

SYCLE SESSION:

CONNECTED MARKETING

FOR NEXT LEVEL PROSPECTING & AUTOMATED
PATIENT OUTREACH

We will begin at 9:30AM PT / 12:30PM ET

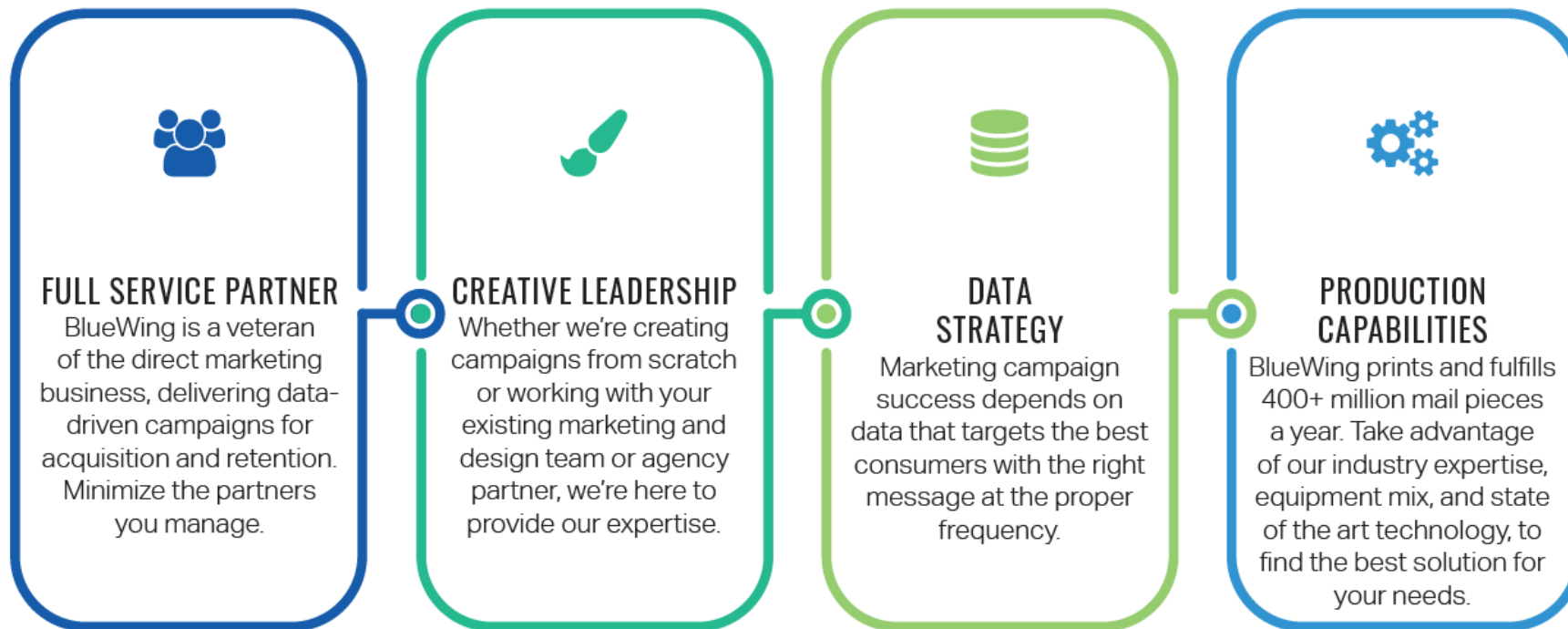
- ✓ 15 Years in the hearing care industry with patient experience and digital/direct marketing background
- ✓ Responsible for multi-group/retail/independent practice cross channel marketing Initiatives
- ✓ Designing and implementing direct marketing "set-and-forget" patient automation and trigger programs
- ✓ Leader in design, development and implementation of machine learning and AI technologies for use in hearing care marketing



Regional Account Executive
BlueWing Hearing Care

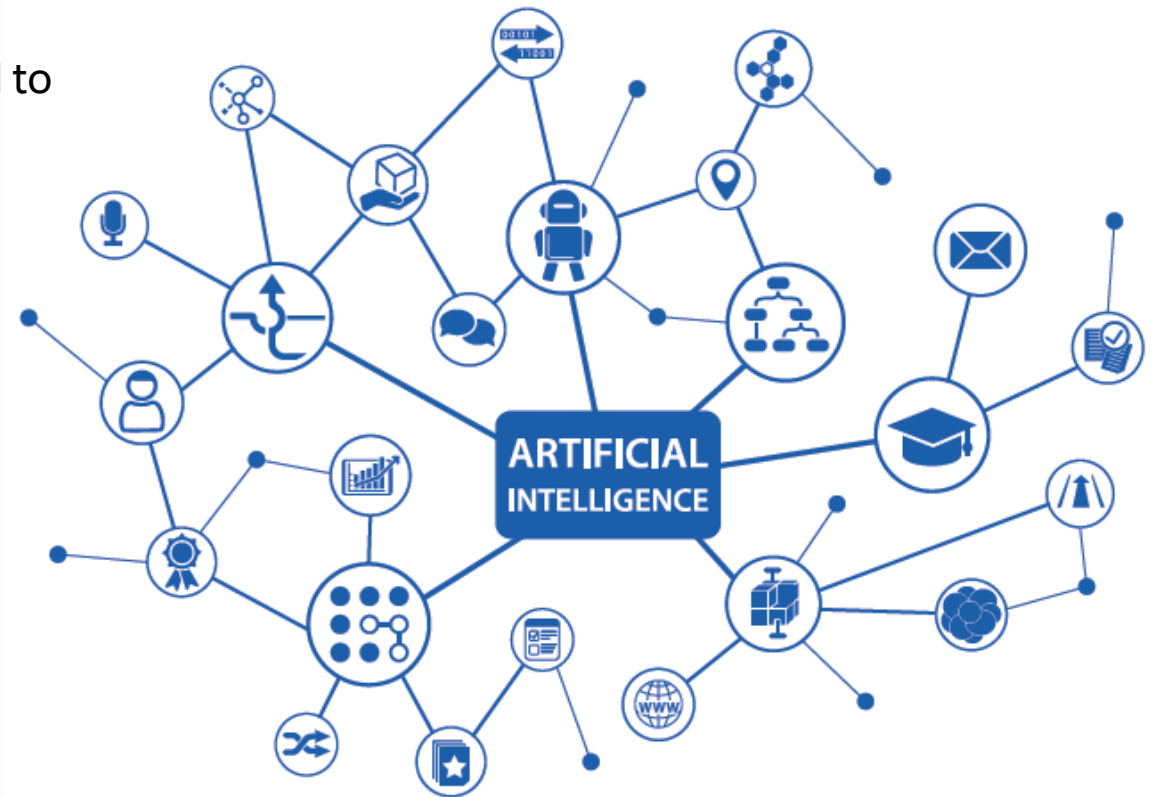
Artificial Intelligence and “Big Data” are changing the way we market and run our businesses. Previously the purview of large Fortune 500 companies, these technologies are now increasingly available to help smaller organizations market more strategically and efficiently.

