

DO YOU HAVE
BORED PATIENTS
SITTING IN YOUR
WAITING ROOM?



PROPOSAL FOR  HENRY SCHEIN® DENTAL CLIENTS



PATIENT LOUNGE TV
Powered by JSP MEDIA GROUP



PATIENT LOUNGE TV
Powered by JSP MEDIA GROUP

#VideoMarketingWorks
#YourVisionOurBusiness

#2
HELLO

Thanks for asking us to send you a proposal for your waiting room TV solution.

As technology has advanced, we've simply come up with new and innovative ways to watch more videos. According to David Maister, author of '*Psychology of Queuing*' and: '*Unexplained Waits Feel Longer Than Explained Waits*'

“Keeping patients informed and / or distracted can improve the overall healthcare experience. Educating patients about flossing, alongside the latest news could help lower anxiety and physiologically reduce waiting times”.



What if you could hire an effective, non-stop salesperson — a salesperson who was always at your practice, continuously selling, never taking a break, never getting tired, and never getting paid?

Meet **PATIENT LOUNGE TV**. It displays useful information about your treatments and acts as a continuous, silent and ethical sales tool within your waiting room. All without you lifting a finger!



PATIENT LOUNGE TV
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WHAT ARE THE TRUE BENEFITS OF PATIENT LOUNGE TV

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- 📺 Interact with patients
- 📺 Connect with patients who don't like to be "sold to"
- 📺 Great for treatment promotion
- 📺 An excellent way of connecting to your patients on a human level
- 📺 Educate nervous patients
- 📺 Change content depending on the situation
- 📺 Consistently catch your patients' attention
- 📺 Improve the appearance and environment of your waiting room
- 📺 Allow you to stand out from local and national competitors
- 📺 Always present your most current promotions
- 📺 Outperform static signs
- 📺 Get ready for more sign-ups to your special offers
- 📺 Enjoy earning the additional income

Patient Lounge TV is a powerful tool. It upgrades your practices' atmosphere and environment, all while acting as a continuous, silent salesperson — one who doesn't require a salary, commission, benefits, or time off.

You wouldn't hesitate to hire such a valuable person, so why not make the move to bring Patient Lounge TV into your waiting room?

#3
BENEFITS

WHY? HOW? WHAT?

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#YourVisionOurBusiness

WHY?

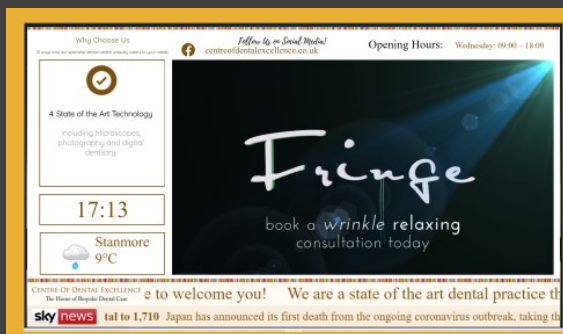
We believe every dental practice should communicate with their patients in the most engaging, efficient and authentic way possible

HOW?

Patient Lounge TV provides unique and bespoke (HD) dental videos which are produced by broadcast professionals which enable practices to market themselves effectively using the medium of video

WHAT?

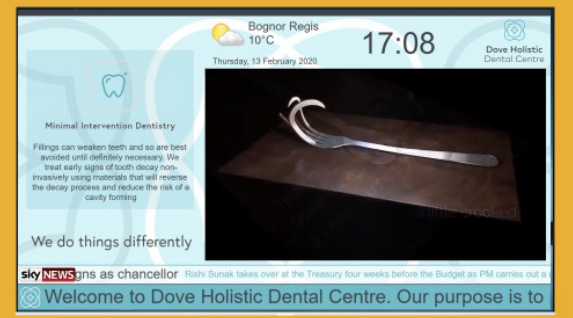
Patient Lounge TV, powered by JSP Media Group is a specialist dental video marketing company which produces high quality video marketing solutions for waiting rooms



CENTRE OF DENTAL EXCELLENCE



CHURCH ROAD DENTAL



DOVE HOLISTIC DENTAL CENTRE

#4 WHY



PATIENT LOUNGE TV
Powered by JSP MEDIA GROUP

WHAT'S INCLUDED IN THE PACKAGE FROM PATIENT LOUNGE TV?

