



## 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](mailto: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.