

# Let TVC get your ducks in a row!



"With your strategic support and amazing array of materials, TVC continues to be a tremendous partner in our success. Thank you!"

## The TVC Advantage

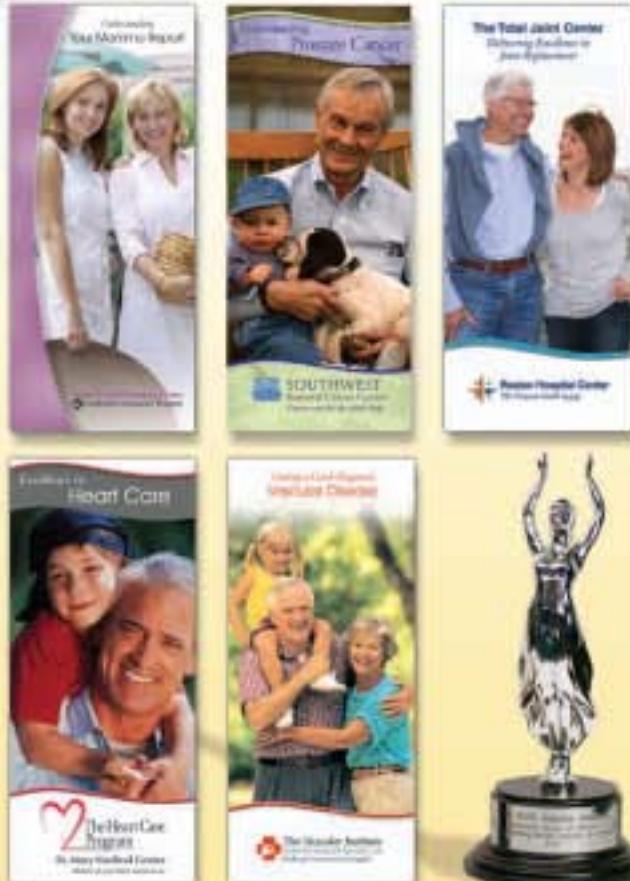
Grow patient volume. Increase recognition as a center for excellence. Become the leader in your market. How? With TVC's strategic support and consumer-driven marketing.

TVC's products can be customized with your logo, key information, content and photos. Available individually; no contract needed.

- compelling design, easy-to-understand content and more tips patients can use to stay well and recover more quickly.
- Our graphic design team can transform wall displays, brochures and videos into compelling web content.
- Don't see a title or specialty you need? Our award-winning team can produce it for you.
- Spanish brochures, videos and wall displays available.
- Get special discounts, news and limited-time offers during the year.

Sign up at [info@tvc-inc.com](mailto:info@tvc-inc.com)

*Take advantage of our bulk discounts.  
Save up to 20%*



## Websites & Social Media

The image is a screenshot of the Diagnostic Clinic website. At the top, there's a banner for 'Your One-Stop Medical Source' with a 'View Details' button. Below the banner are tabs for 'HOME', 'SERVICES', 'TESTS', 'DEPARTMENTS', and 'INFORMATION'. The main content area features a red house icon with a stethoscope around its neck. To the left of the house is the 'DIAGNOSTIC CLINIC' logo and a list of services: 'Primary Care', 'Specialty Care', 'Diagnostic Services', 'Patient Education', 'TESTS', 'DEPARTMENTS', and 'INFORMATION'. To the right of the house, there are sections for '100 Physicians & Providers' (with icons for 'Primary Care' and 'Medical Specialists') and 'Testing Services' (with icons for 'Radiology', 'Hematology/Oncology', 'Cardiology', 'Gastroenterology', 'Pharmacology', 'Urology', 'Allergy', and 'Endocrinology'). Below these are links for 'Who Are We?', 'Our Locations', 'Our Services', 'Our Staff', and 'Our History'. The bottom of the page features social media links for YouTube, Twitter, and Facebook, along with a 'View Details' button for 'Diagnostic Clinic'.

