

CREATIVE PROPOSAL FOR CORPORATE VIDEO CONTENT

We propose creating modular programming that gives your team the greatest flexibility in presenting to potential clients and investors. Creating multiple stand-alone programs that have interchangeable elements allows for the creation of customized programs.

The proposed program elements include:

1. A health care scenario that establishes the diagnostic process, impressive hardware and software, and subsequent benefits of your business model.
2. An investment/business scenario that establishes the sound fiscal aspects of telemedicine, the well-planned financial goals of your business and potential return on investment.
3. Testimonials from clinicians and patient sites about the diagnostic success and improved productivity provided by this program.
4. Testimonials from politicians about the impressive benefits of your business and the legislative tide toward full recognition and reimbursement for telemedicine services.
5. Text and graphic choices that detail key elements of your business plan and other quantitative numbers that support your success claims.

The Health Care Program

Creating a presentation that establishes the health care model is a priority. It is agreed that documenting a typical diagnostic scenario will create the greatest impact on potential customers and investors. Educating these demographics on the scope and sophistication of the clinical process and subsequent benefits to patient, provider, parent, and clinician is the key to successful promotion of your business.

We suggest “documenting” a health care scenario at a day care or school setting. The program would have the appearance of a news story or documentary but will be fully scripted and the content completely choreographed. The story will go from the first complaint of the child all the way the successful diagnosis and treatment. Included in the scenario will be a full demonstration of the impressive hardware as well as the tremendous value and convenience to all the participating parties including the patient, the CTA, the facility, the clinician, and the parent.

As the diagnostic scenario unfolds, all the benefits will be established. Quantitative

numbers will be carefully woven into the story, which establish the substantial economic and time savings to both the individual and the health care system:

- Parents miss less time at work.
- Patients spend less time waiting.
- Operational efficiencies at physician's offices are greatly improved.
- There are far fewer trips to the ER.
- Many people in these scenarios do not have cars. Some must take a bus to daycare center and then from there to a physician or the ER.
- Often eliminates the need for a second visit to get a "may return to school" note.
- There is less loss of productivity by the employer and the stress on the "sick time" policy.
- There is no delay in obtaining prompt diagnosis and treatment, which is often left until late in the day or after-hours clinic.
- Visual records provide for greater diagnostic continuity and reduced malpractice and so on.

Your business model offers solutions on many levels:

- Prompt diagnosis and treatment [prescription medication delivery by neighborhood pharmacy]
- Caregivers stay at work.
- Child stays in school in vast majority of cases.
- Efficient use of physician time.
- Improved medical outcomes.
- Easy follow-up using the same system.
- Reimbursement and cyber-record for billing needs.
- A more satisfactory work environment.
- Reduction of stress especially for two breadwinner families.

The sophistication and effectiveness of the hardware will be highlighted with an emphasis on:

- The ease of use by the CPA
- The visual and informational clarity provided to the clinician.

Several best-case scenarios can also be mentioned: a child with a 104 fever receives Tylenol immediately without the typical delay or time-consuming dynamic of traveling parent and doctor's approval; or the effective diagnosis of an ear infection that results in a prompt and appropriate course of treatment. The potential of your model at adult

group homes or senior assisted living facilities can also be mentioned.

We also suggest creating a unique and dynamic visual style that merges the story line with graphic depictions of the benefits.

For maximum impact and effectiveness, the entire program should be under five minutes. We are confident that the diagnostic scenario, mentions of the best-case scenarios, and features and benefits can be successfully presented in this time frame.

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POSTCARD AND BROCHURE CONTENT

Enjoy/ING the Eastern Canal in Fishers.

Biking, hiking, picnicking, and birding. Boating, floating, fishing and playing. Browsing, shopping, wining, and dining. There are so many *'ings* to do on the canal in Fishers! Including a unique opportunity to observe the reconstruction and revival of one of America's most celebrated lift bridges. The Fishers bridge is part of a marvel of human engineering that began as the superhighway of 19th Century America. For nearly 200 years, the Eastern Canal has remained the area's most desirable and enjoyable destination. The scenic Canal Trail offers access to amazing wildlife and flora. It also connects to Fishers' own town wide system of trails, parks, and businesses. So, come spend a day exploring the *Jewel of the Eastern Canal*. You will be *loving* what you can see and do!

