

HydroMassage®
Innovation in Relaxation

Marketing Plan and Resources



About

The HydroMassage Marketing Plan and Resources are designed to help you successfully launch HydroMassage in your practice. It includes step-by-step instructions for implementation as well as marketing materials you can customize for your office.

myHydroMassage Owners' Website

HydroMassage offers a resource center and online store for ordering the professional printing of HydroMassage marketing materials. To access this website, visit **www.hydromassage.com/myhydro/myhydro.htm**

On this page, you are able to register for access into the myHydroMassage Owners' Site. Once you enter your information, a HydroMassage representative must verify your status as an owner before you are granted access to the site. You will receive e-mail notification once you have been verified. If you do not receive a response by the following business day, please contact HydroMassage directly at 1-800-699-1008.

Legend



The checkmark icon is used to identify "MUST DO" steps for a successful HydroMassage launch.



The custom icon is used to identify items which are available to order on the HydroMassage Customer Website



The monitor icon is used to identify items which are available on the HydroMassage Customer Website.

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HydroMassage Steps to Success Marketing Plan

This plan details the steps that should be taken to ensure a successful launch of the HydroMassage in your club. Read through it carefully and make sure to complete each step to maximize your success.

Step 1 - Preparation

Prior to shipment

Consider where the bed will be located

Consider placing your bed in your front lobby for the first two weeks to increase awareness / traffic among your patients.

Create spa-like atmosphere for HydroMassage room

Dim the lights and paint the walls with a serene, muted color. Include spa-items in the room and rug underneath bed. If in open area, use screens or plants to provide a sense of privacy.

✓ Determine HydroMassage Pricing Options

Example: \$10 - \$20 per treatment or 5-session punch card for \$40

✓ Determine how HydroMassage will be utilized in your practice

Identify which patients would benefit from HydroMassage and how it should be utilized in current patient protocols (i.e. pre-adjustment, pre-decompression, personal injury, low back pain, etc.)

1 week prior to installation

Send out "Coming Soon" e-mail blast to previous and existing patients

Send to all patients, friends and local business partners to let them know HydroMassage is coming soon

Post marketing materials - posters, flyers, coupons



Step 2 - Launch

Day 1



HydroMassage Staff Training

Make sure all staff are on hand during HydroMassage installation for 30-minute training.
Distribute HydroMassage quick reference guides



Add to New Patient Protocol

Train employees on the benefits of HydroMassage and how you recommend to include HydroMassage in applicable patient protocols



Post HydroMassage marketing materials in your office, including:

- Limited time "Free 10-minute Massage" announcement on marquee in lobby
- Posters
- Signs in lobby and in treatment rooms
- Gift certificate flyers
- End-user brochures

Week 1

Give all patients a FREE HydroMassage trial

3-5 minutes unless there is no wait. Then offer 10 minute sessions

Continuing HydroMassage Staff Training

Get all employees on the bed for a 15-minute massage session each day.

Require patients to fill out surveys after free trial

If they answer yes to question #7, review pricing with them and explain how using HydroMassage regularly could complement their treatment plan.

Patient Referrals

Call all new patient referral names listed on completed surveys each day and offer free massage for limited time.

Send second e-mail blast

Let everyone know the date HydroMassage will be available along with a coupon for a for a free HydroMassage trial session.

Step 3 - Success

Send third e-mail blast to patients

Letting them know the bed has arrived and how easy it is to use. Include a coupon for a free HydroMassage trial session.

Place free HydroMassage coupon / banner ad on your website

Drop-off free HydroMassage experience cards to local health food/nutrition stores, sports leagues/teams/clubs, corporate offices, etc. as well as referring doctors and therapists to give to their patients.

Include free massage coupons in participant packets at local races, walks, tournaments or other charity events.