- Next generation Patient Lounge TV Media Player
- Easy to use content management software
- Unlimited high quality videos to use
- Free updates to your TV content
- Dashboard access to allow you to upload your own content
- Free training and telephone support
- Complementary How To Videos
- Free and bespoke layout design including your logo and brand identity



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#5
INCLUDES

WHAT ARE THE FOUR E's OF PATIENT LOUNGE TV?

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#9
FOUR E's



EDUCATION

By teaching your patients about the different treatment options you offer, they become aware of the benefits and so are more likely to get a treatment with you

EMOTION

Share your practices' values, community involvement and any charitable contributions or achievements that the practice has achieved

ENTERTAINMENT

Keeping your patients engaged whilst they are in the waiting room, reduces perceived waiting times

EXPERIENCE

Prompt your patients to share their experience on your Social Media channels or receive an incentive like telling them about a refer-a-friend incentive you may have

WE ALSO PRODUCE MARKETING VIDEOS FOR YOUR PRACTICE

We are a team that live, breathe, eat and sleep video and everything that goes with it. What sets us apart is that we're able to deliver film and television industry quality video production with our combined experience and unique expertise.

We are passionate about creating the ultimate video package to help your practice grow and we pride ourselves in giving you exactly what you need.





PATIENT LOUNGE TV
Powered by JSP MEDIA GROUP

WHAT DIFFERENCE CAN PATIENT LOUNGE TV MAKE TO MY WAITING ROOM?

You probably walk into your waiting room every day without noticing what patients, both new and existing see. Their patient journey probably begins and ends in your waiting room. With this in mind, you want the room to be as aesthetically pleasing as it can be and having Patient Lounge TV there sitting quietly in the corner doing it's job, completes your patient lounge experience.

Take a look at the example waiting rooms below. Which room do you think your patients would be more comfortable in?



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DIFFERENCE



PATIENT LOUNGE TV
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WE ALSO OFFER PHOTOGRAPHY SERVICES

Professional photography makes your practice website stand out. It stimulates the professional feeling whenever your patients (both new and existing), visit your site. This will inevitably create a personal link between the patients and your practice.

Your practice will be more reputable looking at printed materials, websites and social media.

Strive to make your photos appealing and not resort to using stock photos. In the end, the money that you invest in professional photography is worth it, particularly if the essence of your practice's treatments are shown in the correct light.

You get:

- | Professional JSP Photographer
- | High resolution cameras and lighting
- | High resolution images, including all copyright transferred to practice
- | First 1,000 images are included in the cost
- | We'll liaise with your chosen web producer to ensure your images appear correctly on your website and elsewhere
- | Target your social media patients
- | Show off the personality of your practice and of your staff
- | Produce patient awareness
- | **INCLUDED:** Formats for inclusion in brochures, websites, posters, etc

The price of the photography includes all the above at only £695 + VAT, { £834 }



#VideoMarketingWorks
#YourVisionOurBusiness
PHOTOGRAPHY



FOR A 28-DAY
FREE TRIAL
CONTACT US ON:

01276 61777

info@patientloungentv.com

www.patientloungentv.com



HALF PRICE PATIENT LOUNGE
TV MEDIA PLAYER AT ONLY
£99 (USUALLY £199)



ABOUT PATIENT LOUNGE TV

At Patient Lounge TV, we specialise in creating high-quality, bespoke waiting room videos.

We focus on how best to promote the treatments and services you offer within your practice and presenting it in such a way as to create an emotional response from your waiting patients.



VIDEO MARKETING

PROPOSAL FOR

HENRY SCHEIN[®]
DENTAL

CLIENTS



JSP MEDIA GROUP[®]
YOUR VISION. OUR BUSINESS

#YourVisionOurBusiness

#VideoMarketingWorks

Thanks for asking us to send you a proposal for your video marketing project.

As technology has advanced, we've simply come up with new and innovative ways to watch more videos. According to a recent study by eMarketer:

“Digital video viewing is one of the most common digital activities in the UK. eMarketer estimates 43.2 million people in the country will watch digital video content via any device at least once per month.

An estimated 65.1% of the UK population will be digital video viewers and many of those viewers are 1200% more likely to share on social media than just plain text and links combined.”



The power of video has been used for a variety of different purposes: to entertain, to teach, to inform, to advertise, to promote and even to engage. Just as every business has a purpose, every video has a purpose.

With the right tools and a distribution plan, you can use the influential power of video to help you grow your practice.

