



Tonic Media Network

Use your waiting room to benefit your patients and practice

Your waiting room presents the perfect opportunity to:

- **promote your practice services, hours and special campaigns**
- **increase your practice revenue and enhance patient loyalty**
- **reinforce that you care about your patients' health and wellbeing**
- **engage your patients while they are waiting for their consultation**

Partnering with Tonic enables you to use your waiting room in this way. Featured in over 5,300 GP and health centre waiting rooms across Australia, you too can become a member of the Tonic Media Network at zero investment to you!

Here's how simple it is for you

At Tonic, we understand the pressures of running a practice. We have made it easy to partner with us through our simple registration process. We take care of everything - so you can continue to focus on patients and running your practice.

Tonic's **myDr TV** and **myDr Brochure Boards** are well proven, effective platforms to promote your services, hours, GPs and other clinicians.

Your practice will also help to improve the health literacy of your patients while they are in the waiting room, making consultations more productive and effective.

You will become part of an extensive health network which provides contextually relevant health and wellbeing information for your patients, with proven impact on health outcomes.



myDr TV

Founded by Dr Norman Swan, **myDr TV** is specifically designed for the waiting room environment. **myDr TV** engages, informs and entertains patients while increasing loyalty to your practice and doctors.

myDr TV features a mixture of health, lifestyle and wellbeing content that is safe and evidence-based, along with news and information. All programming meets the highest ethical and accuracy standards, is PG-rated and is subtitled for patients with hearing difficulties.

You can also utilise your free allocated screen time to promote practice services and increase revenue.



myDr Brochure Boards & Posters

Presented in a modern and tidy format, **myDr Brochure Boards** offer a range of informative and convenient take-home health information for your patients, carers and their families.

3 easy ways to apply today

Installing myDr TV and Brochure Boards is easy and it only takes a few moments to apply today.

Simply fill out the Expression of Interest Form by visiting www.tonicmedianetwork.com.au/eoi-new, telephone 1300 856 690 or email customercare@tonicmedianetwork.com.au

Why partner with Tonic Media Network?



Promote Your Services And Expertise

- Increase your revenue by highlighting key services such as 'Care Plans' and seasonal immunisations
- Promote your staff, services and opening hours utilising your allocated time
- Highlight medical practice expertise and special campaigns
- Enable patients to get to know your team and build loyalty and community relationships



Complimentary To Practices

- No investment or ongoing fees for practices
- A seamless, hassle-free process
- Professional site assessment and installation
- APRA licensing covered



Engage and Educate Your Patients

- Enhance patient retention and satisfaction
- Keep patients engaged, especially during unforeseen extended waiting periods, taking the pressure off your practice staff
- Cater to broad patient demographics
- Encourage patients to make healthy lifestyle choices
- Create a confidential environment for staff and patient interaction
- Provide subtitled content for patients with hearing difficulties



Evidence-Based Health Content

- Provided by Australia's leading health education media network
- Accredited and researched information tailored to the Australian healthcare environment
- Offering diverse health & lifestyle content, news updates and sponsored content
- Frequently updated content including emerging health issues (e.g. COVID-19, mental health, chronic disease)
- Access to extensive on-demand video and online content which aids patient education and engagement



Professional, Friendly Customer Care

- Professional installation in consultation with you and your practice
- Dedicated professional ongoing customer care
- Complementary to all practices
- You'll be kept up-to-date with the exclusive Practice Connect E-Newsletter



Improve health literacy: Over 2 in 3 patients took action as a result of seeing myDr content in the waiting room

Source: Tonic Media Network In-Practice Survey Wave 3, 2018

“myDr TV provides an engaging and informative reference point for patients in our centre. It's a support tool for General Practices including advertising practice hours and details about access to after-hours care”

**Kate Lorroway, Practice Manager,
One Care Family Doctors**

“We love having our brochure boards in our waiting rooms, they are very informative for patients and the information is always kept up-to-date”

**Taryn McClements, South West Operations
Manager, Brecken Health Care**

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