



It's Your Practice; It's Your Audience

Dentists who use television, DVDs, Netflix or any other licensed media for their patients run the very real risk of legal troubles and significant fines from the Motion Picture Association of America (MPAA).

Even if you're using DVDs that you own, it is still illegal to show them in your lobby or operatories. Fines can run as high as \$150,000. It's also illegal to use DVDs that patients supply. And finally, by using DVDs, Netflix or even cable TV they're also missing out on the opportunity to improve their patient's experience, market their practice in an extremely effective way and sell more elective services.



The eScapes Dental TV Network recognized the need practices have to relax and positively engage their patients and eliminate the risks they face using DVDs or streaming services, so we developed Private Television Channels (PTC). A PTC offers amazing license-free programming that patients and staff will absolutely love in a way that will allow practices to brand themselves to their patients and effectively market their elective services to them.

When you turn the TV on in your practice you have the opportunity to communicate to your audience every single day. If you're using cable TV and displaying the Weather Channel or the Food Network in an attempt to avoid offensive, controversial or violent content, you're missing a huge opportunity. Your PTC will relax your patients with incredible scenes from around the world while listening to popular adult contemporary music. Your PTC also gives you the opportunity to brand your practice while subtly and effectively marketing your practice and elective services to them.

eScapes Dental TV knows you don't have all the time you'd like to educate your patients and talk to them about all the benefits that come with being a patient at your practice, that's why having a PTC is so important. Everyday your practice is open and your TV is on, you're supplying an audience to whatever network you're showing, and that network is advertising everything but you and your practice.

eScapes Dental TV on your PTC lets you communicate with your patients and gives your staff the opportunity to talk more about what you do. Take control of the screens in your own practice and give your patients a beautiful and relaxing experience that your staff will love as well. The amazing programming will change the setting of your office every day and your patients will take more notice of all the services you offer.

It's your practice and your patients are your audience. Give them a positive and relaxing experience every time they visit, and give yourself the positive experience of branding and marketing your practice in an incredibly effective way. Please visit: eScapesDentalTV.com and learn how to get a PTC for your practice.

Source: Motion Picture association of America, HBOGo.com, Netflix.com