## Wall Displays & Banner Stands

## Cardio & Vascular

- Angioplasty and Stents
- Cardiac Health and You
- Cardiac Rehabilitation
- Chest Pain Treatment
- Cardiac Health and You
- Cardiac Rehabilitation
- Stroke Prevention
- Stroke Treatment
- Cerebrovascular
- Peripheral Vascular
- FAQ's - Peripheral Vascular Disease (set of 1)
- FAQ's - Open Heart Surgery
- FAQ's - Cardiac Catheterization
- FAQ's - Stroke (set of 11)
- Anatomy Boards (Heart, Vascular)
- CardioVascular Health and You
- Stroke Awareness and You
- Stroke Rehabilitation and You
- Vascular Health and You

### Other

- Diabetes
- Cold & Flu
- Fractures & Broken Bones
- Respiratory Problems
- Ear, Nose & Throat Problems

## Wall Displays & Banner Stands

## Spine

- Lumbar Laminectomy
- Lumbar Spinal Fusion
- Minimally Invasive Spine Surgery
- Neck Surgery
- Lumbar
- Cervical
- Anatomy Board (spine)
- Low Back Pain
- Sciatica
- Spinal Stenosis
- Kyphoplasty
- Osteoporosis
- Vertebroplasty
- Deep Brain Stimulation
- MRI Panels (Lumbar, Cervical)
- FAQ's Spine Replacement (set of 8)
- Flip Charts (Cervical Disc, Disc Problems, Kyphoplasty, Spinal Stenosis, Vertebroplasty)

A collage of images from the 'Family Book Fair' including a teacher, children, and book covers.

## Orthopedics/Joint

- Anatomy Boards (Shoulder, Knee, Hip)
- Minimally Invasive Joint Replacement
- Partial Knee Replacement
- Shoulder Resurfacing
- Hip Resurfacing
- Hip Replacement
- Knee Replacement
- Cortisone
- Osteoarthritis
- Foot/Ankle
- Hand/Wrist
- FAQ's - Joint Replacement

## Cancer

- Comprehensive Cancer Care
- FAQ's - Radiation Therapy (set of 9)
- Recommended Cancer Screenings
- Understanding Chemotherapy
- Understanding Radiation Therapy
- Managing Fatigue & Pain
- Diagnosing Cancer

Women & Imaging

- FAQ's - Tips for New Parents (set of 10)
- FAQ's - GYN surgery (set of 10)
- Good For You
- Women's Health Screening
- Urinary Incontinence
- Help Your Doctor Help You
- Anatomy Boards (Reproductive, Urinary Tract)
- FAQ's - Mammography (set of 5)

## Clinical & Strategic Support

In addition to patient-driven, word-of-mouth marketing, TVC assists hospitals, ambulatory surgery centers, physician offices and multi-practice centers with strategic and clinical support. This can include on-site assessment, weekly and monthly teleconferences, site visits, webinars, research reports, physician development and best practice case studies.

TVC is committed to your success and we have the tools and team to help you reach your goals efficiently and within budget. Our track record speaks for itself. We can help:

- Increase patient, physician and staff satisfaction
- Improve collaboration
- Increase profitability
- Increase surgical volume
- Improve efficiencies
- Improve outcomes
- Enhance patient experience with a "hotel amenities" program
- Improve customer service

## Marketing & Strategic Planning

## For the Doctor's Office

We recognize that your facility needs a vast array of extras to help you stand out in the market. The little things add up to give your practice the advantage and secure your reputation as a leader.

## Physician Toolkits

- Manage your practice
- Market your practice
- Lobby loop video

## Physician Tools

- Patient Bill of Rights (brochure, wall display)
- Staff training
- Notepads & staff collateral
- Signage & logos
- Healthy Living TV programming
- Mission cards
- Logo bags
- Logo pens
- Personalized postcards
- Referral rolodex cards
- Staff birthday cards
- Specialty rack cards
- Custom magnets
- Business cards/stationery
- Seminar fliers
- Billboards
- Doctor bio cards
- Websites & SEM
- Wall displays
- Meet the Docs (video)
- Public relations
- Print & TV ads
- Physician referral campaign

