

Step Up *your* marketing and care outcomes

A package designed specifically to help you implement and grow your Anodyne® Therapy Care Provider Program



Anodyne Therapy is not just a product, it's a complete program. Valued at \$99.95, the complimentary *Step Up* package includes:

Care Provider CD-ROM

- Clinical implementation support tools
 - Policy and procedure manual
 - Outcomes tracking
- Marketing tools
 - Tips and tools for marketing
 - Press kit template
 - Radio spot and advertising copy

Educational Materials

- Product training video for staff (DVD or VHS)
- Web-based education program for annual recertification of staff
- *Care Communiqué* – Our periodic provider newsletter that provides tips and tools to assist you in your clinical and marketing efforts

Starter Pack of 40 Monofilaments

(10 gram)

Provider Referral Service through your listing on the anodynetherapy.com Web site

Quality Customizable Brochures to sell your program in your community

- 25 Physician brochures
- 50 Patient brochures

Patient Home System Information Brochures

Free to you on an ongoing basis to ensure patients know how to continue their care at home

Clinical Implementation Booklet

- Assessment tools and treatment protocols
- Training objectives and post-test

Comprehensive Marketing Planning Guide

that includes tips and tools that show you how to:

- Develop a marketing plan
- Create your message
- Effectively sell to physicians
- Create effective direct-to-consumer radio and newspaper advertising campaigns, including ad slicks and radio spots you can customize
- Be more effective in getting **free** PR on TV and in the newspaper with a customizable Press Kit

Also visit our Web site at anodynetherapy.com for additional tools and information to support your clinical and marketing efforts.

For more information, contact your Anodyne Therapy sales representative, call 800-521-6664 or email info@anodynetherapy.com