Having produced **1000s** of marketing and clinical videos, we know how to produce videos to make your practice stand out from the rest!





JSP MEDIAGROUP
FOR YOUR BUSINESS

BENEFITS OF VIDEO MARKETING WITH JSP MEDIA GROUP



- ❁ Excellent way of driving new business and educating existing patients
- ❁ Gives your practice a great branding and a strong local identity
- ❁ Great for treatment promotion
- ❁ An excellent way of connecting to your patients on a human level
- ❁ Stimulate your patients' emotions with easy to understand video content
- ❁ Who better to explain the benefits of your service or treatment than your own staff and/or patients
- ❁ Patients will have a much greater understanding of your treatments and services after watching your video
- ❁ The additional benefit from on-line video is that just by offering the option to watch a practice video is already a selling point and is helping conversion rates increase

INTEREST FREE
CREDIT AVAILABLE

5
MONTHS

#VideoMarketingWorks
#YourVisionOurBusiness

#3
BENEFITS

EXAMPLES OF OUR WORK & WHAT WE WILL NEED FROM YOU

WE REQUIRE:

A confirmed shoot date

To book in a maximum of 4 patients on the day of the shoot, who are block booked in 30 minute time slots

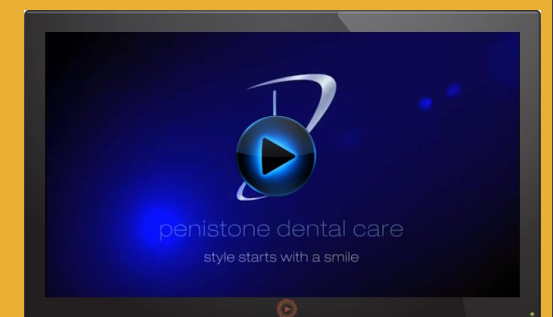
(For example, first patient in at 09:30, the second in at 10:00, third in at 10:30, etc...)



BOW HOUSE DENTAL'S VIDEO



ECKINGTON DENTAL'S VIDEO



PENISTONE DENTAL'S VIDEO



WHAT'S INCLUDED IN YOUR VIDEO MARKETING PACKAGE FROM JSP MEDIA GROUP?

- | Suitable music throughout
- | High Definition, professional filming for one day at one location
- | Editing – with sign off at every stage
- | Voice-over
- | Up to 4 Patient testimonials – including coaching
- | Principal interview – including coaching
- | Shots with Clinicians working
- | Interior and exterior shots
- | We'll liaise with your chosen web producer to ensure your video appears correctly on your website

The price of the video includes all the above at £2995 + VAT, { £3594 }

 **HENRY SCHEIN**[®]
DENTAL

SPECIAL OFFER

- | **INCLUDED:** Video optimisation package to help your new video come up on a Google search **WORTH £420**
- | **INCLUDED:** Practice branded YouTube channel creation with these videos uploaded and optimised **WORTH £375**

Once the payments have been paid in full, there are NO other charges



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#5 INCLUDES

PLAY, PAUSE, RECORD, REPEAT – WHAT DOES THIS MEAN FOR YOU?

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PLAY

Bespoke promotional videos for websites and search engines

Professional video script writing and directing

PAUSE

DIY video marketing training packages

In-house team skill building

RECORD

Professional video editing

Custom animation and step-by-step instruction

REPEAT

Video SEO

Patient lounge engagement

PATIENT LOUNGE VIDEOS

Promote your treatments to patients while they wait, via professionally produced videos for increased treatment queries, uptake and referrals.

Contact us today for a demo:

01276 61777



#SERVICES

WHAT OUR CLIENTS SAY ABOUT THE SERVICE THEY RECEIVED FROM US

#VideoMarketingWorks
#YourVisionOurBusiness



Jas Gill
Dentist



Chris Barrow
Coach



Krishan Joshi
Websites



Ashley Latter
Dental Trainer



Marcus Spry
Dentist



Alan Holland
Endontist



SMILE, YOU'RE ON CAMERA!

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The price of the
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£695 + VAT, { £834 }



JSPMEDIAGROUP®
YOUR VISION, OUR BUSINESS

01276 61777

info@jspmediagroup.com

www.jspmediagroup.com



ABOUT JSP MEDIA GROUP

At JSP Media Group, we specialise in creating high-quality videos.

Together, we focus on narrative storytelling to produce cinematic images that inspire an emotional response from your audience.

For more information, contact us on any of our details above.

