

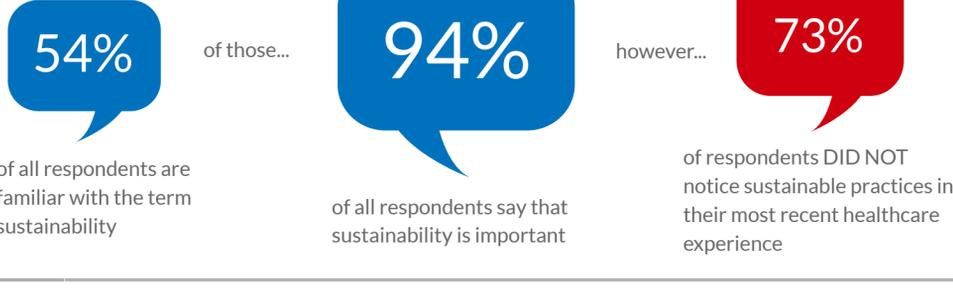
RETURN ON INVESTMENT STUDY

Circular Patient Bags

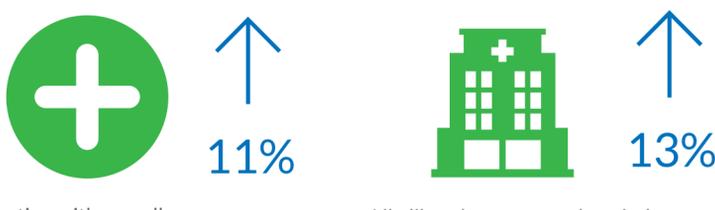
- Studies have shown that conveying sustainable practices to patients can increase revenue as long as patients notice the sustainable practices.
- Making an investment in Circular Patient Bags can provide a mechanism for communicating sustainable practices to patients which can yield a potential return on investment by increasing patient satisfaction and likelihood of return.
- Circular Patient Bags can provide a cost effective method for targeted advertising and promotion of a hospital's brand while simultaneously associating it with sustainable practices.

The Importance of Sustainability

Results of "Patient and Visitor Perceptions of Sustainable Practices" Study ⁽¹⁾

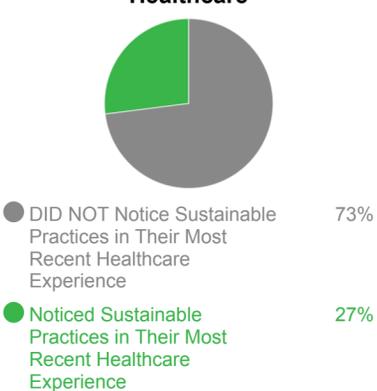


Sustainable practices that impact patients positively affects their...



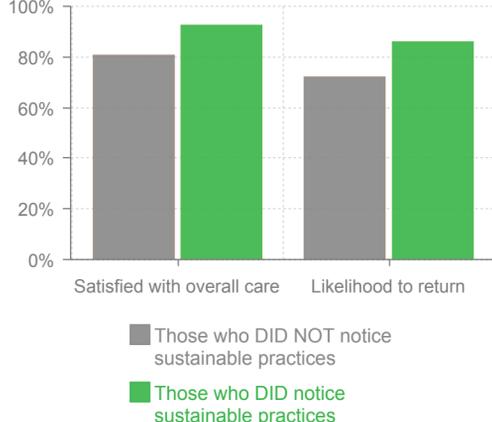
...But this is only true if the patient notices sustainable practices

Recognition of Sustainable Practices in Healthcare



The Missing Link is Found

Sustainability Impacts Your Patient Experience and Revenue



SOLUTION - GET PATIENTS TO NOTICE!

by using...

THE CIRCULAR PATIENT BAG



- Circular Patient bags are the mechanism for communicating sustainability directly to patients
- Circular Patient bags double as custom branded promotional bags leading to continued marketing ROI
- Option to add QR codes to bags to send patients directly to your website, to learn about sustainability, maternity, etc.

MARKETING BENEFITS - VALUE PROPOSITION

Marketing departments are likely already spending a significant amount on custom branded reusable tote bags or other forms of marketing. Meanwhile, patient services is spending on single use patient bags. Combining these two spends into one can achieve cost savings by accomplishing both objectives through one product and creating a very low cost per impression marketing value add.



Promotional bags generate more impressions than any other type of promotional item! ⁽²⁾



About 53% of consumers have a more favorable opinion of an advertiser if the promotional product was made in the U.S. versus elsewhere. ⁽²⁾



Consumers are nearly 2.5 times more likely to have a positive opinion of promotional products compared to online advertising. ⁽²⁾



Two models both achieve the same goals

COST PER IMPRESSION - COMPARISON

Cost per impression (CPI) is the cost to get one view of your brand or message. The CPI of promotional products is lower than nearly any other advertising medium. The effectiveness of an impression is dependent on whether it is received by the advertiser's target audience. Generally, the target audience of a hospital is likely to be current patients and members of the hospital's local community.



CPI = \$0.00007 per impression, or CPM = \$0.07 per 1000 impressions

COST PER MILLE (CPM) = COST PER 1000 IMPRESSIONS



Source: Q2 2018 Paid Search and Paid Social Benchmark Report.

REFERENCES

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3. Q2 2018 Paid Search and Paid Social Benchmark Report. (n.d.). Retrieved February 25, 2020, from <https://cdn2.hubspot.net/hubfs/4350015/AdStage%20Q2%202018%20Paid%20Media%20Benchmark%20Report.pdf> Closed loop reporting and automation for paid marketers. Adstage Paid Media

*PRICING BASED ON 100K UNIT VOLUME