



The WiSpots Opportunity

On a national scale, no single company has effectively taken a leadership role to redefine the patient waiting room environment and improve it collectively for the patient, physician, and advertiser.



Consider these facts:

- The average wait time for patients in a typical practice is 30 minutes.
- Most physicians consider their waiting room a cost center, not a profit center.
- The most frustrating part of a doctor's office visit is the waiting room experience.
- The ability to stay "connected" in today's world is fast becoming a consumer expectation.

This is "The Future of Waiting Patiently"

WiSpots sees patient waiting rooms throughout the medical community as an undervalued, underutilized, and underappreciated opportunity for education, entertainment, and revenue generation. The WiSpots solution is our **Patient Interaction Center** which is a 2-way "portal of communication." However, the opportunity is not about our **P.I.C.** per se. The WiSpots opportunity lies in a quote from the movie *Field of Dreams*: **"If you build it they will come."**

WiSpots is creating a network of communication within the patient waiting room environment throughout the medical community. This network enables us to **INTERACT** with the patient/consumer for the purpose of education and information delivery. This 2-way communication portal provides the ability to talk **WITH** the patient not just **AT** the patient. This simply does not exist in the format that WiSpots has created. **This network is the WiSpots opportunity.**

Gain the Real Estate

The concept is simple:

Give the waiting patient a FREE internet-based amenity to entertain or educate themselves before, during, or after their doctor's visit. Monetize the solution by selling predetermined ad space to all sectors of industry. Allow the physician to share the revenue, transforming the waiting room into a profit center. Partner with key companies to provide a sold selection of "tools" to the physician to improve practice efficiency and the physician-patient experience.

WiSpots is taking advantage of shifts that are happening today in the Advertising and Medical Industry. The Ad/Media world is searching for new Non-Traditional advertising venues (media outlets) to reach the consumer more effectively. Physicians are simply affected by the same economic concerns as everyone else. "Revenue Generation" and "Patient Satisfaction" are terms used daily throughout the medical community.

By prioritizing our solution for the patient/consumer first, physician second, and industry (advertiser) third, we create the "WiSpots Triple Play." The patient wins because they are connected and entertained. The physician wins because their patient is happy and their waiting room becomes an incremental, turnkey gain in revenue. Industry wins because they can communicate with an extremely captive and willing audience for extended periods of time through interactive media that not only delivers information to their target audience but collects information from them as well.

Here is an example of the audience volume we will secure by capturing the "real estate" and simultaneously the captive patient/consumer for an average minimum of 30 minutes:

Our target location(s):

100+ patients per day.

(Considering 1/3 of patients bring a guest, we plan for 130 patients per day.)

130 patients/consumers a day X 5 days

= 650

650 patients/consumers X 50 weeks
(deducted holidays)

= 32,500

32,500 patients/consumers X ONLY 150
practices/locations

= 4,875,000
annually

We estimate roughly 300 multiple OB/GYN physician practices exist in the state of North Carolina alone. Each practice meets our minimum required volume. To deploy our solution to each of these practices doubles our reach to 9,750,000 consumers annually just in OB/GYN, just in North Carolina.

Our solution applies to ALL specialties with OB/GYN being our initial roll out focus. By multiplying the audience we reach in OB/GYN by an additional 4 specialties in 40 states, our potential reach is 1,560,000,000 (+/-). This is comparable to any advertising audience in the world today.

This is the catalyst for the WiSpots opportunity! Whoever stakes claim, in scale, to this waiting room "real estate," wins. With the WiSpots solution in place, we are absolutely on the front end of an incredible opportunity to own "real estate" and change the paradigm within the medical community. Our solution and our team are ready today. We are literally funding away from a huge win!



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