

Waiting Room TV



2,200 medical practices, outpatient clinics

42 % patient-reach

22 % national reach

From € 1 for medical practice/ ambulance

y-doc, inventor of Waiting Room TV, is the no. 1





Waiting Room TV by y-doc is the ideal digital-out-of-home-medium in the healthcare field.

Around 2,200 medical practices and outpatient clinics use Waiting Room TV already, in order to better inform patients and customers.

The best doctors are the best advocates and multipliers.





Premium Health Media

y-doc is the effective consumer-marketing-tool in the healthcare field and thus your platform for product information, traditional advertising and educational campaigns. y-doc is always there at the right time in the right place.

The ideal environment

Informing and educating in a serious environment. Your message deserves undivided attention.

The pleasant waiting room programme in y-doc Waiting Room TV has a calming effect on the patients, provides for a relaxed atmosphere and so makes the wait time shorter - the ideal framework so that your campaign gets attention.

With the best recommendations

y-doc has recognised that information, which is offered to patients in the personalised Waiting Room TV-programme, is perceived as a personal recommendation from the physician of trust.

Use the wide reach of leading doctors who were selected with the pharma industry. In Austria, 80 % of all patients are cared for by of 20 % of the medical profession - y-doc reaches 42 % of all patients with only 15 % of all office hours.

Combination of effective ingredients

With a booking for target groups in

- special fields and supporting fields,
- specialisations of surgeries, e.g. sports medicine, nutrition homeopathy etc.
- or geographic, demographic or sociographic traits

your campaign in y-doc Waiting Room TV will have even greater effect - with minimum investment!

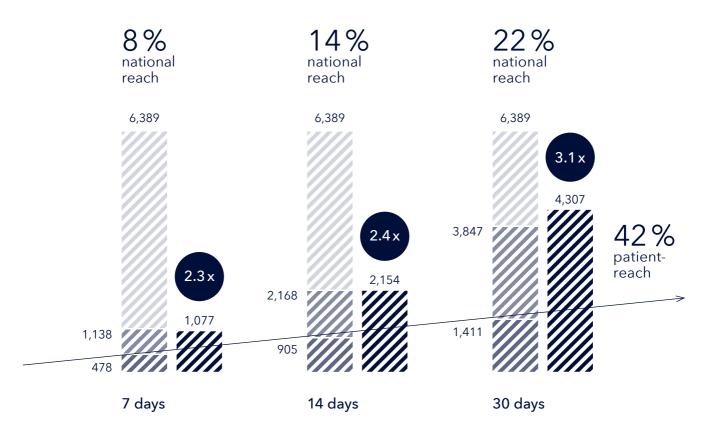
Great effects from a single source

With y-doc, you can book the most important healthcare practice screens in Austria from a central source and thereby get a great reach:

Waiting Room TV.

42% patient-reach 22% national reach

With advertising in Waiting Room TV, more than 1,411,000 persons are reached 3.1 times a month.



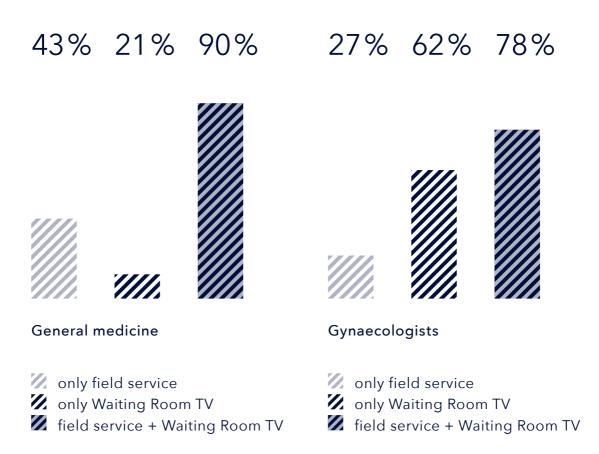
- population:
 14 69 years

 of those, at the doctor's
 office
- of those, Waiting Room TV (perceived net contacts)
- gross contacts (absolute payment in thousands)

90% head start

Doctors' tendency to recommend In the course of the survey (product as nutritional supplement), the success of y-doc was compared with that of field service.

y-doc Waiting Room TV is the optimal supplement to professional pharmafield service.





