

# Air Your Care



**BRAND TV IS** A marketing tool that airs personalized, uniquely branded content on television(s) within your practice. Programming can change weekly and is customized to meet your organization's communication needs. It's all framed around your specific team and practice capabilities!

## BRAND TV CAN HELP

- **Promote Various Revenue Streams**
  - Educate your patients on ALL services and products offered.
- **Build Patient Connections**
  - Engage them through a personalized, immersive experience.
- **Differentiate Yourself Over the Competition**
  - Showcase what defines your practice culture.
- **Eliminate Wait Time Complaints**
  - Distract your patients with relevant, personalized content.
- **Position your Practice as a Healthcare Thought Leader**
  - Become the practice known for providing value through innovative, shareable content.



## BRAND TV INCLUDES

20 minutes of programming exclusive to your practice. It is crafted to meet your organization's specific communication goals and can be a blend of educational pieces, treatment spotlights, patient testimonials, service line promotions, team bios, practice culture statements, FAQs, etc. It even comes with add on options for weekly and monthly program updates!

