Waiting Room Marketing

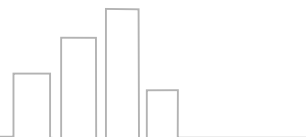Product and User Guide

MEDiVision

Patient Communication Software for Dentists

Index

Quick Start

Quick Start Guide

Following installation there will be two icons on your desktop.

This will run PiC Pro and allow you to set-up
your sequence, add content and much more.

This will run your sequence(s) in a continuous loop.

You can also set-up PiC Runtime as a Windows Screen Saver so that it starts
automatically when you turn on your computer.

While PiC Pro will run "straight-out-of-the-box" you should be careful that all
of the products, services and ethos of the hundreds of messages contained
within are shared by your practice prior to use.

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PiC Pro^{v2}

Sequence PICPRO

Events ◉ On ○ Off

Music Playlist \<none>

☐ Play sequence in a random order

2400^{HRS}
hours notice
of any changes

C:\MEDI_VIS\PiCPro\Data\MV107.mp8
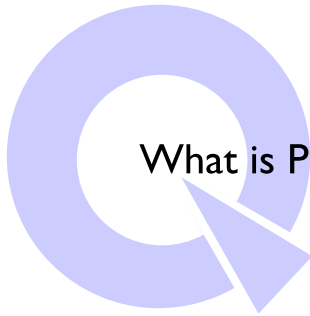
MV107

Search

Filter using categories

☐ My Images   ☐ Finance
☐ Dental Humour ☐ Oral Health
☐ NHS   ☐ Children's
☐ Orthodontic   ☐ Admin
☐ Treatments   ☐ Facial Aesthetics

Overview

What is PiC Pro all about ?

PiC Pro is a flexible presentation that can be customised according to the needs of your patients, it serves several objectives :-

Marketing Tool
It is designed to motivate your patients to ask about additional treatments and services that you provide.

Oral Health Education
Educate and entertain your patients about the fundamentals of oral hygiene and Oral health.

Practice Rules
Important practice information like payment methods, opening times and emergency procedures can be communicated in a consistent and professional manner.

Sundry Sales
Promote the sale of sundries that you provide by explaining how they will benefit the patient and how much they cost.

Reduce perceived waiting time.
Because the patient is being informed and entertained by the system there may be a reduction in their perceived waiting time.

PiC Pro is designed specifically not to come across as too 'hard sell' and you have complete control over the mix of content.

Sequence PICPRO

Understanding
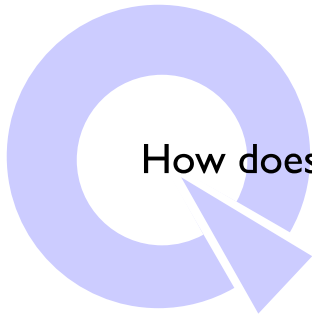
How does PiC Pro work ?

A When you start PiC Pro for the first time, our sequence will be loaded.

Our sequence contains over 250 animated messages covering all aspects of dentistry - you will probably want to use most of them but are very unlikely to want every one, so your first task is to look through them and make your selection. You can always change your mind in the future. This task is covered on the <u>next</u> page.

There are 3 kinds of messages in our sequence. Still messages, animated messages and treatment animations, all the animations have MOVIE down the side. Each little square represents a separate message (file).

This main screen allows you to manage your messages very easily.

Right-Click on a message to turn it off (it goes grey)
Right-Click on it again to turn it back on
Press **DELETE** to remove a message from the sequence
Left-Click to select a message (see the preview on the left)
Click and Drag the message into a different position
Click and Drag the C {Copy} to create a Copy of the message in a new location.
Double-Click the message to control its attributes (time on screen, transition etc.)

Try some of these things out now and then close the program. Ensure you do NOT save you changes unless you really want to!

The next page will take you through setting up a sequence using these techniques.

PiC Pro v2

MEDiVision Systems LTD

D C A

Sequence PiCPRO

Events   ⦿ On   ○ Off

Music Playlist   <none>

☐ Play sequence in a random order

C:\MEDI_VISION\Data\MV107.mp8
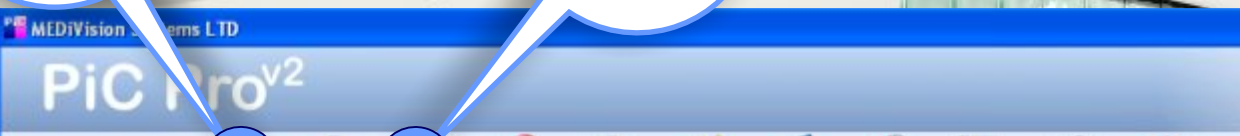
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☐ My Videos   ☐ Finance
☐ Dental Humour   ☐ Oral Health
☐ NHS   ☐ Children's
☐ Orthodontic   ☐ Admin
☐ Treatments   ☐ Facial Aesthetics

☐ NHS
☐ Orthodontic

B B

Your Sequence

How do I set up my own sequence ?

