

Patient Education Brochures

These attractive brochures are printed in vivid color on coated paper to insure maximum appeal to your customers. Each brochure is customized with your logo on the front and a picture of your facility and contact information on the back. A terrific tool to cross-sell your hospital service line.

TVC brochures are offered in a variety of topics and are available for the following programs:

- Spine • Joint • Cancer • Imaging
- CardioVascular • Women's Health

Check TVC's website for a complete listing of titles.



DoctorBox®

Available for all programs, TVC's DoctorBox® Kits are some of the most effective marketing tools available to hospitals today. They contain full-color, framed wall displays and a library of custom patient education videos. DoctorBox Kits save your physicians time, improve patient satisfaction and connect physicians and patients to your hospital services.

The wall boards are customized with your hospital's logo and displayed in the surgeon's waiting room. The boards become focal points for answering basic questions about key treatments and diagnoses. Coupled with the treatment-specific videos, they offer your physicians a powerful arsenal of educational tools that increase efficiency and insure consistent patient education.

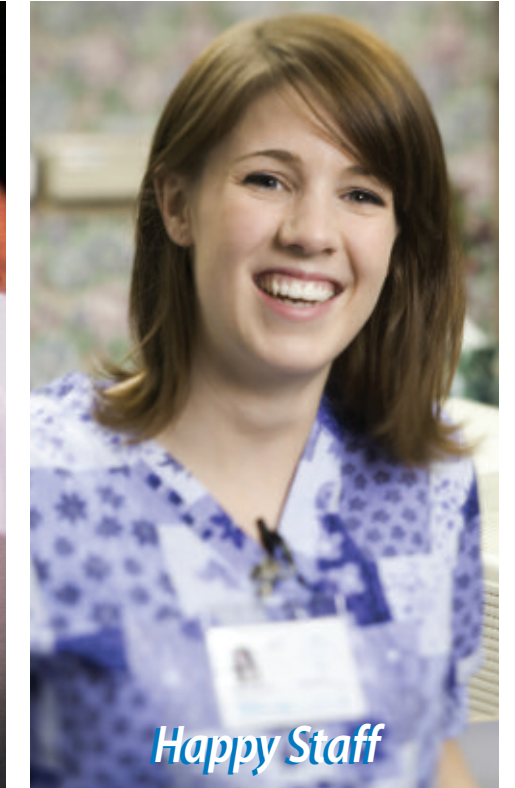
DoctorBox Kits are advertisements that sell your hospital where it counts... in front of patients.

TVC®
Healthcare & Marketing Solutions

Feature Products Produce...



Happy Physicians



Happy Staff



Happy Patients

You can purchase many products found in TVC's award-winning programs individually. Each product is designed to improve physician engagement, increase patient volume and reduce hospital costs.

Steps to Success®



Steps to Success GuideBooks are an excellent tool for conveying necessary information to patients. Given out before surgery, the GuideBook provides a concise and authoritative place for patients to get precise information. This will prepare them for all phases of the surgery and can greatly reduce informed consent lawsuits. GuideBooks set the expectations and improve customer satisfaction for pre-op through post-op.

GuideBooks are fully customizable and includes standard information regarding surgery, treatments, procedures, exercises and at-home instructions. Available for the following programs:

- Joint • Spine • Cardio • Vascular • Women's Health

Given to patients upon discharge, HomeWork® kits contain videos and full-color brochures that help extend your "critical path" into the home. They answer questions about home safety, medication, nutrition, wound care and rehabilitation. The videos provide an interactive source of information that actually assists the patient in the rehabilitation process. They are available for the following programs:

- Joint • Spine • CardioVascular



Use of HomeWork kits can:

- Foster independence
- Dramatically increase patient satisfaction – According to Press Ganey, post-op instructions equals 35% of patient satisfaction
- Reduce costly home-care visits
- Reinforce and validate the instructions given in the hospital
- Reduce post-operative phone calls to your physicians and staff