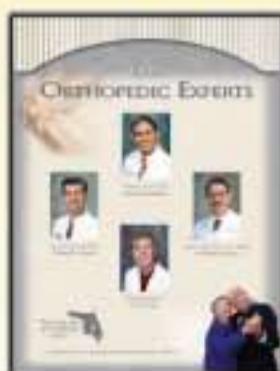


## On-Site Assessments

- Clinical evaluation
- Operational evaluation
- Unit evaluation
- Competitive analysis
- Rehab and group therapy evaluation
- Nursing evaluation & guest relations
- Physician-hospital relations & efficiencies
- Marketing & seminar evaluation
- Procedure & outcome analysis
- Recommendations and implementation
- Standardized procedures
- Cost evaluation
- OR efficiencies
- Volume growing strategies

## Connect-A-Doc Physician Engagement Program

- Strengthens the ties that bind the medical staff and hospital
- Makes the doctor feel important and valued by the hospital
- Differentiates the hospital in the market as doctor-friendly and proactive
- Ensures consistent messaging of hospital's key mission
- Ensures rapid communication of key issues & breaking news
- Efficient use of both CEO and physician time
- Develops physician trust through communication
- Prevents physician departure due to "not being heard"



# Patient Education Brochures, Videos & Collateral

Customized with your logo, key information and photos. Change content or design to match your brand.

## Program Brochure & Video

Brands your program and can be used at the hospital, doctor's office, health fairs, seminars and on the internet.

### Cardio

- Coronary Angioplasty
- Blood Pressure
- Cardiac Catheterization
- Congestive Heart Failure
- Coronary Bypass Surgery
- Electrophysiology
- Getting a Good Diagnosis-Heart Disease
- Heart Disease in Women
- Heart Valve Surgery
- How Your Heart Works
- Pacemakers



### Orthopedics/Joint

- Alternative Treatment for Arthritis
- Foot/Ankle
- Getting a Good Diagnosis
- Hand/Wrist
- Osteoarthritis of the Knee and Hip
- Minimally Invasive Joint Replacement
- Total Knee Replacement
- Same Day Partial Knee Replacement
- Cortisone
- Total Hip Replacement
- Knee Cap Problems
- Partial Knee Resurfacing
- Shoulder Problems
- Pain Management & Rehabilitation
- Pre-Op Knees & Hips
- Physical Therapy Hips
- Physical Therapy Knees
- Meniscal Allograft (Brochure, Homework, Pre-op Video, TV & Print Ad)



### Vascular

- Aortic Aneurysm
- Aphasia After a Stroke
- Arterial Stents
- Caregiver Support After a Stroke
- Claudication
- Diagnosis: Treatment After a Stroke
- Emergency Treatment of a Stroke
- Pacemakers
- Peripheral Angioplasty
- Rehabilitation After a Stroke
- Stroke/Brain Attack
- Stroke Prevention
- Strokes & Smoking
- Valve Replacement
- Vascular Disease
- Your Vascular Health
- Getting a Good Diagnosis-Vascular
- Lifestyle Changes After a Stroke
- Peripheral Arterial Bypass Surgery



### Women's

- Bladder Surgery
- Breast Biopsy
- Osteoporosis
- Mammography
- Mammography Report
- Medical Milestone (20, 30, 40, 50, 60)
- Stereotactic Breast Biopsy
- Getting a Good Diagnosis
- Heart Disease in Women
- Hysterectomy
- Labor Epidural
- Laparoscopy
- Menopause
- Osteoporosis and Bone Density
- Urinary Incontinence
- Reminder/appointment cards (Mammography, Bone Density Test)



We can do

**ANY TOPIC**  
for you



# Patient Education Brochures, Videos & Collateral

## Spine

- Arthritis for Spine
- Cervical Discectomy & Fusion
- Conservative Spine Treatment
- Disc Problems
- Getting A Good Diagnosis
- Kyphoplasty
- Lumbar Fusion
- Lumbar Laminectomy
- MIS Back Surgery
- Low Back Pain
- Osteoporosis
- Sciatica Pain
- Spinal Stenosis
- Percutaneous Vertebroplasty



