



Have you wondered if there was a more efficient way to provide information to your patients about office procedures, new products, new services being offered and advances or new discoveries in medicine?

Or Have you thought about being able to poll your patient base about issues they find the most important, their level of satisfaction and services they would most like to see in your practice?

And Have you searched for a way to help entertain the children and family members of your patients, who may be a distraction to your office staff and other patients when they become bored during a lengthy office visit?

Or Does your staff ever get tired of listening to your patients' complaints about the length of their stay in your reception area, especially during the busiest days in your practice?



Waiting Room Solution

By Robert Luedke

The answer to all these concerns may be found in a new service being offered in the DFW area called the iGenie™. The iGenie is a state-of-the-art wireless device that, when placed in your practice's waiting room, provides your patients and other visitors with a way to entertain themselves, be productive, provide feedback to the practice and educate themselves with information that you provide.

"Over the years, I've seen people's frustration with long waits for professional services," said Jerry Ray, president of Unwired DFW, LLC (provider of the iGenie). "The adults get impatient because they know there are more productive ways they could be spending their time. Their kids start bouncing off the walls because either there is nothing for them to do or the magazines in the waiting room are not kid-friendly."

Those observations became inspiration when Jerry discovered the emerging technology of the iGenie. "The basic starting point when considering any business opportunity should always be whether there is a real need for my product or service. When I heard about the iGenie and all it could provide, I decided to introduce it into the DFW market," stated Jerry.

The iGenie allows viewers to access content without restrictions of wiring, from any location in the practice. Patients can scroll through information that you provide for them to read, fill out interactive surveys that can be utilized by your practice and even communicate through their e-mail and surf their favorite sites on the Internet.

The costs to the practice for using this service can be negligible, since Unwired DFW offers options that allow service providers, like pharmaceutical companies, pharma-

cies, medical partners, etc., to promote their products and services on the practice's iGenies. This offsets costs to the practice. "I see this as a win-win scenario for the physician's practice, since they are already being solicited by companies to market products and provide samples to patients. Rather than putting posters and brochures in the waiting rooms and offices, which can look unprofessional, the iGenie offers an alternative that is very professional, effective and presented on a device that most patients will go out of their way to view," said Jerry.

Another benefit of having the iGenie in your waiting room is that it requires little or no maintenance on the part of the staff. The units are virtually indestructible. Unwired DFW provides all technical support, programs the content and even helps locate potential advertisers to help offset costs. Since the practice is buying a service, there is no additional cost to replace or upgrade units as technology improves.

In a major market like DFW, physicians are always looking for services that differentiate their practices from their competition - after all, practices are businesses too! Bringing the iGenie service to an office waiting room will assure your practice is on the cutting edge of technology and provide increased patient satisfaction. You will no longer have to deal with one of the most common complaints...why is the wait so long? I'm bored out here. Now you have a solution!

For further information about iGenie and the programs available to physicians, contact Jerry Ray, Unwired DFW, LLC at (817) 430-4665 or by e-mail info@unwired-DFW.com



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