

# MDA TELEVISION NETWORK

Endorsed by



## Your Practice, Your TV Channel

PURE *M*ICHIGAN®

MDA Members now have access to their own Private Television Channel.

— *Relax and Inform Your Patients* —  
*Brand Your Practice • Increase Revenue*



... Your Television Channel



- ① Video Zone
- ② Branding Zone
- ③ Live Text Zone
- ④ Right zone for Advertising



**BENEFITS**

- Reduce patient anxiety
- Reduce perceived wait time
- Educate and inform patients about your products and services
- Dynamically greet, recognize and thank patients and staff
- Exclusive MDA Member pricing
- Eliminate competitor's advertising
- Increase revenue
- Share in advertising royalties



[www.eScapesDentalTV.com/mi](http://www.eScapesDentalTV.com/mi)

(734)682-3409

**Having your own Private Television Channel  
will enhance your practice and give your  
staff the tools they need to maximize revenue.**

**But don't take our word for it...**

**"The staff really loves the PTC in our office. It continually changes the landscape in the office, we're always looking at some sort of new view, so you kind of feel like you're going on a vacation every day."**

**- Dr. Noel Jackson, DDS**

**"What I like best about it is it seems to relax our patients much more, especially with the one on the ceiling. We're a full service dental office and people don't know that we do all that stuff. We advertise family services, implants are on there, bleaching specials that we run, child care, sealants, every service that we have is up there at some point."**

**- Amy Q., Dental Assistant**

**"I like that it's customizable for our particular practice. It's a nice way to let patients know what's going on, whether it's something actually inside the office, a special event or maybe something outside the office that we're doing."**

**- Holly E., Office Administrator**



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**25 S Monroe St, Suite 200 • Monroe, MI 48161**

**phone: (734)682-3409 • fax: (734)241-4416 • e-mail: [info@myptn.com](mailto:info@myptn.com)**

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