

Mudbug Information Systems  
Orthopedic Patient Education Television  
Outline of Business Plan

1. Business Concept

To provide orthopedic physicians with high quality flat-screen TVs with streaming video from a central server. The topics will vary between patient education, common problems, and orthopedic products and services. Benefits to the practice include an increased knowledge base for the patients to draw from, which will help them ask their doctor informed questions. Potential revenue can be generated from local and national ads to be displayed on a semi-prominent ticker/banner at the bottom of the screen.

2. Company Description

Mudbug Media is a collective of some of the most brilliant, knowledgeable, and resourceful young minds dedicated to designing, programming, and marketing the best websites and print materials a media solutions company can offer. We employ gifted application developers, graphic designers, and project managers whose capabilities are matched only by their innovation and vision. Not only is professionalism in all aspects a focus, we are also dedicated to our greater community and deeply committed to providing the highest possible level of customer service and products in a timely manner.

Since its conception 10 years ago, Mudbug has worked closely with one of the leaders in the orthopedic field, Stryker Orthopedics, to develop an in-depth knowledge of the industry and the marketing needs of orthopedic physicians. Scott Zeitzer, the president of Mudbug Media, has shaped this full-service design firm from the unique perspective of having been a medical device sales representative for over 15 years after obtaining a Masters in Biomedical Engineering. Because of this, Mudbug has been trusted to develop the websites of over 400 surgeons, and has created custom resources, forms, and databases for the field – including Orthofutures.com, a website focused on advancing orthopedic care and careers.

3. Market Assessment

With ready accessibility to the World Wide Web, patients are becoming more pro-active with learning about their conditions, demanding information about their illnesses or injuries. Patient education is a commodity currently in high demand due to this trend of armchair research. Consumers are spending significant amounts of time online seeking updates on research and technologies, making patient education increasingly relevant as avenues of information expand. Data does trickle down, but with Patient Education Television, the latest information goes directly to the target audience.

The potential market for this proposal is substantial since we would be providing information for those already seeking it. By displaying these TVs in orthopedic physicians' waiting rooms to people already interested

in the topic, half of the challenge has already been overcome. Because a captive audience has already been achieved, advertisers can reach their desired demographic easily, making this a venture that is profitable to all parties involved – the patient, the advertiser, the practice, and ourselves.

4. Concept Logistics

Equipment necessary for this venture would be a server dedicated to the feed of this patient education, high quality flat-panel television screens, a computer, and a high-speed internet connection. Sales representatives from Stryker would promote this new offering to practices in their territory and refer them back to Mudbug Media, much like the collaborative agreement we have with them now regarding physician website development. The majority of the content will come from Stryker Orthopedics, but the formatting, programming, and appropriate editing would be done by Mudbug.

5. Projected Financial Performance

T.B.D.

6. Strategic Assessment

With a highly competitive market for orthopedic devices in an industry where decisions are made based on subtle differences, an interactive patient education feed can provide Stryker Orthopedics and each practice a competitive edge. A target audience will already be assembled because of their personal interest in the field and a desire to learn more about their options. Although the risk of a heavy investment is present, the potential benefits (i.e. local and national advertisers) look to be very promising. Every facet of the orthopedic industry can be penetrated with these ads, from patients, to their families, to physicians and sales reps, making for an ideal and relevant medium.

7. Action Items

T.B.D.