

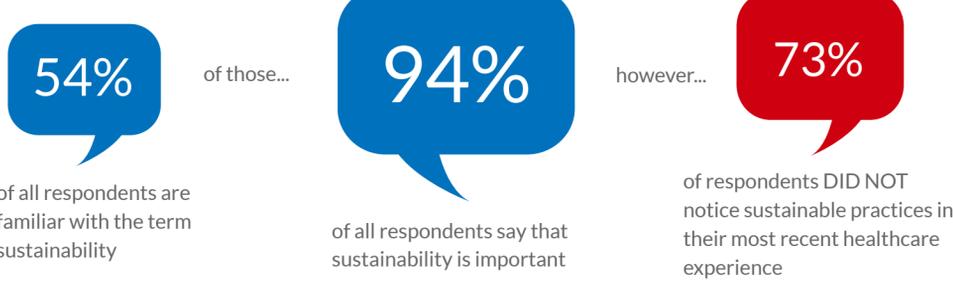
# RETURN ON INVESTMENT STUDY

## 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 <sup>(1)</sup>



### Sustainable practices that impact patients positively affects their...



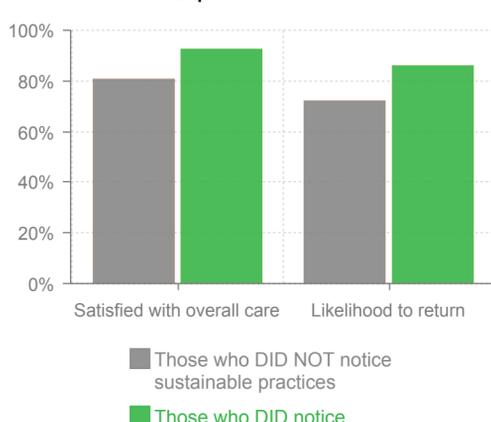
### ...But this is only true if the patient notices sustainable practices

#### 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



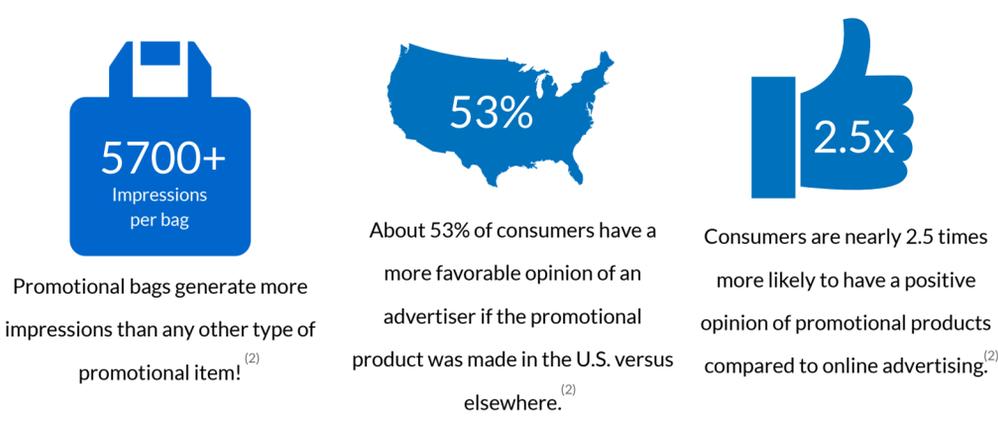
Circular Patient bags are the mechanism for communicating sustainability directly to patients

Circular Patient bags double as custom branded promotional bags leading to continued marketing ROI

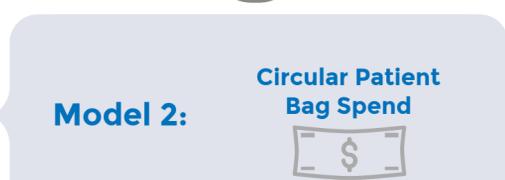
Option to add QR codes to bags to send patients directly to your website, to learn about sustainability, maternity, etc.

### 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.



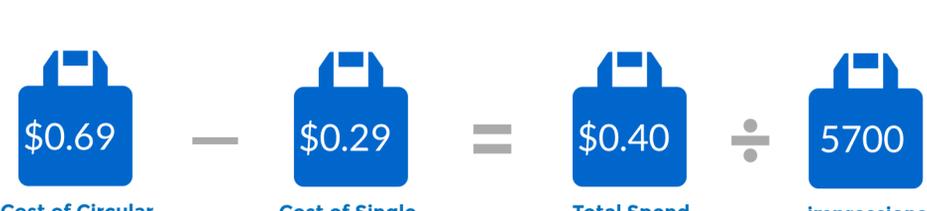
VS



Two models both achieve the same goals

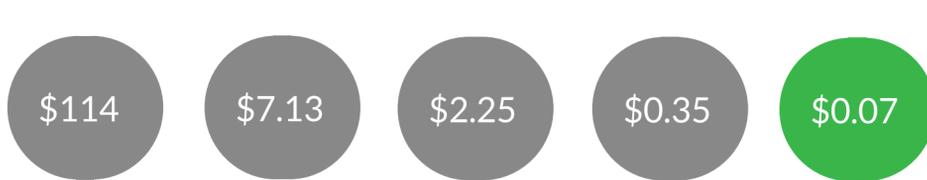
### COST PER IMPRESSION - COMPARISON

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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2. GLOBAL advertising specialties 2016 Advertising specialty Institute. ... global ADVERTISING Specialties Impressions study global ADVERTISING Specialties Impressions Study 2016 edition. (n.d.). Retrieved February 21, 2020, from <https://pdfslide.net/documents/global-advertising-specialties-2016-advertising-specialty-institute-global.html>
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