The Fabulous Fishers Farmer's Market

Every Saturday from 7 am to 12 noon through November, join us at Fishers' favorite outdoor gathering place! The Fishers Farmer's Market now hosts an average of 60 vendors offering locally grown fruits and vegetables, baked goods, homemade jams and jellies, cheeses, honey, maple syrup, cage free eggs, annual and perennial plants, handmade jewelry, artisan crafts, and many other locally produced items. The *Double Down Food Stand* offers delicious burgers, breakfast sandwiches, coffee, cold drinks, and their famous roasted carrot dog. You will find ample free parking and plenty of vendors offering everything from petunias to perogies! So, grab your reusable shopping bags and get your fill at Fishers' fabulous farmer's market!

Support Your Local Mom & Pop - Fishers Shop!

Put your money where your heart is - shop the Village of Fishers! Here's just a few things that happen when you shop local - more money remains in our community, you create local jobs, you invest in local entrepreneurship, you help the environment, you conserve your local tax dollars and sales tax revenue is reinvested where it belongs - in your community. Plus, local businesses invest your hard-earned money right back into the local economy via taxes, payroll, and purchases. That means more money for schools, roads, first responders and other important services. So, help give Fishers a lift, never miss an opportunity to shop, eat, or play locally.

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CORPORATE OVERVIEW VIDEO

The video begins with a 10-15 second visual montage of CRTC products and the key industries CRTC serves including paper, power, and steel. Music and sound design heighten the experience. Animated on-screen text changes and supports the visuals: Connect to Service, Connect to Quality, Connect to Reliability and climaxes with Connect to Confidence...

Title: Connect to Confidence

Bill Greene:

"At CRTC, our guiding principle is simple...to create an unprecedented level of customer confidence with first-class products and dedicated service and support..."

Narrator:

CRTC connects you to confidence with the toughest, most trusted vibration connection technology available. You can count on the products of CRTC to be your strongest link where you're most vulnerable - between your valuable equipment and the monitoring systems that provide early detection and prevent failure. CRTC not only provides the best, most durable cables, connectors, and vibration sensors available, we also connect you to superior support and service that has made CRTC a leader in the industry.

Title: Connect to Service

Customer Testimonial:

"At CRTC it's all about being connected to their customers. They are true problem solvers who always say yes...and that's the kind of service you just don't find anymore".

Narrator:

As the undisputed leader in customer satisfaction and product support, CRTC backs up its powerful customer connection with the industry's most comprehensive product warranties. With the CRTC lifetime warranty, there is no small print, no caveats, no excuses, just a commitment to providing reliable products guaranteed to meet your unique needs and tightest deadlines.

Title: Connect to Reliability

Customer Testimonial:

"When a company can offer such an impressive warranty, the chances are pretty good that their products are so reliable, you won't need it".

Narrator:

With access to expert phone support and innovative web-based resources, you have an instant connection to CRTC's highly trained staff, regardless of where you are in the world. You can rely on us to help you make the right choices to meet your unique needs.

Title: Connect to Quality

Customer Testimonial:

"CRTC always provides superior quality in both products and service. They offer the advice I can trust and the custom solutions I need."

Narrator:

So, if your operation depends on staying connected, then CRTC is your strongest link. By providing the toughest, most reliable vibration connection technology and the industry's best customer service, CRTC will keep you productive, profitable and at peak performance.

The video concludes with a visual 5-10 second montage of CRTC products, key industries visuals and customer sound bites that support the "Connect to Confidence" concept.

Bob Greene:

"Our goal is to keep you at peak performance and productivity...Connect to Confidence with the innovative products, superior quality, and outstanding customer support of CRTC!"

End with logo treatment supported by music and sound design:

CRTC - Connect to Confidence

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