

# Expanding the Reach of Your *Patient Guide*

**Healthy Advice® Hospitals** offers hospitals a free digital version of their printed *Patient Guide*. Visitors to the hospital's web site will find the cover from the *Guide* to click on and activate. A separate window will open displaying the entire Digital *Patient Guide*. The original site will not close, but remain open.

## BENEFITS FOR HOSPITAL

- The Digital *Patient Guide* expands the reach of the *Patient Guide* to visitors and patients via the hospital's web site.
- Hospitals can direct a pre-admitting patient to their web site to review applicable content in the *Patient Guide*.
- Quarterly updates to the hospital's *Patient Guide* will be completed for both printed and Digital *Guides*, keeping both versions up-to-date.

## BENEFIT FOR ADVERTISER

The Digital *Patient Guide* will give the advertiser the potential of being seen by thousands more outside the walls of the hospital.

A large hospital's web site can attract upwards of 100,000 visitors per month; the average hospital's web site receives 10,000 hits per month, which makes the hospital web site the "ultimate" lobby of the hospital.

## HOW IT WORKS

### DELIVERED WITHIN 2 WEEKS AFTER PRINTING

**Healthy Advice® Hospitals** offers two options for delivery:

- **URL Link** - We will supply a link and your *Guide's* cover image. Your IT team will need to code the image and load to your web site so viewers can click on the cover and it will run the Digital *Patient Guide*.
- **Full Package** - We will supply the entire digital package (all links & flash files), your IT team will need to handle these and load to your server.

## LOCATION EXPECTATION

**Healthy Advice® Hospitals** recommends that the hospital place the digital *Patient Guide* in one of two areas on their web site for best impact:

- Home Page
- The landing page for "For Patients & Visitors" tab of a hospital's site.

## DIGITAL SAMPLE

To see a sample of our *Best Practices Patient Guide* use:  
[www.healthyadvice.com/patient-guide](http://www.healthyadvice.com/patient-guide)



Our Digital *Patient Guide* opens its own window from the hospital's web site. It has page links on the cover and contents page that go directly to important information.

## GET A FREE DIGITAL PATIENT GUIDE

Our Project Coordinators are available to place your order or answer any questions you have.

Please call us at **800.643.8037**.