## Cancer

- Breast Biopsy
- Prostate Cancer
- Cancer Genetics Program
- Understanding Lung Cancer
- Skin Cancer
- Bone Metastasis
- Brain Metastasis
- Cancer Research Trends
- Radiation Therapy
- Radiation Therapy Side Effects
- Cyberknife (consumer/physician)
- Cancer-Related Fatigue
- Cancer-Related Pain
- Chemotherapy
- Chemotherapy Side Effects
- Colon and Rectal Cancer
- Diagnostic Imaging
- Nutrition and Cancer
- Seed Implant for Prostate Cancer
- Breast Cancer
- Mammography



## Imaging

- Mammography
- Nuclear Medicine Imaging
- Ultrasound
- Magnetic Resonance Imaging - MRI
- Preparing for Breast Biopsy
- Computed Tomography - CT
- Information on Cardiac Nuclear Imaging
- Having an Intravenous Pyelogram - IVP
- Preparing for Non-Surgical Breast Biopsy
- Getting the Facts - Upper GI and Small Bowel Series



## Other Topics

- Cold, Flu & Respiratory Problems
- Physical Therapy/Massage
- Bladder Surgery
- Dermatology
- Diabetes
- Eye Care
- MRSA & Infections
- Pain Assessment
- Plastic surgery
- Podiatry
- Preventing Falls
- Urinary Incontinence
- Wound Care
- Ear, Nose & Throat
- Audiology/Hearing Aids
- Optical
- Dermatology
- Plastic Surgery
- daVinci® Surgical System



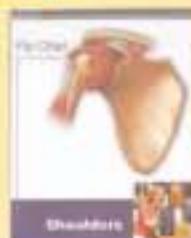
## H1N1/Swine Flu

- Wearing masks (wall display)
- Washing Hands (wall display)
- Seminar (flier, wall display)
- Preventing Infection (flier, wall display)



## Patient Education Tools

- Back Care Primer (brochure, video)
- Anatomy Charts (any topic)
- Flip Charts (any topic)
- Websites/Online Patient Education
- Newsletters
- Seminar Signs
- Screening Signs
- Wall of Fame (Ball Photo Display)
- Our Surgical Experts (brochure, wall display)
- Comfort & Convenience Night (brochure, DVD)
- Voices of Experience Patient Testimonials (brochure, wall display)



## Promotional Items

- Incentives for any program
- Nursing care card holders
- Customer comment box (w/display)
- Guest amenities totebag
- Staff lounge inspiration displays
- Heart Journal
- Surgical Passport
- Pre-Natal Passport
- Nostalgia displays
- PAR set (purple green for physical therapy rehab)



## VIP toolkits

- Pride Program (staff incentive program)
- Senior Loyalty Program
- Workman's Comp
- Operating Room Efficiencies
- Customer service training
- Executive Wellness



## Patient Education Guidebooks

|                                  |                         |
|----------------------------------|-------------------------|
| • Steps to Success-Knees (color) | • Women's Imaging       |
| • Steps to Success-Hips (color)  | • Women's OBGYN         |
| • Cardiovascular HeartSmarts     | • Guidebook-Hips        |
| • Cardio Connections             | • Guidebook-Knees       |
| • Vascular Directions            | • Breast Cancer         |
| • Imaging                        | • Women's Health Issues |
| • Cancer                         |                         |

## Other Patient Education Materials

- Pre-Op Knee brochure
- Pre-Op Hip brochure
- Pre-Op Spine brochure
- Post-Op Knee (physical therapy)
- Post-Op Hip (physical therapy)
- Knee Notes (in hospital)
- Hip Notes (in hospital)
- Stroke screening card
- Cardio HeartSmarts (in hospital)



## TVC Health Care Communication Programs

Welcome to the world of consumer-driven health care. TVC specializes in comprehensive, customized marketing solutions. Turn to TVC when you are looking for staff training, brand strategic support, comprehensive educational materials and word-of-mouth marketing that differentiates you from the competition. Count on TVC's award-winning creative and marketing team as part of your team. Winner of 2008 Communicator awards for design, copywriting and websites.