Experienced users will know there are several of ways to create your own sequence but if you are a first time user, with 'everyday' requirements, this is probably the best way.

A Click on the button next to sequence and select <NEW> and give the sequence your own name. PiC will ask if you want to Copy the Exisitng Sequence, say YES. This means you now have an identical copy of our PiC Pro sequence which you can tailor but you can always go back to our sequence if you need to.

B Before we look at individual messages examine the categories. If you do not provide NHS treatments you will want to remove ALL NHS messages, similarly with ORTHODONTICS. If you do want to remove (or examine) a whole category click the box next to the category name. You can use the same technique by typing the word IMPLANT into the search box for example.

C You can turn-off (right-click) or remove (delete) the messages you see individually or by using the master controls you can turn-off or remove ALL the messages in a couple of clicks. Un-tick the category to return to the full sequence.

D Now click on the first messages in the sequence and double-click or click the Preview button. you can now step through all the remaining messages and decide which ones to keep, which ones to turn off for now and which ones to remove permanently.

This job usually takes less than an hour and then you'll be ready to set the sequence rolling. **If you don't do this there is a chance that a service, product or ethos you don't provide is promoted to the patient.**

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PiC Pro

A   B

Sequence PiCPRO

Events ● On ○ Off

Music Playlist <none>

☐ Play sequence in a random order

2400 hours notice of any changes

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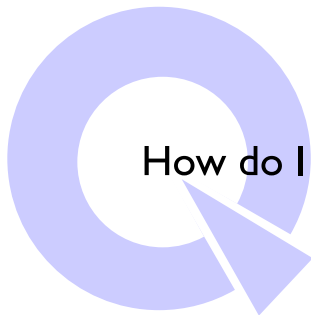
MV107

Search

Filter using categories

☐ My images   ☐ Finance
☐ Dental Humour ☐ Oral Health
☐ NHS   ☐ Children's
☐ Orthodontic   ☐ Admin
☐ Treatments   ☐ Facial Aesthetics

Adding

How do I add my own messages ?

Adding your own content is a very effective way of letting the patients know the presentation they are watching is about *your* practice and therefore relevant to them. Experience tells us it will increase the enquiry rate in your surgery.

There are two ways to add content.

A If you have already got messages you can click the Add Content icon and point to them. .JPG, .GIF or .BMP can be added (if you use MS-Powerpoint you can save .JPG from there and add them into your sequence. If you have video you can add .AVI, .MPG, .MPEG or .WMV It's a good idea to put all your own messages in a single folder on you computer rather than have them dotted about.

If you are adding photographs/logos or videos ideally these should match the 'shape' of your monitor. Most practices now use widescreen TV's so 1366x768 {16:9} is perfect. Please contact us if you need help with this. You can also drag and drop images onto the sequence.

B If you want to use our own Message Wizard, click the icon The next page covers this in detail.

Remember, when you have added your own messages you can drag them around into any position within the sequence, it's a good idea to add your own PRICE slide after some treatment messages for example. When the patient sees the WHITENING message they are probably thinking 'how much does that cost' it's great if the next message says 'Available Here from £250''.

Message Ideas

- Price slides after treatments
- Introduce 'The Team' with photos
- Opening times
- Website details
- Denplan charges and availability
- Special services available
- Other group practice details
- Practice events and anniversaries
- Car parking / disability access
- A Mission statement
- Advertise friends and local trades

Message Wizard

Message Wizard

Background Colour Widescreen Display ☑

Your Message Here

Background \MEDI_VIS\PICPRO\Graphics
My Images C:\MEDI_VIS\

A

Temp27.jpg Temp28.jpg Temp29.jpg Temp3.jpg
Temp30.jpg Temp31.jpg Temp32.jpg Temp33.jpg
Temp34.jpg Temp35.jpg Temp36.jpg Temp37.jpg
Temp38.jpg Temp39.jpg Temp4.jpg Temp40.jpg
Temp41.jpg Temp42.jpg Temp43.jpg Temp44.jpg
Temp45.jpg Temp46.jpg Temp47.jpg Temp48.jpg
Temp49.jpg Temp5.jpg Temp50.jpg Temp51.jpg
Temp52.jpg Temp53.jpg Temp54.jpg Temp55.jpg

B

Add   Preview   Start
Text   Again

Save Image &
add to sequence

Font Arial
Size 27 b

File MyMessage
Increment Filename ☑

Tips
First select the b   r if no image is required)
Add as many of   ts as you like
Move and stretch
Save the Messag   d then Start again as required
Saved images are   o\MyStills

The Wizard

How do I use the Message Wizard ?

