



**Waiting Room Theater**

PERFECT AUDIENCES DELIVERED

# Waiting Room Theater

The first patient education and marketing program designed for the waiting room



**Intro Presentation for Charter Advertiser Participation**

# The rationale for Waiting Room Theater is based on **two paradigm shifts**

## 1. Dental practice economic trends

- Fluoridated water and advanced enamel sealing have reduced the need for traditional dental care
- There are many new dental technologies and elective procedures which patients do not know exist, from teeth whitening to straightening, snore guards, etc.

**Maximizing revenue through patient education is the WRT value proposition to dentists**

## 2. Consumer media trends

- Splintered media with hundreds of cable channels and the Internet
- Growth of TiVo and other digital devices expected to tune out much of remaining broadcast advertising

**It is increasingly difficult to grab the attention of consumers**

# Waiting Room Theater Concept

## **Video “edutainment” designed exclusively for the waiting room of a busy dental practice**

- Twenty minute DVD loop, updated quarterly
  - Category-exclusive participation
  - Sampling and couponing available
  - Unique patient communication AND connection via patient survey feedback
- Tested and approved by dentists and patients
    - Beta-tested for over 3 years in 6 dentist offices — over 40,000 patient exposures
    - Strong testimonial support: visit [www.WaitingRoomTheater.com](http://www.WaitingRoomTheater.com)
    - Proven upsell of elective procedures keeps dentists running the programming
  - National launch schedule
    - Q1 2005: 1,000 dentist offices
    - Q4 2005: 4,000 dentist offices
    - Q2 2006: 10,000 dentist offices

# Waiting Room Theater Opportunities

## Brand marketing

- Reach a captive audience
  - Patient mind-set receptive to health and wellness messages
  - Content-driven focus on consumer education with entertainment
  - Dedicated delivery: uncluttered, no TV clickers, no TiVo
  - Average waiting room time: 17 minutes
- Pre-empt competitive purchases, promote brand superiority
- Showcase brand features and benefits through custom infomercial-style DVD
- Stimulate trial via direct-to-patient sampling and “Save n’ Smile” coupons
- Participate in patient survey to reinforce brand benefits
- Strengthen brand equity and leadership positioning, not only with consumers but also with the dental practice

## Product placement sponsorships

- Attentive audience in an uncluttered environment
- Reinforce brand identify with on-air visibility and usage plus a call to action
- DVDs can be customized to meet micro-targeting retail and dealer needs



# Waiting Room Theater Benefits

## Consumer benefits

- Empowerment through increased education on elective dental services
- Samples and coupons to stimulate trial purchase or brand switching
- Calmer, more enjoyable and rewarding experience at the dentist's office
- Opportunity to provide interactive feedback to dentist, on office visit and procedures

## Dentist benefits

- Significantly increased revenue from elective dental services
- Reduces dentist's time/effort to upsell elective procedures
- **FREE** to dental practice
- Equipment provided by Darby Dental, turnkey delivery and installation handled by 300 Darby sales reps who already service dentist offices
- Only requirement of practice is to return minimum 50 completed surveys per quarter
- Enhanced professional appearance in waiting room

# Waiting Room Theater

## Category / brand participation

### **Oral care premiere categories, including**

- Toothpaste, toothbrush, mouthwash, breath spray/strips, fluoride rinse, dental floss, denture adhesive/cleaner
- Category exclusive
- Minimum :60 second showcase, maximum 2:00 minutes
- Right of first refusal with 2 consecutive cycle commitment
- Includes participation in patient survey
- Discounts on sampling/coupons programs

### **Health and beauty aids**

- Lip care, cold sore relief, analgesics, vitamins, hair care, skin care, cosmetics, antacids, cosmetics, eye care, diet aids, etc.
- All benefits of oral care brands, with :15 or :30 second spot exposure

### **All consumer brands**

- Travel and leisure, automotive, financial services, sports, electronics, film and music
- “Perfect Audiences Delivered” — with micro-targeting capabilities

