

veterinarytownsm

Veterinarians Now Turn Waiting Time Into Educational Moments

*CaerVision's Veterinary Network Offers Insightful
Educational Programming For Pet Owners*



Frederick, MD CaerVision is a new and exciting concept in the world of digital media, allowing Veterinarians to turn waiting room time into valuable client care and revenue. The digital media network uses educational content to inform, entertain and relax pet owners during the time they currently spend idle in waiting rooms. Customized video materials with engaging, polished, professionally produced content are shown on large flat-panel LCD screens. These education-oriented systems will modernize any waiting room or treatment room, offering a contemporary, high-tech feel and a fresh sense of elegance to your business. The educational content is delivered through the CaerVision Network to the office's internet connection. With CaerVision Network's unique web-based platform, their professionals are able to easily change and update video content for each location. The doctor's office selects the educational topics, promotions and specific advertising to match the medical services they offer and the professional products they recommend, with monthly updates provided to them through a digital media controller. A special customized video profile of each doctor's office staff and facility are created to perfectly tailor the content to their individual business.

With over 15 years of experience in media technology, founder Jack Zhang started CaerVision to provide state-of-the-art digital media services to businesses to entertain and educate people visiting their offices. "For doctors, having a digital media network is a terrific opportunity to use that currently wasted time in the waiting room to increase business revenues while educating pet owners, as well as building client trust and loyalty," Zhang notes. Due to automatic updates received monthly, each office's content is always up-to-date with no preparation required from their staff. "For pet owners, viewing the network's content is a chance to turn that idle waiting time into an opportunity to learn about your services and products and get useful information to help their pets," he says. Zhang has plans for many new media innovations he has created for the network. Soon, pet owners will be able to use touch screen technology to have presentation segments of their choice emailed to them or sent to their phones. In the future, clients will even hear presentations that are tailored just for their individual interests.

With the CaerVision Veterinary Network, doctors ensure pet owners are empowered and knowledgeable. Statistics show that 84% of patients who see messages in their physician offices are more likely to take action and willingly participate in healthcare. These pet owners are a pre-qualified audience in a place where people have time and attention that is relevant to their thinking. Imagine a full-time patient educator working in your practice eight hours a day, informing every pet owner about your products and services – for only \$5 a day. CaerVision Network's tools save doctors from being marketers and salespeople, freeing them to focus solely on their patients. "Once a doctor becomes a member of the CaerVision Network, we create a vivid, engaging promotional video for them using voice, music, photographs and video to showcase their services and products. The member chooses from a wide array of educational content provided by CaerVision that will become part of their waiting room presentation," Zhang notes. Doctor's offices can also make the educational materials available through their websites to further enhance their own marketing and sales plans.

"Our mission is to improve people's lives through education and our vision is to become the leading educational resource company for the clients and professionals that we serve," Zhang concludes. The CaerVision Network is distinctively different from other media technology companies. They are location-based, targeted to the specific business that they serve with tailored content created just for each location. Additionally, they offer product manufacturing companies a dynamic medium with auditable effectiveness and higher return on investment than other media. The industries currently served include Veterinary, Podiatry, Chiropractic, Dental, Allergy & Asthma, Health & Wellness and Salons, Day Spas & Medical Spas.

With vivid, engaging and compelling video programming, pet owners learn all about how to improve and maintain their pets' health as well as all about the products and services you provide. Owners are shown the potential of what they can achieve for their pet's healthcare, including topics they may never have considered before. Veterinarians will grow their practice and revenue while building client loyalty and trust. For more information on the CaerVision Network call 888-841-2237 email info@caervision.com or visit them on the web at www.CaerVision.com.



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