We have developed a message wizard to help you create your own messages.
The Wizard comes with over 140 templates and you can create your own.

There are several ways to create a message but if you follow these steps you will
see all the essentials.

Scroll through our backgrounds and select one. (If you prefer you can just
choose a background colour)

A Click the My Images folder and navigate to where you have your own
photos or logos that you want to use.

B Click on Add Text and type your message, you have control over
colours, fonts and styles.

You can add as many Image and Text objects as you like. You can stretch them,
move them and delete unwanted objects with the delete key. When you are
finished click the Save button and the completed message will be placed into
your sequence.

Events Manager

Play Events Every **4** Messages

Events Manager

Events Manager

Event	Active	From	Until	Status
Relax	☑	1 ∨ 1 ∨ ALL ∨	31 ∨ 12 ∨ ALL ∨	*** LIVE ***
My Practice Slides	☐	1 ∨ 1 ∨ ALL ∨	31 ∨ 12 ∨ ALL ∨	
BIRTHDAY Mel Gibson	☑	2 ∨ 1 ∨ ALL ∨	3 ∨ 1 ∨ ALL ∨	
BIRTHDAY Rowan Atkinson	☑	6 ∨ 1 ∨ ALL ∨	6 ∨ 1 ∨ ALL ∨	
BIRTHDAY Gary Barlow	☑	20 ∨ 1 ∨ ALL ∨	20 ∨ 1 ∨ ALL ∨	
Valentines Day	☑	2 ∨ 2 ∨ ALL ∨	14 ∨ 2 ∨ ALL ∨	
BIRTHDAY Rihanna	☑	20 ∨ 2 ∨ ALL ∨	20 ∨ 2 ∨ ALL ∨	
Leap Day	☑	21 ∨ 2 ∨ 2016 ∨	29 ∨ 2 ∨ 2016 ∨	
St. David's Day	☑	23 ∨ 2 ∨ ALL ∨	1 ∨ 3 ∨ ALL ∨	
BIRTHDAY Daniel Craig	☑	2 ∨ 3 ∨ ALL ∨	2 ∨ 3 ∨ ALL ∨	
Mothers's Day	☑	5 ∨ 3 ∨ ALL ∨	18 ∨ 3 ∨ ALL ∨	
St. Patrick's Day	☑	9 ∨ 3 ∨ ALL ∨	17 ∨ 3 ∨ ALL ∨	
BIRTHDAY Sir Michael Caine	☑	14 ∨ 3 ∨ ALL ∨	14 ∨ 3 ∨ ALL ∨	
Clocks Go Forward	☑	16 ∨ 3 ∨ ALL ∨	25 ∨ 3 ∨ ALL ∨	
BIRTHDAY Lady GaGa	☑	18 ∨ 3 ∨ ALL ∨	28 ∨ 3 ∨ ALL ∨	
BIRTHDAY Andrew Lloyd Webber	☑	22 ∨ 3 ∨ ALL ∨	22 ∨ 3 ∨ ALL ∨	
BIRTHDAY James T Kirk	☑	22 ∨ 3 ∨ ALL ∨	22 ∨ 3 ∨ ALL ∨	

Today: 2/8/12
Time: 11:48am

BIRTHDAY Simon
Halloween
Clocks go back

Runtime Overview — 📌 is PiCPro v2 Sequence   📌 Event   📌 Selected   Sequence Scheduler is **ON**

Sequence PiCPRO

Events ○ Off   ● On

Music Playlist <none>

☐ Play sequence in a random order

A   B   C
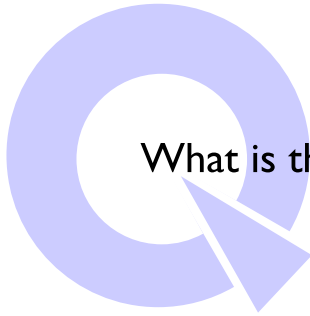
What is the Events Manager ?

The Events Manager is a unique feature which keeps your presentation current, topical and fresh without you lifting a finger!

We have pre-loaded the Events Manager with 40 events spread throughout the year and you can add as many of your own as you like.

A Each event will be mixed with the main sequence, with the frequency you indicate.

Each event will become active between the dates specified so for example Valentines day will play from Feb 2nd until Feb 14th for ALL years.

There are lots of celebrity birthdays which are valid for a single day, like all the events you can deactivate, (leaving them in the list) or permanently remove them, and add your own as you wish.

B The content of each event varies, click EDIT to view. If you look at Halloween for example, there are 3 animated, teeth related Halloween messages. You have full control over each event and can add you own content as required. Why not add a special offer for a hygiene appt during Halloween or a whitening promotion during Valentines.

C Make sure Events are turned 'ON'

The Overview at the bottom of the screen gives you a pictorial representation of what will happen when the sequence plays.

