

Engagement with Key Stakeholders

Thermography Medical Clinic: Synopsis

1. **Imaging and interpretation services** for over 50 clinics across the province of Ontario, Canada.
2. **Business strategy** focuses on:
 - a. engaging healthcare practitioners on the value-added of thermography (for both patient management and business development); and
 - b. motivating patients to embrace a more pro-active and preventative approach to health and wellness.

Timeline and Milestones

2011

- D’Vine Living Natural Medicinal Clinic (“DVL) adds Thermography as an integral component of patient assessment and management.

2012

- DVL extends Thermography service to external clinics in Southern Ontario.

2015

- Sign with Med-Hot:
 - Superior software and interpretation services.
 - Broader view of role of thermography in health and wellness.
- TMC provides imaging services for 10 host clinics across Southern Ontario.

2016

- Dana Irvine (CCT) starts providing imaging services for TMC in Northern and Eastern Ontario.
- Office Support: Sophia Azevedo (BA) joins TMC as a clinic-coordinator and Lena Azevedo (CTT) as an office manager and thermographer at main office in Brantford, ON.
- TMC offers imaging services to more than 25 host clinics, extending into Northern and Eastern Ontario.

2017

- Amelia Tozzi (CTT) starts providing imaging services for Toronto (GTA).
- TMC launches online booking system.

2018

- TMC reaches 50 host clinics throughout Ontario.
- Nicole Benson (BA, CTT, CNP) joins the TMC team and provides imaging services throughout Southern Ontario and GTA.
- Social media strategy launched in April: unique visitors to website surpass 1,100 monthly.
- Online appointment booking: 50+% of bookings

Host Clinics

- **Key message for practitioners:**
 - **Unique role of thermography as a patient assessment and management tool** (i.e. not just a niche/alternative service)
- **Key business development concept and tools:**
 - Network of host and referring clinics
 - Internal database of clinics across Ontario and Mailchimp for marketing and outreach
 - Lunch and Learn sessions
- **Key business process tools:**
 - Introductory Host Clinic Package (including NDA, ‘Introduction to Thermography and TMC’, ‘Business Arrangement Contract’, Note on ‘ How Thermography can Grow your Practice’)

Marketing and Booking

- **Key business development tools:**
 - Ready-to-use marketing packages (Brochures, posters, content for social media/newsletters, images/graphics)
 - Host clinic advertises dates in clinic newsletter and with host clinic’s network of collaborating practitioners
 - Online webinars
- **Key business process tools:**
 - Online booking calendar (easy-to-use) with automatic sending of appointment reminders; questionnaires and forms; and follow-up emails.
 - Integrated system for patient management information and clinic administration

Imaging Session

- **Patient education:**
 - Informational Package provided to every patient
- **Key tools for managing patient expectations:**
 - Including a note on ‘Understanding your Thermography Report’, and ‘Your Imaging Session’. These notes set expectations for the imaging session and encourage a proactive follow-up to the interpretation report (including offer of complimentary Follow-up Call to discuss the report and next steps)

Patient Follow-up

- **Key goals:**
 - **To promote patient engagement:** complimentary Follow-up Call (to discuss report and encourage a proactive wellness management approach, including following up with healthcare practitioner)
 - **To promote practitioner engagement:** follow-up email to referring and/or primary practitioner; and online webinars
- **Key business process tools:**
 - **To facilitate management of follow-up process:** custom-made dashboards (for internal co-ordination) and online forms (to easily record results of Follow-up Calls)
 - **To increase retention/repeat rate:** automated follow-up emails (on progress with recommendations; within 2 months of imaging) and reminders for next clinic dates and imaging due date
 - **To ensure communication is a two-way street:** automated online patient opinion surveys