



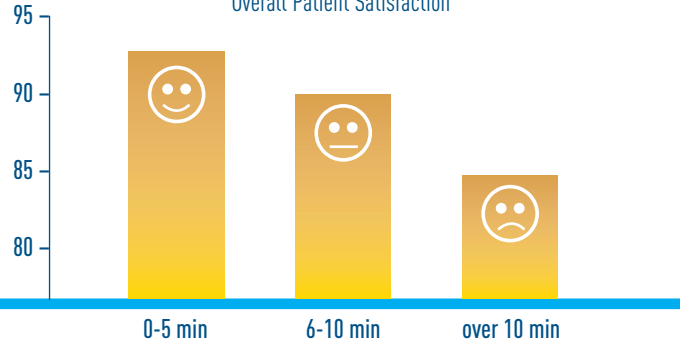
THE DIRECTV® FOR BUSINESS SOLUTION FOR
Doctors' Offices and Dentists' Offices



THE SITUATION

Doctors and dentists are always challenged to keep patients happy. They have to manage more factors than ever to meet expectations. Strict regulations, uninspiring amenities and long wait times are among the biggest areas of concern. With DIRECTV, medical and dental offices can help alleviate many of the symptoms of an ordinary or subpar experience.

Medical practice satisfaction by time spent in waiting area
Overall Patient Satisfaction



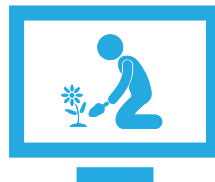
BEST PRACTICES FOR THE WAITING ROOM

Television is among the top amenities expected in a medical/dental waiting room.

DID YOU KNOW?

Doctors often deliberately overbook patients because they are paid by volume under many health insurance reimbursement systems.

Source: An Institute of Medicine report on the crisis in U.S. emergency, and why wait times are increasing



“ People appreciate having something to occupy them while they wait. Rather than magazines, you may want to consider investing in a flat-screen TV. You can also set the TV to a general channel—a home-and-garden or nature channel. If you regularly see children in your practice, consider creating a unique area for them to watch age-appropriate programming. Like magazines, toys should be avoided because they are difficult to clean.

– Sue Jacques, a medical professional

TOP 5 INDUSTRY TRENDS



Security

The need for privacy and security is up. Practices have an increased reliance on privacy monitoring, data-loss prevention and encryption tools.



Meaningful use

Certified Electronic Health Record (EHR) technology is helping physicians boost the safety, quality, efficiency and coordination of their practices.



Processing payment

Getting paid is getting harder for medical practices, due to larger patient deductibles and co-pays. They now face the chore of implementing patient payment estimation tools.



Health management tools

New technologies are facilitating the collection, integration and analysis of patient data. As a result, practices can provide more personalized, higher-quality care.



Mobile health monitoring

New systems and applications have enabled real-time data sharing to create an affordable alternative to in-person care.



TOP 10 INDUSTRY CHALLENGES AT A GLANCE



Increased patient payment responsibilities

With more healthcare costs shifting to patients, collections have become more difficult.



The shift to ICD-10

All medical practices in the U.S. will be required to transition to the ICD-10 classification system in order to accurately reflect their quality of care.



Collecting from new patients

Healthcare reform has brought new patients and many changes, causing practices to implement new collection tactics.



HIPAA hassles

New HIPAA requirements have made the task of protecting patient privacy more demanding. Failure to meet these regulations can result in stiff penalties.



A surge of new patients

More people now have access to insurance, which has caused a spike in new patient treatments.



Keeping staff satisfied

The changing medical landscape is forcing practices to give staff extra tasks, without awarding salary increases, in many cases.



Declining reimbursement

The amount that insurance companies are reimbursing for office visits continues to drop—a trend that is predicted to continue.



Keeping physicians satisfied

Facing all of the aforementioned challenges has made physicians' jobs more stressful and time-consuming.



Recruiting difficulties

More insured patients means a higher demand for physicians. Practices will soon face a shortage of quality candidates for recruiting.