Sequence Scheduler

Use Scheduler ☐

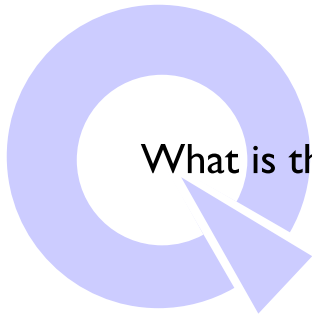Click on sequence on the right to select

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Seq
7am - 8am								■ Emergency Appts
8am - 9am	■	■	■	■	■	■		■ Hygienists
9am - 10am			■	■				■ Kids Sequence
10am - 11am			■	■				■ Through Window
11am - noon			■	■				■
noon - 1pm			■	■				■
1pm - 2pm								■ Orthodontist
2pm - 3pm								■
3pm - 4pm								■
4pm - 5pm	■	■	■	■	■			■
5pm - 6pm								■
6pm - 7pm								■
7pm - 8pm								■
Overnight								■

Empty squares will use the current sequence. Right click to clear.

The Scheduler

What is the Sequence Scheduler ?

This is an advanced feature of PiC Pro.

The scheduler allows you to run a specified sequence at a particular time of day and day of the week. Why? If you have children in at particular times, you might wish to create a more 'child friendly' sequence and schedule that to run automatically.

Similarly you may create special hygienist or Orthodontist sequences that play when those team members are in the practice, or a sequence for Denplan patients for example.

First create the sequence. When you load the scheduler you will see each sequence on the right hand side has been allocated a colour. Click on the square and then click the boxes when you want that sequence to play.

If you click on a time, then the whole row will change. If you click on a day the whole day will change.

Empty squares will run the currently selected sequence, this adds another level of flexibility.

The "Use Scheduler" box must be ticked and please ensure your computer clock shows the correct date and time!

The Scheduler will take priority over the EVENTS. So for example, if the scheduler starts to play a sequence where the events are turned OFF, the events will not play.

Scheduler Ideas

- Children's sessions

- Denplan only sessions

- Specialist on the premises

- Hygienist working today

- Facial Aesthetics services

- Through-the-window (night time use)

Background Music

Background Music

Music Playlist [My Playlist ▾]

The Riddle
I Won't Let The Sun Go Down On
Big Yellow Taxi
Love Ain't Here Anymore
The winner takes it all
Walking on Broken Glass
I Love To Boogie
Rainy Days And Mondays
Say hello wave goodbye
Mr. Blue Sky
Don't Let the Sun Go Down On M
A Little Less Conversation
Fat Joe feat Lil Wayne - Make It Rain.mp3
Gears of War - Mad World .mp3
Baker Street
Cats in the cradle and a silve
Hazel O Connor - Will You
Human League - Mirror Man
Annie's Song
Leaving on a Jetplane
Sunshine On My Shoulder
Thank God I'm A Country Boy
The Man With The Child In His
My Petition
Laurie Anderson - Oh Superman.mp3
Les Miserables - At The End Of The Day
Les Miserables - Drink With Me
On my own

Save Changes

Add Tracks

Move up

Move down

Remove Track

Background Music

How do I control background music ?

PiC Pro is designed to run silently. We have added all the necessary text so that the patient can understand the message without sound.

Sound levels need to be surprisingly high in order for the majority of patients to hear and would need to vary according to the people you have in your waiting area! The repetition of the sound can also be very annoying for receptionists where waiting areas and reception areas are combined. Having said this, some practices like to play music in the background and PiC Pro can manage this for you.

The Background Music panel allows you to add your own music (in .MP3 or .WAV formats) and organise the tracks as you wish. We have supplied one copyright free track for you to test. You must "own" the music you add to the system and may need a PPL (Public Performance Licence) to play it.

Note: The music is coming from your computer so you will need to connect your computer soundcard to your TV if you are using a VGA lead for the picture. An HDMI cable can carry both sound and images but not all computers have an HDMI output on the video card so this is something to check first.

Welcome to
Redstone Surgery

Running PiC

How do I start the sequence running ?

You can start the sequence when you are running PiC Pro by clicking the Play Sequence button,

or by clicking the PiC RUNTIME icon on your desktop.

or by selecting PICSAVER as your Windows Screen Saver.

There are controls in Configuration which allow you to;

Add a runtime password to stop unauthorised personnel interrupting the sequence.

Play the sequence on a secondary monitor (if you have one)

Run the presentation in 'Duo' mode where the monitor is mounted vertically (pictured left) instead of the more traditional horizontal.

If you want to run the presentation on two screens you can 'split' the signal from your computer as many times as you like using a video splitter.

You can stop the sequence by pressing {Esc} (or typing the password that you have entered)

If you want to run PiC Pro on a additional computer (potentially displaying different sequences) you can purchase additional licences. These additional licences must be used at the same practice address.

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