



# PATIENT SEMINAR TOOL KIT

For vFit PLUS Practices  
How to execute a patient event

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## Patient Seminar Tool Kit

Seminars are a great way to educate patients and generate interest around women's wellness products. The subject of intimate wellness is a personal issue that women may not speak about in general company. In a female-focused, professionally-oriented environment, they are much more likely to feel comfortable learning about and discussing these concerns. They may also feel reassured that they are not alone with some of the issues they are facing.

Included with this tool kit is a slide deck written in patient-friendly language. The seminar can be customized for your own practice needs.

The aims of the seminar are:

- To promote vFit PLUS in the context of your practice and your patients' needs.
- To establish a positive rapport with the audience
- To aid you in securing purchases for the device
- To reinforce the practice as a caring environment that focuses on solutions to patient needs

## Tips for Setting up a Seminar:

### Location

- Suitable locations for the seminars include:
  - Your practice, if you have enough room to accommodate the attendees
  - A hotel, country club or restaurant meeting room
- Ensure there is privacy for the meeting; i.e. the doors can be closed and the content of the presentation is not visible from the outside and that signage to the event is discreet.
- Avoid noisy locations such as open restaurants, fitness clubs, etc.
- Consider serving drinks, snacks, cheese, dessert, etc., to create the atmosphere of a relaxed, informal evening rather than a medical seminar.

### Promotion of the Seminar

- Promote the event for at least 2 weeks prior to the date of the event
- Add a poster to promote the event in your practice; a high traffic area like the lobby or waiting area with a sign-up sheet at the receptionist desk should work well to build awareness and attendance
- Consider partnering with a local business that has a high female clientele e.g. beauty salon, day spa, to promote the event
- Make sure all your existing patients are aware of the event – email or social media are good vehicles to use
- Consider a bonus gift for bringing a friend
- Promote the seminar with additional incentives for those who attend:
  - A “goodie bag” filled with health and wellness products, e.g. skincare samples, probiotic supplements, herbal teas etc.
  - Consider a coupon book offering discounts on the treatments you offer
  - Consider a drawing for a treatment or gift basket

## Flow of the Seminar

- Keep the atmosphere friendly and informal.
- Consider having a couple of presenters to keep things more interesting. A physician or representative from vFit PLUS can present the science aspects, while another staff member could present the information about incidence of intimate wellness issues and the benefits of using vFit PLUS. If you have a patient who has used the device willing to share their experiences this can have a powerful impact. It is preferable to only have female attendees at the event, many women will not feel comfortable if a man is in the room. If the physician is male and strongly feels they should attend, consider having them leave for portions of the event, especially during discussion time. Keep the presentation under 45 minutes.
- Allow time for questions and discussion.
- Provide an opportunity for people to speak one-on-one with patient staff.
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## Other Tips

- Hold door prizes and goodie bags until the end of the event to encourage attendees to stay through the entire seminar.
- Advertise gift bags, door prizes, coupons and limited seating.
- Promote “This is an event you do not want to miss”.
- Make sure all your practice staff are aware of the event and know how to answer inquiries.
- Increase numbers by encouraging people to bring a friend.
- Consider a survey at the end to find out what worked well and what could be improved for your next seminar.
- Have product available to purchase on the night of the event.

## Things to Avoid

- Too many guests. Limit the seating for the event so you don't have too many attendees that you can't cope with the interest. A good ratio is 15 attendees for each member of practice staff.
- Certain days of the week. E.g. Fridays and Saturday evenings tend to be social nights when people are very busy already. Many people are unwilling to go out on a Monday. Mid-week is often best.
- Over-Selling. Not everyone will be ready to purchase at the event. Some will just be happy to have started the conversation and know they are not alone. You can follow up with them after the event.

## Set Up of Location

For the seminar to run efficiently

- Add speakers to make the best use of the videos. Overhead speakers are the best option. Consider a microphone for the speaker for larger venues.
- Allow enough time to run through the presentation while hooked up to the projector at least once to make sure all the videos are running on the screen.
- If using tables, small round tables create a casual, friendly atmosphere that allows for conversation among the attendees versus long rectangle tables that feel more like a classroom or formal setting.

## Example of Social Media Language

Facebook practice page:

“Come to our next event on [insert date and time] – at [location]

Millions of women suffer from intimate wellness issues, presenting a variety of challenges. That’s why we are now offering vFit PLUS, a home-use device that can help women take control, gain confidence, and enjoy life - without worry or constraint.

This is your opportunity to learn about vFit PLUS in an informal setting with other women who understand your concerns. Seating is limited so call us on [insert phone number] to reserve a seat today.”

## Set up of Customized Seminar Presentation

The seminar has a script to guide you through the content of each slide

Before the seminar you can customize the presentation for your own needs.  
The seminar presentation can be customized in the following ways:

- **Adding your own practice logo** - We suggest you add it to the cover slide (Slide #1) as indicated in the presentation.
  - **Adding your own testimonials** – Slide 21 is a placeholder slide for you to insert your own patient testimonials.
  - **Adding your own pricing & specials** – Additional slides can be used at the end to include any special offers you might be giving to event attendees.
  - **Adding your own contact details on the last slide** – Add at least the website and a contact telephone number.
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