WAITING ROOM MARKETING



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- Create a more tailored healthcare campaign
- Accelerate the effective delivery of your message
- Get healthcare consumers to take action

Wait Marketing

Studies show that healthcare consumers are twice as receptive to what they see and hear while waiting.

Best point of contact:

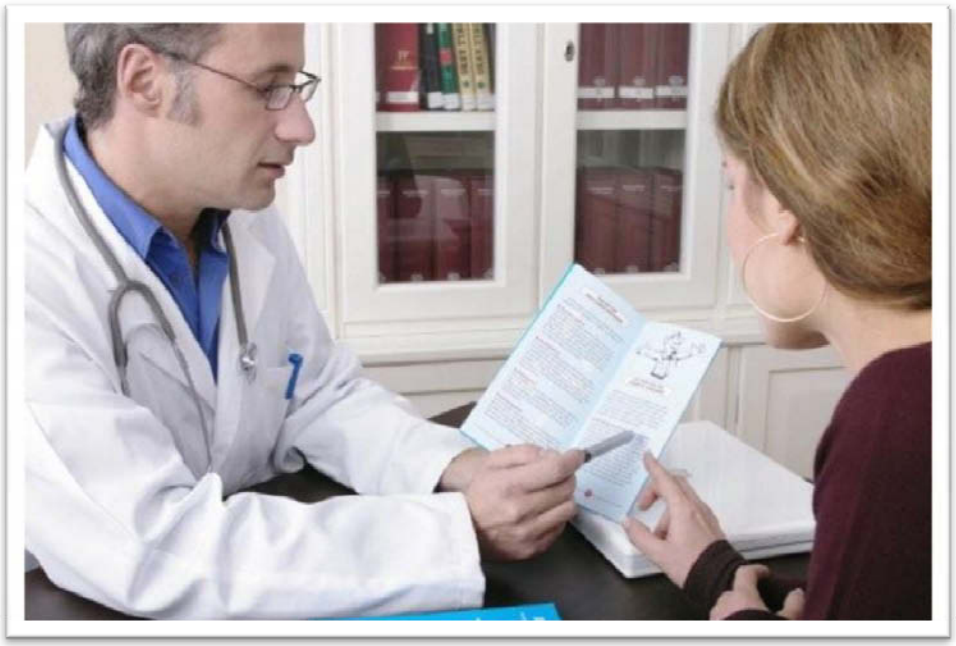
- **In the waiting room**
- **At the pharmacy**



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Targeted Brochure Placement

- Brochures self selected by healthcare consumers
- Brochures are often read and replaced several times before being removed
- Healthcare consumers believe brochures are endorsed by healthcare professionals
- Encourage doctor patient healthcare dialogue
- Doctor visits are followed by pharmacy and supermarket visits





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Targeted Poster Placement

Fixed poster placement

- At pharmacies and in waiting rooms
- Through GP, Mother Child and Pharmacy networks
- Cost includes a serviced brochure pocket alongside or under your poster

Static poster print and placement

- In doctor consulting rooms in GP and Mother-Child networks or at specialist locations specified by you (e.g. Urologists, Opthalmologists etc.)



STATIC



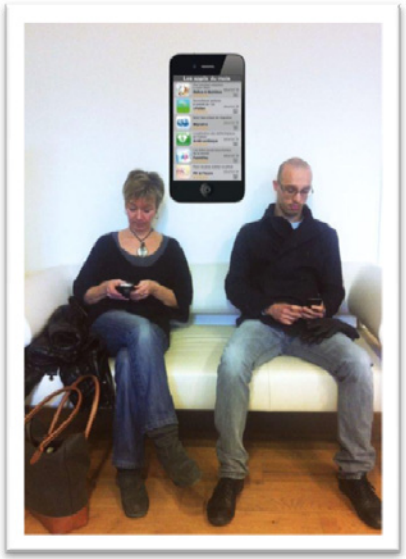
FIXED

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“Health Quiz” Mobile Marketing

Mobile’s ability to drive brand awareness, affinity, and purchases is rapidly increasing. So we’ve created “Health Quiz”, the first waiting room mobile website in the world. The health issue in your brochure or poster is linked to one of more than 30 educational quizzes.





Free for clients with 12 month brochure display contracts

Patients access and complete the quiz by selecting one of three options:

- **SMS prompt**
- **Quick response QR code**
- **Via the URL www.healthquiz.co.za**

End of quiz questions evaluate your message based on:

- **Interest**
- **Recommendation**
- **Dialogue with doctors**

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GP Network

1200 high traffic targeted locations in doctor and clinic waiting rooms

Approximate reach:

1200 waiting rooms
x 3 doctors
x 500 patients per month
x 12 months
= 21.6 million patient moments per annum





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Mother-Child Network

Targeted specialist locations in Gynaecologist, Paediatrician, Clinics, and Storks Nest waiting rooms

Approximate reach:

300 waiting rooms
x 3 healthcare professionals
x 500 patients
x 12 months
= 5.7 million mother contacts per annum





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Pharmacy Network

Create greater impact for your brand at point of sale

- **60 Dischem stores nationwide and growing**
- **Healthcare brochures situated at the busiest section, at the dispensary queue**



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Doctor Patient Communication

Point of care is where doctor-patient dialogue happens. Become part of that conversation. We provide exclusive access to healthcare education materials and doctor aids from the worlds leading medical publishers.



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Static Posters

Increase the likelihood of your message being displayed in doctor consultation rooms.

- Easily portable, recyclable, no adhesives - won't harm
- the surface to which it clings.
- Can be placed in specified locations
- Supplied in full colour in bundles of 20
- Costs vary depending on client specified placement
- locations



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Contact Us

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