

## Goody-stuffed Promotional Backpack Creates Positive Moments of Truth for Las Vegas Orthopedic and Sports Medicine Center

### ■ Challenge: Maximize first impressions and warmly welcome new patients

There's power in new patient welcome gifts, especially when patients must return to your practice for a regimen of treatment lasting weeks or months. Welcome gifts not only promote positive patient relations; they also give staff the opportunity to create yet another positive moment of truth—moments that go a long way toward impacting patient satisfaction and referrals. The leadership team at the Advanced Orthopedics & Sports Medicine Center in Las Vegas understands this power well, which is precisely why they turned to ePromos for help in selecting new patient welcome gifts.

### ■ Solution: Attractive, logo drawstring backpack filled with promotional gifts

Already in the team's sights: a substantial promotion with a high-perceived value, including classic promotional gifts like water bottles and t-shirts. Not yet in sight, however, was a way to distribute those gifts. With the help of their ePromos Associate, the Center team selected a sleek, attractive high-quality drawstring backpack, imprinted with a brilliant rendition of the Center's logo, phone number and Web address. The quality and eye appeal of the bag significantly increased the perceived value of the giveaway as a whole—which is precisely the effect the team was after. There were three factors at work here, both signifying a full package of attention and care: the treatment course as prescribed by the Center, a like-minded gift for patients which symbolizes ongoing care and attention and ePromos' full experience in seeing each aspect of the project through on every level from diagnosis through cure.

### ■ Result: New patients feel like family; staff enjoys the glow of gift-giving

The Center team is pleased with the outcome. Not only does staff enjoy the glow that comes with giving gifts to new patients; but new patients on the receiving end say the gifts make them feel warmly welcomed—almost like part of the family. And, that, we believe, is promotional success!



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