Pressure to partner up

As reimbursement declines, practices are pushed to band together or join larger healthcare systems.

HOW DIRECTV HELPS OVERCOME KEY PAIN POINTS

Medical and dental practices have the daunting task of protecting, impressing and entertaining patients during every visit in order to keep them happy and coming back.



1 CREATE WHITE NOISE TO MEET HIPAA LAWS

PROBLEM

"I need an easy way to create ambient noise to protect my patients' privacy. Ever since HIPAA was created (The Health Insurance Portability and Accountability Act of 1996), we need to take measures to protect the privacy of medical patients. Say I'm discussing a sensitive issue with a patient. I need a show or music to prevent another patient, waiting quietly in a nearby observation room, from overhearing the diagnosis."

SOLUTION

DIRECTV offers SonicTap® Music Channels to provide a wide variety of music genres to appeal to patients and help ensure the privacy of sensitive conversations.



2 ADD AN AMENITY THAT IMPRESSES

PROBLEM — “If my practice doesn’t add modern features to update its appeal, it will lose patients. The new dental office down the block has been attracting patients left and right, while our business has dipped. We need to do something to update the atmosphere and improve the patient experience.”

SOLUTION — Adding DIRECTV to your lobby or waiting room will impress everyone who walks through the door. With crystal-clear picture and sound and **the most channels in HD**, your office will instantly appear more modern and inviting.

3 REDUCE PERCEPTION OF LENGTHY WAIT TIMES

PROBLEM — “How can I ease patients’ anxiety during lengthy wait times and treatments? When the appointment book fills up, wait times are inevitable. I need to keep patients’ minds occupied in the waiting room and in exam rooms, so they don’t view waiting as wasted time or lost opportunities.”

SOLUTION — DIRECTV is the ultimate solution for bored patients. There’s a wide variety of programming, including news, kids’ shows, movies and sports, to help patients take their minds off the wait and nerve-wracking medical situations.

DIRECTV IS THE CURE for dated medical and dental offices



With DIRECTV, you can enhance the patient experience, adhere to privacy regulations and make waiting more enjoyable. Studies prove that when people have something to watch, the wait feels shorter. So make patients feel safe and satisfied during every visit.



Perfect for patients of all ages—Show programs that are appropriate for your clientele—from kids shows and family movies to sporting events and news.



Gain a competitive edge—DIRECTV helps to differentiate your medical or dental office from the one down the street.



Enhance your atmosphere—When patients walk in and see **DIRECTV**, they’ll feel at ease, knowing you are committed to providing a comfortable patient experience.



Comply with HIPAA laws—Protect your patients’ privacy by playing **DIRECTV** programming or SonicTap® Music Channels to prevent vital information from being overheard.



Boost loyalty and acquisition—Not only will patients who have a positive visit come back year after year, but also they’ll be more likely to refer their friends and family.



4 PLACES DIRECTV MAKES A DIFFERENCE

1 Make wait times fly by in your waiting room.

2 Calm anxious patients in your treatment rooms.

3 Improve the breakroom for your staff.

4 Give yourself a break with DIRECTV in your own office.

88%

of patients find that music **improves their mood**, which is why **SonicTap® Music Channels** is a great addition to any medical or dental practice.



12%

of hospital emergency rooms have closed in the past few years, driving more patients to visit nearby doctors' offices.

20 minutes is the average wait time in a general practitioner's office, which most people think is too long.



87%

of business subscribers believe **DIRECTV** helps patients pass the time.**

86%

of business subscribers who subscribe to SonicTap® Music Channels believe that **DIRECTV** SonicTap® creates a livelier atmosphere.*

13

years in a row, **DIRECTV** has rated higher in customer satisfaction than cable.



In fact, DIRECTV is #1 in customer satisfaction over all other cable and satellite providers.*

* As compared to the largest national cable & satellite TV providers. 2013 American Customer Satisfaction Index.

** Results are based on a March 2013 national survey of 503 DIRECTV business viewing subscribers with at least 3 months' tenure who expressed an opinion.