

DO YOU HAVE
BORED PATIENTS
SITTING IN YOUR
WAITING ROOM?



FREE TRIAL OFFER



PATIENT LOUNGE TV
Powered by JSP MEDIA GROUP



PATIENT LOUNGE TV
Powered by JSP MEDIA GROUP

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!

#VideoMarketingWorks
#YourVisionOurBusiness

#2
HELLO



PATIENT LOUNGE TV
Powered by JSP MEDIA GROUP

WHAT ARE THE TRUE BENEFITS OF PATIENT LOUNGE TV

#VideoMarketingWorks
#YourVisionOurBusiness



- 📺 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?

#VideoMarketingWorks
#YourVisionOurBusiness

WHY?

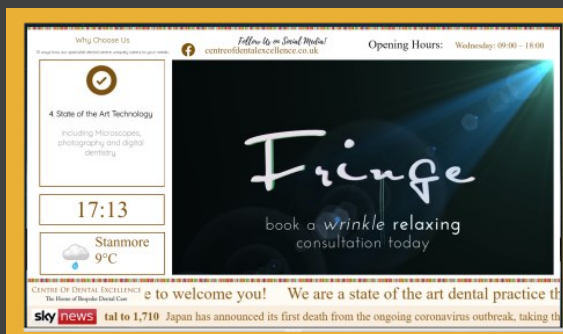
We believe every dental practice should communicate with their patients in the most engaging, efficient and authentic way possible

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?

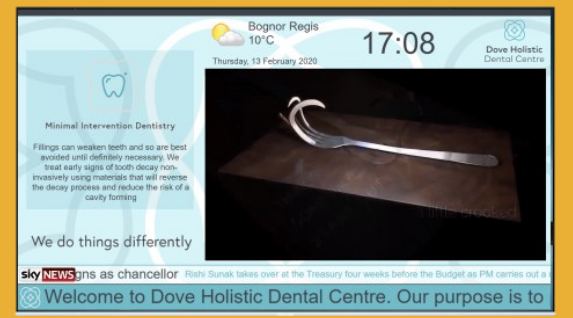
Patient Lounge TV, powered by JSP Media Group is a specialist dental video marketing company which produces high quality video marketing solutions for waiting rooms



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



#VideoMarketingWorks
#YourVisionOurBusiness

#5
INCLUDES



PATIENT LOUNGE TV
Powered by JSP MEDIA GROUP

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

#VideoMarketingWorks
#YourVisionOurBusiness



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.



#9
FOUR E's



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?



#VideoMarketingWorks
#YourVisionOurBusiness

#7
DIFFERENCE



PATIENT LOUNGE TV
Powered by JSP MEDIA GROUP

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



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.