Newsletters / E-mail blasts

Include FREE HydroMassage coupons with regular internal newsletters / e-mail blasts to your patients

Submit your surveys

Appoint 1 person each day (beginning or ending of day) to collect all surveys completed and report on number of HydroMassage sessions each day. Fax / Send copies of surveys weekly to HydroMassage

HydroMassage Marketing Coach

Call HydroMassage Marketing Dept 1 week after launch to discuss results and adjust marketing approach if needed.

Incorporate results into regular practice reporting

Be sure to collect and record data regarding the number of new patient referrals you receive because of HydroMassage, the number of total HydroMassage uses each day, total revenue generated from HydroMassage and average retention rates for patients using HydroMassage.

Offer Family Packages

Offer family plans with discounted rates to encourage patients to have their family members use the HydroMassage system.

Host an Open House

Host an open house for current and potential patients to increase awareness and heighten the level of interest in the community. Prior to the open house, contact local newspapers, radio and TV stations to publicize the event.

Establish Patient Wellness Plans

Offer general health consultations for all patients. Focus on your specialization or those of your employees (diet, exercise, rehabilitation, etc.) and offer services or workshops once a month that relate to that specialization. This will build rapport with your patients while creating an opportunity to incorporate the HydroMassage as a part of their treatment plan.


Sell Gift Certificates

Give your patients the opportunity to spread the word about the benefits of HydroMassage by giving a gift certificate to their friends and family!

HydroMassage Patient Survey

Utilize this survey to find out if patients believe HydroMassage is improving their condition and also to gain new patient referrals. Be sure to fax or mail these surveys in weekly to the HydroMassage corporate office so that we can help track your progress and assist you with your HydroMassage launch.

File details: Letter-sized paper / single-side



30 Second Patient Survey

1. Is this your first time using the HydroMassage bed? (circle one)
 Yes No
2. Overall, how was your HydroMassage experience? (circle one)
 1 2 3 4 5 6 7 8 9 10
 Not Good So-So Good Very Good Fantastic
3. How long was your HydroMassage? (fill in the blank)
 Minutes:
4. How much pain were you in BEFORE your massage? (circle one)
 1 2 3 4 5 6 7 8 9 10
 No Pain Limited Pain Moderate Pain Strong Pain Intense Pain
5. How much pain do you feel AFTER your massage? (circle one)
 1 2 3 4 5 6 7 8 9 10
 No Pain Limited Pain Moderate Pain Strong Pain Intense Pain
6. Compared to before your massage, do you feel more relaxed? (circle one)
 1 2 3 4 5 6 7 8 9 10
 Not Relaxed Somewhat Relaxed Relaxed Very Relaxed
7. Is this something you would enjoy using regularly at our office? (circle one)
 Yes No

Thank you for completing this survey.

Share HydroMassage! You may reserve a Free 15 minute HydroMassage session for up to three people who are not currently patients (redeemable any time during the next 30 days).

1) _____ Phone _____

2) _____ Phone _____

3) _____ Phone _____

Marketing Materials

Signage

These posters are designed to promote HydroMassage inside your practice.

File details: 18 x24"



HydroMassage
The best daily massage.

Sore muscles? Back pain?
Stress?
You need a massage.

Try HydroMassage®
FREE TODAY!

Treat yourself to a powerful deep-tissue massage with the HydroMassage heated massage bed.
Ask an associate for more information.

How will I feel during my massage?

Many people say they feel totally at ease with a deep sense of peacefulness. Others report feeling invigorated as circulation is increased. Because you have control of your massage, each individual's experience will vary. However, they all have one thing in common — they think HydroMassage® is the best massage they've ever had!

the best daily massage.

Session Cards

Free Experience Cards

These cards are used to offer free HydroMassage trials to existing and potential patients. When redeemed, a staff member escorts the user to the bed and enters the free trial and time limit manually. These cards allow the patient to experience the HydroMassage while giving the staff the opportunity to discuss benefits and pricing.

