



# Excite Visual Systems™

## ExciteMedical System Order Form

- The ExciteMedical system displays the unique story about your practice to all patients in the waiting room. It is a unique high-tech digital display system of your personalized medical messages dynamically presented through an Internet connection to a large plasma wide-screen monitor in reception areas. This exclusive system allows you to educate patients and tell your story in an interesting and compelling manner. Personalized means the story is about you and your practice, not generic or about someone else.
- Uniquely personalized to your practice and consumer oriented, these visual medical messages fulfill patients' needs for more information, leading to greater patient acceptance and create an impact that no outdated CDs, DVDs, tapes or broadcast television can match. No other medium has as much power to capture 100% of patients.
- The personalized visual messages include: before & after images of your work, testimonials to the quality of your work, information about the elective procedures you offer...and more. With this system we can also integrate your website, brochures, yellow pages, customer testimonials, on-hold messaging, and any other messages you want your patients and staff to know.
- Industry experts recommend investing a minimum of 4-6% (up to 5%-10%) of the practice gross revenue on marketing. Internal patient communication is proven to be 6 times less expensive and yet dollar for dollar more effective. On a million dollar practice, the ExciteMedical system costs about 0.3% – affordable and yet delivers high impact to all patients.
- The ExciteMedical system is completely turn-key – no extra staff, freelancers or consultants are necessary. You supply the electricity and the Internet connection – we do the rest. Once installed, limited to no staff interaction is required.
- ExciteMedical was featured at national medical conferences, and in beta tests with doctors, results show increased patient awareness and satisfaction, and improved revenue from elective procedures. One additional good case will pay for the whole system.

## Personalized Visual Message Segments:

- ExciteMedical creates a digital library of practice-specific personalized visual messages that you may choose from. These personalized messages include information about your practice (requires no sound). See the attached Personalized Message Segments form for the selection.
- Patients may not always be viewing your website. To alleviate this problem, as an option we can display information from your website and place it on the reception room screen, and conversely, the Personalized Messages playing in the reception area can be added to your website.
- Personalized Message Segments vary in length, but average from 20 to 45 seconds each, and we recommend between 4 to 9 minutes of total messages. Proven marketing standards suggest delivering the message within this timeframe to capture the greatest impact. The key importance is to capture the attention of your patients and provide the visual messages in memorable short segments.



## System Management

- Requires no staff or user intervention. The annual System Management Fee includes the daily management and electronic delivery of the Personalized Message Segments to your screen in the reception area through an Internet connection. Also included is 24/7 monitoring, eliminating your need to procure hardware, software, and designer skills to operate the system – this saves you time and money as we amortize costs over many clients.
- After installation, if an onsite visit is required there may be per incident technical support fees that apply.

## System Hardware & Software

- The ExciteMedical system includes a 42" standard definition plasma monitor, table top, or wall mounted. As an option, additional commercial grade plasma and LCD flat-screen monitors are available upon request.
- Monitors powered by direct connection to commercial grade high performance digital PC players with proprietary integrated software, and connect to the Internet via a wireless configuration (if applicable). This software enables turn-key operation allowing you to focus on your practice and patients.
- Hardware and software system is entirely scalable for adding more flat panel monitors, digital PC players, and software without needing to replace equipment.

## Warranty, Software Upgrades

- System software includes upgrades therefore minimizing outmoded technology surprises. These upgrade costs are included in the annually renewable System Management Fee.
- Monitor screens and the digital PC player have OEM manufacturer-backed 1 year warranties. As an option, extended warranties may be purchased.

## Pricing: System Hardware, Software & Installation

- Includes the following. One-time purchase for two payments of ..... \$2,395\*
  - 42 " Commercial Std. Definition plasma monitor 852 x 480.....\$1395
  - Wall or table top mount hardware.....\$245
  - Commercial grade high performance digital PC player and software.....\$1595
  - Wireless adapters and access points .....\$295
  - Video cables and extension cords.....\$35
  - Freight on screen and player.....\$235
  - Onsite installation of all hardware, cabling, and connections .....\$595
  - Software pre-staging and internet configuration .....\$395
- Annual System Management fee..... \$299
- Optional: Ceiling mount for wall view (used primarily in room corners)..... \$295
- Optional: Hi Definition 1024 x 768 plasma monitor. Add to above pricing..... \$395
- Optional 3 year warranty on plasma monitor ..... \$295
- Optional 3 year warranty on digital PC player..... \$195
- Optional: Set treatment room monitors to play messages in screen saver mode ..... each \$49

\*1/2 down at order, balance upon installation. Applicable sales tax will be added.



# Excite Visual Systems™

## Installation Requirements

- The requirements we'll need provided to install our system are: 1) electrical power near the monitor location (this may need to be installed by an electrician), 2) an Internet connection (preferably high speed like DSL or cable), and 3) mounting location for the digital display screen and player.
- One-time access through any internet firewalls to set up our remote managing system software.
- Installation will be scheduled within 15 – 25 days, at a time convenient to your practice.