Our talented TVC team can provide you with video that helps you with training, education, advertising and media. Use it at the hospital, in doctors' offices, at seminars, health fairs or give it directly to your consumers. We specialize in patient education videos, hospital video tours, program videos, TV commercials, social media (YouTube) and web videos.

- Advertising (print, broadcast, web)
- Marketing campaigns
- Multimedia presentations
- Copywriting
- Branding
- Media training
- Voiceovers
- Special sections
- Webinars
- Websites & SEM
- Customized mailings & fundraising
- Public relations (press releases, media buy)
- Incentives
- Newsletters
- Events and promotion
- Photography & video
- Commercials
- Broadcast/print ads
- Seminars & Training
- Trade Show/Kiosk Displays
- Neighborhood, grassroots campaigns
- Photography, graphics & illustrations
- Crisis communications strategies
- Brochures & other print collateral
- Speeches & ghostwritten articles
- Direct mail, postcards and flyers
- Special sections for publications
- Health care features for local, regional and national placement
- Logos & letterhead design
- Customer service training
- Wall displays and posters
- Database/list development
- Email campaigns and ads
- Product/package design and development
- Videos: Testimonial, Awards, Meetings, Events, Infomercials & In-Flight Videos
- Promotional/instructional videos
- Spanish patient education materials & videos

## Lobby Loop Video



## Sidelined with knee pain?



**TVC® ADVERTISING AGENCY BUILDS BUSINESS**

Das Management  
der Schuhfabrik  
SouthWest

*Personalized  
Direct Mail  
Postcard*

## Customer Service Training

Deliver unforgettable service and your patients will praise your hospital. TVC customizes service training around **your** issues, building teams and helping staff understand the value of treating patients as if they were guests in their home.

This easy-to-use strategy and toolkit enhances your customer satisfaction and puts you ahead of the competition. Press Ganey reports that when patients are satisfied, their outcomes improve...so it has double the benefits.

- Discover the 15/5 rule
- Communicate positively
- Listen and speak without jargon
- Be a good-will ambassador

*The pineapple is a seasonal symbol of hospitality all over the world.*



## Seminar Toolkit

Want to boost patient volume for your physicians and hospital? Seminars boost volume and are available for orthopedic, women's, breast cancer, skin cancer, cancer, cardio, vascular, spine, hip, knee, diabetes, urology and flu.

TVC's easy-to-use seminar system helps guide patients to your participating physicians. This turnkey seminar package includes an easy-to-use DVD that sells for you. Since you don't need clinical personnel to present, it saves you valuable staff time and has everything you need to market and sell your programs:

- "Welcome to" seminar/screening boards
- Customized "Good Diagnosis" brochures
- Print, television & radio ads
- Customized DVD seminars (w/ hospital brand)
- Seminar leader training DVD
- Brochure rack
- Seminar signs
- V.I.P. patient stickers
- Marketing strategy
- Seminar strategy
- Newspaper ads
- Script & training seminar moderator
- Instruction manual
- Available in Spanish



## NEW-Cardio Seminar

### HeartSmarts toolkit

- Seminar video
- Press release/ads
- Healthy recipes
- Patient folder label
- Brochures
- And more!



## HomeWork: Improves Patient discharge

TVC's **HomeWork** video and brochure set prepares patients for their recuperation when they return home.

- Answers questions about home safety, medication, wound care and rehabilitation.
- Proper techniques for post-operative exercises included.

### Benefits Include:

- Reinforces instructions given in the hospital.
- Patients undergoing same procedure receive consistent information.
- Reduces the number of phone calls to physicians.
- Dramatically increases patient satisfaction.

### Available for:

- Minimally Invasive Spine Treatments
- Anterior Cervical Discectomy
- Low Back Exercises
- Lumbar Laminectomy
- Total Knee Resurfacing
- Total Hip Resurfacing
- Partial Knee Resurfacing
- Congestive Heart Failure
- Hearts
- Heart Surgery
- COPD
- Diabetes
- Shoulder



*We can do  
ANY TOPIC  
for you*

## The Right Foundation

