



## Product Spotlight

### Medical Office Media

Reaching a captive audience with nothing to do but wait - either in the exam room or in the waiting room - is easy. Today there are many options available to reach patients. Patients can be reached by market, medical specialty or demographic segment.

#### *Benefits of the medium:*

Patients are not in a hurry. They are watching digital screens, looking around the room and waiting to hear their name from the reception desk. There are many touch points available, and it doesn't end in the waiting room! Many doctors' exam rooms are equipped with advertising messages on the exam table, walls, and even light switches. There are sampling and coupon opportunities, floor mats, wall posters, mirror clings and tissue boxes. The options available are overwhelming!

#### *How it is used:*

Advertisers can target different demographic targets, and psychographic segments by targeting specific types of specialties and geographic areas. Moms can be targeted at pediatrician offices and pet owners can be reached at veterinarian offices. If you are trying to reach women, look at the OB/GYN offices. Engage seniors by putting your message in cardiology offices and bone density clinics. In addition, advertisers can target specific consumer groups by selecting higher income areas, business centers or suburbs.

Both local and national advertisers have benefited from advertising in medical offices. Consumer goods and health products have done especially well in this venue. Medical office advertising can also accommodate other products and services - for example toys in pediatric offices or shoes in a podiatrist office.

#### *How it is measured:*

Depending on the type of advertising used in this venue, the measurement can vary. Sampling and interactive screens can be easily measured; otherwise the doctor's office traffic numbers can be used as well.

#### *Markets available:*

Every DMA in the United States has medical office advertising. Typically a third party is involved in the distribution and execution of these campaigns.

#### *New Technology:*

An increasing number of doctors' offices have digital displays available. Many come equipped for sound and interactive capabilities to gauge consumer sentiment.

#### *Who provides the products:*

DOmedia's extensive database contains many media providers with medical office advertising properties. To see the full list, [log onto DOmedia](#) and click 'Begin Your Search'.

