



How to Use

OnSight System Marketing Kit

We know how important it is for orthopaedic practices to market their high standard of care and their use of the most advanced technology solutions – and that’s why we’ve designed this kit to help spread the word about imaging with the CARESTREAM OnSight 3D Extremity System.

Below is a quick overview of how to use the components of the Carestream OnSight System Marketing Kit. Each element is easy to use and customizable – so you can tailor these communication tools to match the specifics of your practice, your market and your patient base.

The OnSight System Marketing Kit includes:

Referral Letter:

- Update the text in the referral letter with your practice or facility name.
- Print it on your letterhead or use the text to create an email. Be sure to include your location’s phone number in an email.
- Send it to all professionals with whom you have a referral relationship.
- Consider using images when creating your letter or email.
- You can find images in the OnSight System Photos folder.

Envelope:

Copy: Our New Imaging Technology Can Mean Better Care for Your Patients.

- Print #10 envelopes with the copy above, including your logo and address.
- OR
- Use a #10 preprinted envelope with your logo and address.

Press Release

- Update the press release to include your name, contact information and location, and the correct date.
- Send it to local news outlets addressed to newspaper editors, television news producers or content managers for websites that cater to community news.
- Post it to the news section of your own website or Facebook page.
- Include it as a news item in your practice newsletter.

Patient Postcard

- Customize the patient postcard with your practice or facility details.
- Send it to your existing patient base or to a prospect list.

Patient Q&A Take-One Brochure

- Customize the brochure with your practice details and logo via imprinting through a local printer or by applying a sticker in the space indicated on the back panel.
- Display the brochures on your reception desk and/or in your waiting room.

Website Copy

- Customize the website copy with your practice details.
- Post it to your website.
- Embed the product images included in this kit.

Clinical Case Form

- Do you have an interesting clinical case using the OnSight System? Fill in the form with the case description, clinical images and treatment plan.
- Email the form to Helen.titus@carestream.com.
- Carestream will create a clinical case whitepaper that you can feature on your website and in your marketing efforts. Carestream will also promote these clinical cases on our website, blog, etc.

OnSight System Photos

- Use the images on your website or in other communications.
- Do not edit the images.
- If resizing, make sure that you scale the images. Do not change the aspect ratio.