Pre- and Post-Op Videos

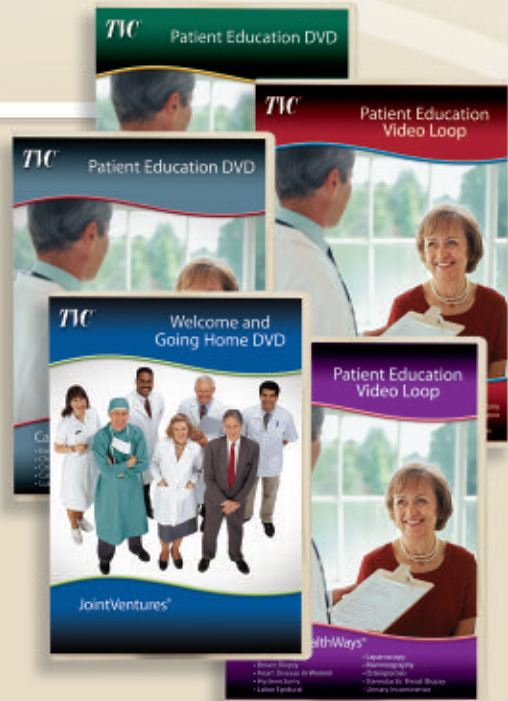
A series of videos that help explain common conditions and treatments, relieving the physician or office staff from having to repeat the same basic information over and over. The use of videos can:

- Ensure a consistent message to improve the informed consent process
- Significantly help educate and set patients expectations
- Increase efficiency for the physician in time spent educating the patient. This allows the surgeon to address only information not covered by video or information specific to that patient.

Videos are offered in a wide variety of topics and are available for the following programs:

- Spine • Joint • CardioVascular
- Cancer • Women's Health

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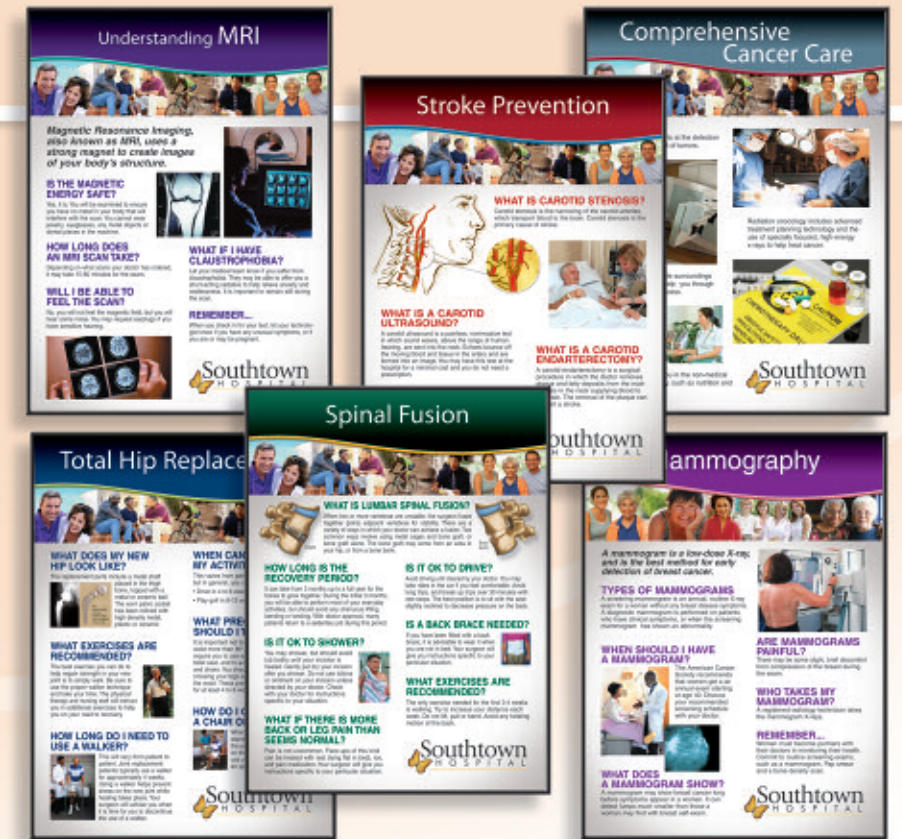
Wall Displays

Wall displays are a great way to provide patients with answers to basic questions regarding medical conditions and treatments. These full-color wall displays are printed with your hospital's logo, laminated, framed and ready to hang. For your convenience, TVC offers two sizes (22.5" w X 30" h and 30" w X 40" h).

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Seminar Toolkit

Seminar Toolkit is an innovative and exciting external marketing program for your hospital and participating specialists. It is truly a turnkey package that includes everything you need to conduct community education seminars. Included are:

- An instruction manual
- Successful Presentations training DVD
- An engaging, professionally produced DVD presentation (customized with hospital logo)
- Opening and Closing Scripts
- Customized, Getting a Good Diagnosis brochures
- Newspaper ads for your seminars
- Dry-erase seminar signs (2)
- VIP stickers (Very Important Patients)
- Seminar anatomy boards
- Knee, hip & shoulder X-ray panels

Seminar Toolkits are available for:

- Joint • CardioVascular
- Spine

