, their anxiety extends back into the exam room. Seeing your waiting room as your patients do is vitally important to your business because it delivers clues as to what kind of care a patient can expect. How long has it been since the cleaning service touched the baseboard? Who would want to touch, never mind read, one of those dog-eared magazines?

What's that mysterious carpet stain? Who chose that music? The waiting room should be representative of the excellent care you provide, not an out-of-date holding station. Patients are increasingly aware of the physical and emotional context in which a business' products and services are delivered.

According to MarkeTrak VIII, the attributes of a hearing care office are among the 11 most-important "best practice" factors for consumers recommending a hearing care professional and the repurchase of hearing aids. In this respect, few places are more important than your waiting room. It's here that your patients first get a feel for your practice and services. And it's the perfect place to make a great first impression.

Aim for WOW when creating a first impression. Sometimes it is enough to deliver the right product or service at the right price at the right time. But increasingly, it is not. How many other practices within driving distance offer the same product at a comparable price? As competition steps up from market consolidation, online hearing aid sales, and the introduction of PSAPs, you have to make sure your patients understand the differentiating value your practice and services offer — creating a "wow" in the patient's mind is vitally important.



OPPORTUNITY: LOST & FOUND

As consumer spending habits evolve, so must your approach to new patient acquisition and retention. Complacency causes stagnation; once a business becomes stagnant in reaching and converting new patients, it takes a long time to repair the damage. For many, it's irreparable.

As a practice owner, you should always be focused on generating new patients. This continues to be the most important use of the clinic's marketing spend; however, it's become increasingly important to make sure you maximize every interaction with the patients

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According to Brian Taylor, Au.D., the average practice will see 56 patients in a typical week (23 for consultations, 10 for initial hearing aid fittings, 18 for hearing aid follow-up appointments, and 5 for other diagnostic evaluations). That is 56 interaction opportunities a week to differentiate and sell your service. Since repetition is one of the keys to learning, you need a system capable of delivering a consistent message over and over again.

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you're driving into your practice. Companies must invest in alternative marketing vehicles that interact with patients throughout the purchase process. It becomes amplified during the crucial product evaluation phase as patients seek information, reviews, and recommendations

before making their purchase. Influencing the patient's decision at this critical point requires that you integrate point-of-care systems along with your traditional media to improve the emotional connection with the patient.

Digital signage & streaming video content platforms are now more affordable than ever. Understanding the cost also may help to alleviate any concern that this investment will detract from a practice's core marketing initiatives. Based on the typical number of weekly patients, the total added cost to your marketing budget for a custom digital signage platform works out to be about 40 cents per patient per day (subscription fee/work days/average daily patients).

Compared to the average patient acquisition cost of \$312-\$332 (numbers vary for every practice) per binaural sale and an estimated 80% binaural fitting rate, a digital signage system is an inexpensive tool perfectly suited to chip away at the 20% of lost sales while working consistently on lifetime patient value.

For the first time, businesses are able to have complete control — mastery, even — over all of their media assets, marketing materials and public-facing content across as many locations as they want. In other words, it gives complete control of the company's brand to the people who can make the most out of having that control. Picture this- you launch a new product and instantly your patients are made aware of it. By investing in digital signage you have far greater control over your brand. It's that simple.





A NEW COMMUNICATIONS ERA?

Digital signage also represents a fundamental shift in the ways businesses must think about their marketing collateral and their communications, which always brings unique challenges. Companies have become very used to the systems and techniques they have honed when it comes to communicating with their customers. Asking them to set aside those decades-old techniques and replace them with something entirely new is significant. But properly integrating digital signage into a business environment gives owners the opportunity to create entirely new experiences that connect more emotionally, which often are far more effective than the ones they replace.