# Waiting Room Theater

## Perfect audiences delivered... cost effectively

### Waiting Room Theater video showcase

- Note to Charter Advertisers: The WRT-TV “on-air” Launch Date is actually a roll-out during the First Quarter of 2005 into the first 1,000 dentist offices
- In order to guarantee coverage of a minimum of 1,000 dentists during our launch, WRT will continue and extend Advertiser’s TV content into ALL dentist offices through Second Quarter 2005
- Subsequent rates will be based on WRT’s adding another 1,000 dentist offices, likewise with commitment to extend and ensure contracted delivery on total number of dentist offices
- WRT projections call for adding 1,000 dentists per quarter, for a total of 4,000 by 2005 year-end, and 10,000 by year-end 2006

### 60-second video showcase rates, based on WRT roll-out schedule

Dentist office installations	1,000	2,000	3,000	4,000
Timing	Q1 2005	Q2 2005	Q3 2005	Q4 2005
\$ Cost per 90-day cycle	\$ 40,000	\$ 70,000	\$ 95,000	\$ 120,000
Patients reached (2005)	2MM	4MM	6MM	8MM
\$CPM	\$ 20.00	\$ 17.50	\$ 15.83	\$ 15.00

**Call for rates and custom charter advertiser proposal**

\* Based on average dental practice with 4,000 patients, 2 visits/year, 8,000 total patient visits/year

# Waiting Room Theater

## Perfect audiences delivered... cost effectively

### DVD presentation

- Rates quoted are for :60 second showcase for oral care
- Right of first refusal with 2 cycle (6 months) consecutive commitment
- Multiple discounts applicable: multi-cycles/programs, brand/line extensions

### Sampling

- Trial-size consumer samples hand-delivered to patients by front-desk staff
- Distribution per office per 90 day cycle: 1,000–2,000; affidavits provided
- Distribution Rate: \$70-90 /office/cycle, min. 500 offices

### “Save ‘N Smile” coupon book

- Coupon magazine format direct to patients
- Distribution per office per 90 day cycle: 1,000
- Distrib. rate: \$30-40 /office/cycle, min. 500

# Waiting Room Theater

## Pre-launch and dentist sign-ups

### **Direct Mail — 60,000 brochures and CDs**

- Thanks to Island Dental Co. and Darby Dental Supply, this January 60,000 dental practices will receive a sign-up brochure and WRT demo CD

### **Dental trade shows**

- In line with Darby's exhibiting at trade shows across the US during 2004
- Dentist conversion/sign-up rates average 90%, and WRT has already signed up over 300 dentists

### **Public relations launch**

- Expect to see articles and further dentist testimonial support in upcoming dental magazines
- All marcomm magazines (AdAge, PROMO, etc.) can be expected to share the news with brand marketers and their ad agencies

# Waiting Room Theater

## Next steps — sign up today!

### Summary for brand review

- Reach a captive audience
- Content-driven “edutainment”
- Uncluttered, professional “showcase” environment
- Category exclusive
- Get in on the ground floor, with rapid ramp-up potential to 10,000+ dentists.

**Letter of Intent, followed by participation agreement**

**Contact us today for a custom proposal and consultation on how your brand can be the star on Waiting Room Theater**

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# Waiting Room Theater

## Additional background

### **WRT — designed for dentists, by dentists**

- Dr. Jay Grossman created Waiting Room Theater for his own large Brentwood, CA practice. In addition to promoting better oral hygiene, he watched the programming increase his practice revenues substantially and continuously.
- WRT has been in 6 dental offices exceeding 40,000 patient exposures over the past two years.
- For additional info on Dr. Grossman, visit his website at [www.DrJayDDS.com](http://www.DrJayDDS.com)

### **Island Dental and Darby Dental Supply**

- Island Dental is a subsidiary of Darby Group Companies' dental division. The two entities combine for nearly 300 inside/outside sales reps.
- With over 50 years' experience, Darby's reach extends into 18 distribution facilities and it fulfills over 3 million shipments per year from leading national and local manufacturers of medical, dental and veterinary supplies, lab equipment, and pharmaceutical products.
- For additional info visit [www.DarbyGroup.com](http://www.DarbyGroup.com)

### **Award-winning video production**

- WRT-TV is produced by Mr. Robert Grossman (no relation to Dr. Grossman), co-founder of WRT and CEO of Focus Creative, a fully-integrated corporate communications company.
- For additional info on Robert, please visit [www.FocusCreative.com](http://www.FocusCreative.com)