



## Private Television Channel (PTC): Problems v. Solutions

### **PROBLEM:**

"If my practice doesn't add modern features to update its appeal, I'll lose patients. The new dental office down the block has been attracting many new patients, while our business has dipped. We need to do something to update the atmosphere and improve the patient experience."

### **SOLUTION: ADD AN AMENITY THAT IMPRESSES**

Adding a PTC to your reception area and operatories will impress everyone who walks through the door. With crystal-clear HD images and great sound, your practice will instantly appear more modern and inviting.

### **PROBLEM:**

"How can I ease patients' anxiety during lengthy wait times and treatments? When the appointment book fills up, wait times are inevitable. I need to keep patients' minds occupied in the waiting room and in the exam rooms, so they don't view waiting as wasted time or lost opportunities."

### **SOLUTION: REDUCE PERCEPTION OF LENGTHY WAIT TIMES**

A PTC is the ultimate solution for bored and anxious patients. eScapes' programming is a calming and beautiful way to help patients take their minds off the wait and nervous anticipation of treatment.

### **PROBLEM:**

"How can I make patients aware of all the elective services we offer without sounding like a salesman?" "We're so busy doing routine checkups, cleanings and other procedures like fillings, root canals & crowns that we don't have the opportunity to talk with them about elective services like veneers, sculpting and teeth whitening."

### **SOLUTION: MAKE PATIENTS MORE AWARE OF ALL THE PRODUCTS AND SERVICES YOU OFFER**

A PTC is the perfect way to market your services and products in a subtle, but very effective way. The SGAs in the right zone are designed to draw your patient's attention to them so they can learn about what you offer without breaking the therapeutic "spell" of the beautiful scenes they're enjoying on the screen. Your assistants and hygienists will also be more aware and be ready to talk with patients about elective services.

### **PROBLEM:**

"I need an easy (and appropriate) way to create ambient noise to protect my patients' privacy. We need to take measures to protect the confidentiality of conversations here in the office. When a doctor is discussing a sensitive issue with a patient, they need a show or music to prevent another patient, waiting quietly in a nearby observation room, from overhearing the diagnosis." [Possible HIPAA issue]

### **SOLUTION: CREATE WHITE NOISE TO PROTECT PATIENT PRIVACY**

PTC offers amazing therapeutic scenery from around the world with nice contemporary music to provide not only a relaxing environment, but helps ensure the privacy of sensitive conversations.

**PTC is the cure for dated dental offices, reducing patient anxiety & marketing all the services you offer.**

- Perfect for patients of all ages—eScapes is appropriate for everyone.
- Gain a competitive edge—PTC helps to differentiate your dental practice from the one down the street.
- Enhance your atmosphere—When patients walk in and see your PTC, they'll feel at ease, knowing you are committed to providing a comfortable patient experience.
- Protect your patients' privacy with your PTC to prevent vital information from being overheard.
- Boost loyalty and acquisition—Not only will patients who have a positive visit come back year after year, but also they'll be more likely to refer their friends and family.
- Make wait times fly by in your reception area.
- Calm anxious patients in your treatment rooms/operatories.
- Improve the break-room for your staff.
- Give yourself a break with eScapes in your own office on your very own PTC.