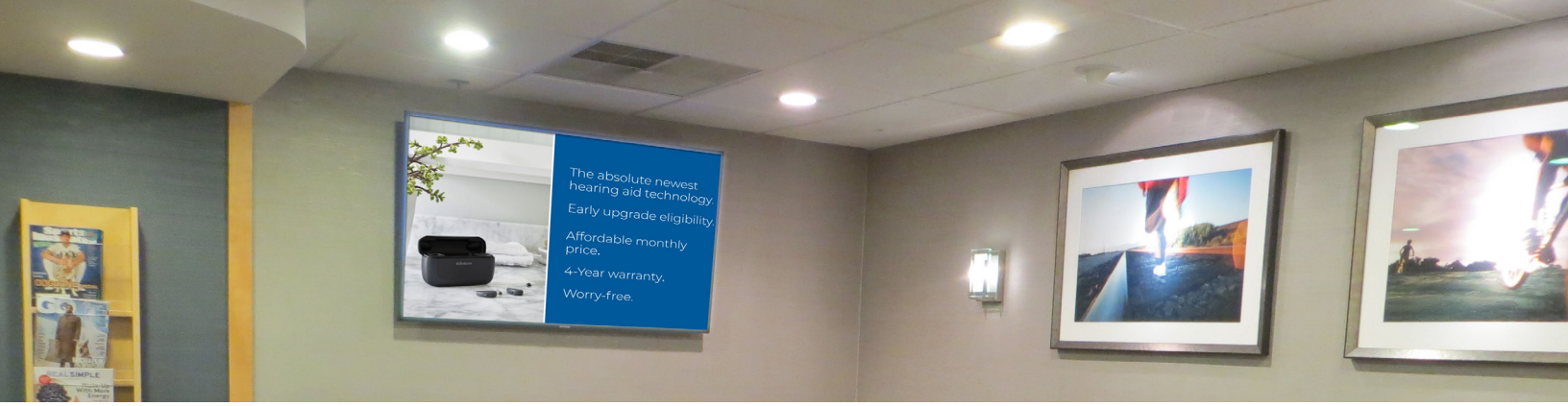
When asked, how long before digital signage is an established “must-have,” considered to be just as essential as POP displays and POS systems? Brian Arding, senior vice president and chief marketing officer at Nanonation, a software company creating customer experience technologies and a leading voice on digital signage said, “I think we’re already seeing this. Virtually every new retail store deployment or redesign is including multiple digital media technologies into their buildout plans. With companies realizing both the

increased efficiencies in media deployment, messaging and execution of campaigns, combined with the impact on the overall customer experience, it’s becoming easier and easier to make a case for including these systems into a variety of environments.”

According to an Arbitron Out-of-Home Digital Video Display Study, Americans encounter OOH digital video displays in a wide variety of venues, including gas stations, movie theaters, airports, doctors’ offices, stadiums/arenas and health clubs. More than one in five Americans aged 18 or older have seen a digital video display at a movie theater (21%) or gas station (22 percent) in the past month and nearly one in five have noticed video screens at a doctor’s office or hospital (19%) and stadiums/arenas (18%). This was in 2009 and the numbers continue to grow.

Ardinger continues “Today, digital delivery for an in-store branded media network incorporates everything from entertainment and video, music, etc., to not only entertain customers as they’re walking by, but also to give them an information source about new products, new offerings, and delivering it in such a way that it ‘wows’ the customer and create an immersive environment.”





TO BUY OR NOT TO BUY

There are many factors that influence patients buying decisions. What your buyer is thinking and how he is feeling about the decision are two different things. It's important that we focus on both. Fact sheets, spreadsheets and ROI calculators are vital tools, but they are not always enough. The Practice owner and staff must tap into the patient's underlying buying motivations and emotions as well as connecting with the patient's logic and analysis. In short, the practice owner must justify with numbers and compel with emotions.

Remember that captive audience sitting in your waiting room? We can tell you they're watching. Custom programming leads to patient-initiated questions, and more informed patients refer your products and services to friends and family. Ultimately, they are more likely to purchase from you in the future. By presenting visually stimulating, relevant digital information to your patients frequently enough to impact their buying decisions, your practice will grow and, who knows, you might just enjoy spending more time in your own waiting room!

Learn how to use CDM TV's digital signage/streaming video content management platform to engage your patients and convert more sales to increase your revenue. Contact us to schedule a free consult call.



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