File details: Standard business card size / double-sided

As low as 7¢/piece

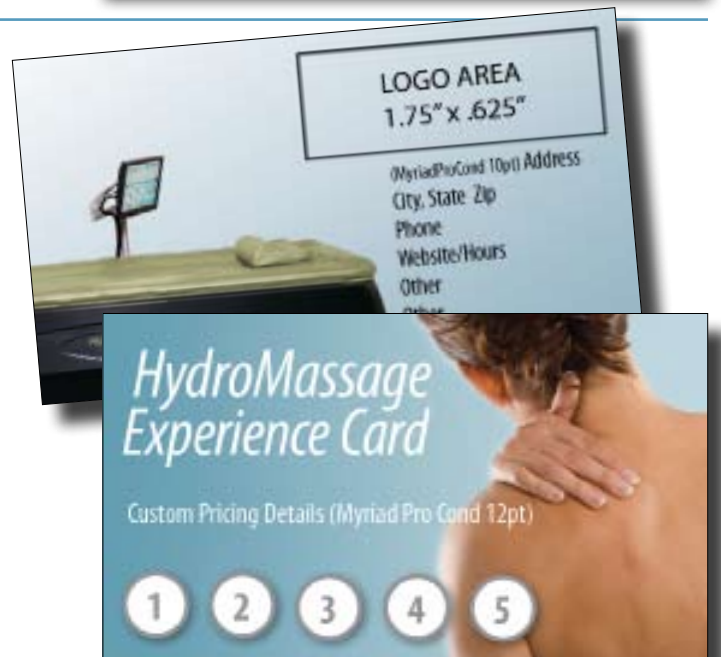


Multi-Session Punch Cards

These cards are used to sell HydroMassage multiple session packages. They are ideal for selling massage sessions a la carte to non-patients who still wish to use the HydroMassage. This provides you with immediate cash-flow from the sale while providing the customer with a discounted per massage rate for buying multiple sessions.

File details: Standard business card size / double-sided

As low as 7¢/piece



Gift Certificates

HydroMassage gift certificates are a great way to get potential patients into your practice. By promoting massage as the perfect gift for any holiday or special occasion, current patients can buy gift certificates for friends and family. When redeemed, you have the opportunity to introduce your practice to these qualified referrals.

File details: 8.5 x 3.5" / single-side

As low as 4¢/piece



Gift Certificate Promotional Signage

This Gift Certificate Promotional Signage is available for general and holiday-specific usage. Holidays included are: Valentines Day, Mothers Day, Fathers Day, Administrative Assistants Day, and Christmas. These are most effective when displayed prominently throughout the office, including treatment rooms.

File details: Letter-sized paper / single-side



Postcards

Happy Birthday Postcards

Use these postcards to recognize your patients' birthdays and offer them a free HydroMassage to celebrate.

File details: 4 x 6" Postcard



As low as 6¢/piece



We Miss You Postcards

Use these postcards to reconnect with patients who may be missing to their appointments or patients who haven't been in recently. Get them coming back by announcing your newest amenity, HydroMassage, and offering them a free trial.

File details: 4 x 6" Postcard



As low as 6¢/piece



Email/Online Marketing

Email Blasts

These email blasts were designed to introduce and promote HydroMassage in your practice. The following email templates are available: Coming Soon (to be sent prior to Launch), HydroMassage is Here with a coupon (to be sent on first day HydroMassage is available), It's Easy to Use with a coupon (to be sent post-launch to explain ease of use).

These are only templates and must be edited in HTML/Dreamweaver for use.



Website Banner Ads

These Banner Ads were designed to introduce and promote HydroMassage on your practice's website.



Press Release Template

This press release template allows you to announce the addition of HydroMassage to your practice. The press release must be customized with your practice's information and specific details regarding pricing, offers, etc.

It is recommended that the press release be completed and distributed to local media outlets (newspapers, radio and television stations) immediately following the launch of HydroMassage in your club.