## Summary

- Some medical practitioners believe in doing their own marketing. However, promoting a practice with non-professional marketing is the equivalent of advertising a practice using photos of people who have performed their own surgeries.
- This professional system emphasizes to your patients the level of expertise they can expect, and that you have the latest technologies and are offering the best in medical care.
- Your staff won't have to extend additional effort, and you'll save time, aggravation, and money by having our experts work with you.
- Calculated hourly on a normal work-week basis, the total cost to purchase, have us create Personalized Visual Messages, send through the Internet, and manage the system averages the price of a cup of coffee. One new case pays for the entire system. This is very affordable.
- Presently, most patients are unaware of the procedures a doctor has available, like a restaurant without a menu. This system is the menu for patients to learn what is available.
- Our ExciteMedical system displays your services and educates your patients in the appropriate consumer-oriented approach, and with current high technology of the Internet and personalized visual messages. CD/DVD based patient education systems are too "clinical" and generic for patients, not personalized to your practice, and may actually diminish patient interest.
- Thank you for the opportunity to provide this proposal, and we look forward to a long-term relationship.

Please acknowledge acceptance with your signature below. Thank you.

\_\_\_\_\_  
Principal Name:

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature:

Proposal prepared and accepted by:  
Excite Visual Systems, Inc.  
15050 Cedar Avenue #258  
St. Paul, MN 55124  
www.excitevisual.com

\_\_\_\_\_  
Name:  
Ph:  
Fx:  
Em:



## Educational & Personalized Visual Message Segments Order Form

### Story of Your Medical Practice:

- 1. Services:  Personalized menu of services and procedures: "What we offer" ..... \$225
- 2. Testimonials:  Personalized testimonial message and images..... each \$225  
Quantity: \_\_\_\_\_ @ \$225 ..... \$ \_\_\_\_\_
- 3. Medical Staff:  Group photo, practice information, personalized..... \$245
- 4. Special Messages:  Special charity causes, awards, promotions, shows, events, etc. .... \$245  
Quantity: \_\_\_\_\_ @ \$245 ..... \$ \_\_\_\_\_

### Specific Medical Practice Messages Of Your Choosing:

- Message 1: \_\_\_\_\_  Consumer explanation, lifestyle images, personalized to your practice ..... \$99  
 Before & after images - approx. 3-5 patients, personalized..... \$145
- Message 2: \_\_\_\_\_  Consumer explanation, lifestyle images, personalized to your practice ..... \$99  
 Before & after images - approx. 3-5 patients, personalized..... \$145
- Message 3: \_\_\_\_\_  Consumer explanation, lifestyle images, personalized to your practice ..... \$99  
 Before & after images - approx. 3-5 patients, personalized..... \$145
- Message 4: \_\_\_\_\_  Consumer explanation, lifestyle images, personalized..... \$99  
 Before & after images - approx. 3-5 patients, personalized..... \$145

### Medical Health Information:

- 1. \_\_\_\_\_  Consumer explanation, lifestyle images, personalized..... \$195
- 2. \_\_\_\_\_  Consumer explanation, lifestyle images, personalized..... \$195
- 3. \_\_\_\_\_  Consumer explanation, lifestyle images, personalized..... \$195

### Additional:

- 1. Website:  Play website pages on screen. \_\_\_\_\_ pages @ \$75 each..... \$ \_\_\_\_\_
- 2. Financing  Consumer financing options information ..... \$195

**Total Cost of Personalized Visual Messages:** \$ \_\_\_\_\_

Note: Personalized Messages includes clients providing images and artwork of medical practice logo, patient images, etc. Personalized Message Segments average from 20 to 45 seconds each, and we recommend between 4 to 9 minutes of total messages. Messages take 1-4 weeks to create from the time we receive your information. Unique or special messages not listed above are created on a project basis and average \$195 to \$295. Personalized Message Segments above may be added to your website for nominal fees. We also offer custom email addresses for your practice. Always consult with your Account Manager if you have any questions.

\* ½ down at order, balance due upon installation. Applicable sales tax will be added.

### Accepted:

\_\_\_\_\_  
Principal



# Excite Visual Systems, Inc.

## Credit Card Billing Authorization

\*\*\* CONFIDENTIAL \*\*\*

Client Name: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

I authorize you to charge to the credit card listed below:

\*\*\*\* Billing Name and Address for Primary Cardholder \*\*\*\*

\_\_\_\_\_  
Name

\_\_\_\_\_  
Company Name (if listed on card)

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City, ST ZIP

\_\_\_\_\_  
Credit Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
CVV2 Code (3 digit back of card, 4 digit front AMEX)

Card Type:     Business     Personal

Issuer:    Visa    Mastercard    American Express    Other \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

This authorization is valid until cancelled in writing.

**Please fax completed form to 612-656-4204. Thank you.**

info@excitevisual.com  
www.excitevisual.com

PHONE (612) 760-1550    FAX (612) 656-4204

15050 CEDAR AVENUE • N<sup>o</sup>. 258 • SAINT PAUL • MN 55124