We offer you consulting spot-production switching editing communication with doctors mailing of informational material for patients sampling reporting

A first-class range of products demands first-class customer service.

The added value for you Doctors who use Waiting Room TV receive the following from y-doc

- your product sample, so that you can even better answer questions from patients,
- a free letter stating information about and promoting the advantages of your product.

y-doc will take on the fabrication, packaging and shipping for you.





The programme in Waiting Room TV consists of:

- individual doctor's programme
- product information
- editorial contributions
- contributions from the medical association Vienna (only in Vienna)
- current recorded message (pollen warnings, news, weather report, etc.)

The length of a programme sequence will be adjusted to fit the average waiting time in the specific medical practice, so that patients see approximately 1.5 runs of the entire programme sequence. The programme is silent and therefore does not disturb the relaxed wait time.

Editing

y-doc Waiting Room TV provides information about all things relating to health care with editorial contributions and general topics as well. The contributions are designed to be easily understandable and range from preventative care to nutrition, movement, body care all the way to health at the workplace.

Link these topics with your product!

You get certain undivided attention and high acceptance.

Monthly rates and media data Waiting Room TV

National booking

€ 1 per second per doctor's office / out-patient clinics screens when booking a whole specialisation nation-wide in Austria or at least in one province.

Selective booking

€ 1.50 per second per doctor's office / out-patient clinics screens + € 500 one-time flat rate for the selection of targeted locations or wish-practices.

On request

- shorter/daily switching
- dynamic integration of your content via JSON, XML, RSS-Feed etc.
- branding the pollen warning, the weather, the news
- sampling/product sample shipping
- high Rotation/double placement

starting at € 1 per second

20-second-spot					
Specialisation	Doctor's office and/ or screens total 1)	Gross contacts p. m. ²⁾	Rate 20-sec spot in € p. m.	CPT per 20-sec spot in €	Patient- reach 14d.
General medicine	744	1,979,820	14,880	5.01	31 %
of those, with in-house pharmacy	129	307,020	2,580	5.60	
of those, without in-house pharmacy	615	1,672,800	12,300	4.90	
Anaesthesiology	14	16,660	280	11.20	
Ophthalmology	104	265,200	2,080	5.23	40 %
Surgery	109	148,240	2,180	9.80	
Dermatology	99	201,960	1,980	6.54	30 %
Gynaecology	173	235,280	3,460	9.80	37 9
ENT	46	54,740	920	11.20	36 %
Internal medicine	153	208,080	3,060	9.80	34 %
Paediatrics	59	80,240	1,180	9.80	37 9
Laboratory	13	66,300	260	2.61	
Pulmonary medicine	32	43,520	640	9.80	44 %
Neurology	35	35,700	700	13.07	
Orthopaedics	98	133,280	1,960	9.80	38 %
Physical med. and physiotherapy	27	27,540	540	13.07	
Psychiatry/psychology/psychotherapy	18	18,360	360	13.07	
Radiology	50	255,000	1,000	2.61	
Urology	59	70,210	1,180	11.20	52 %
Dental-oral-maxillo facial med. surgery	348	473,280	6,960	9.80	37 9
Doctor's offices total (waiting time Ø 40 min.)	2,181	4,313,410		Ø: 6.74	42 %

¹⁾ incl. screens in out-patient clinics

²⁾ does not include that patients see Ø 1.5 programme loops

Contact

Michael Richter CEO

+43-732-60 27 28-0 m.richter@y-doc.at



Mag. Sandra Poppenreiter Media Director Sales & Marketing

+43-732-60 27 28-12 +43-699-19 65 20 12 s.poppenreiter@y-doc.at



Mag. Julia Six Media Director Sales & Marketing

+43-732-60 27 28-13 +43-699-19 65 20 13 j.six@y-doc.at



y-doc Wartezimmer TV Michael F. Richter e.U. Bürgerstraße 6 A 4020 Linz +43-732-60 27 28-0 info@y-doc.at www.y-doc.at