This is all the more important given today's rapidly changing competitive landscape.



Technology Has Arrived

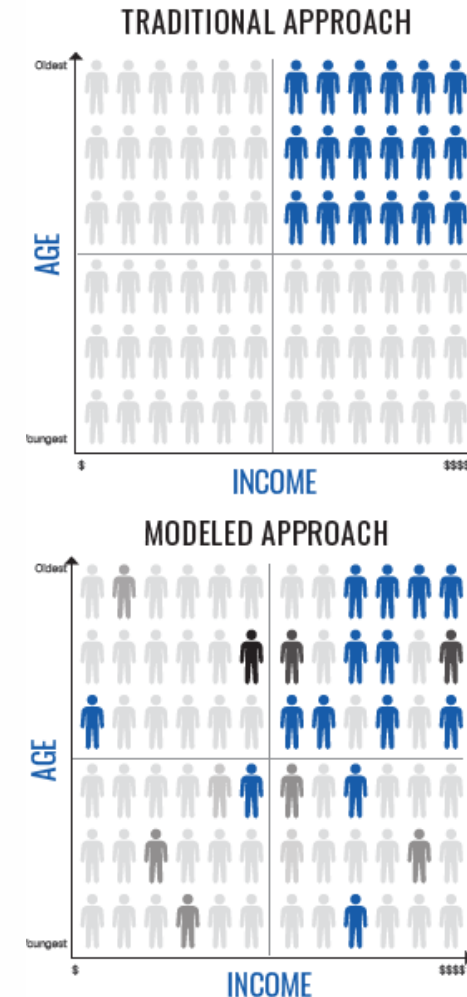
- ✓ Powerful data analysis and prediction solutions used to be the purview of large Fortune 500 companies
- ✓ Used to optimize most areas of business including marketing
 - ✓ Audience, message, timing, channel
- ✓ Artificial Intelligence (AI) and Machine Learning have rapidly advanced in recent years
 - ✓ More cost effective
 - ✓ Less data intensive
 - ✓ Consistent performance
- ✓ BlueWing has been a leader in bringing these robust solutions and level of service to the Hearing Care Industry



A BETTER WAY: AI & CONSISTENCY

A Look Inside

- ✓ From a marketing point of view, these technologies can help us **lock-in on the right population** to be targeting, foundational
- ✓ Analyze rich combination of your data and ours to key-in on the **DNA of your patients** -> Model
- ✓ Model as **strategic evaluator** that assigns scores:
 - ✓ 100 = Identical to existing patient
 - ✓ 0 = Couldn't look further from existing patients
- ✓ **Fundamental reality:** People who look like your existing patients behave like your existing patients
- ✓ Individual Level – not Zip code, not carrier route, not Household
- ✓ Many other marketing applications



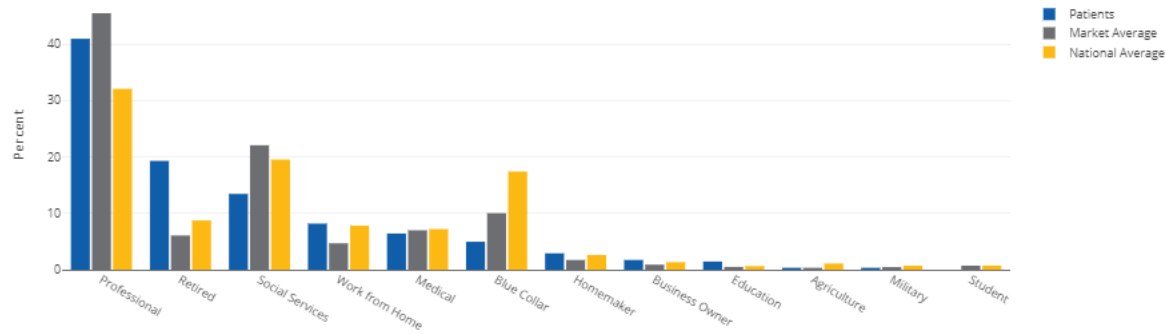
DATA MODELING & REAL-WORLD ADDRESSES

Our response models continue to learn and evolve as new data is passed from Sycle to BlueWing on a daily basis. Machine learning and improvements to your model continue behind the scenes with each transfer of patient data. This allows you to mail data-backed, response driving direct mail campaigns to targeted prospects.

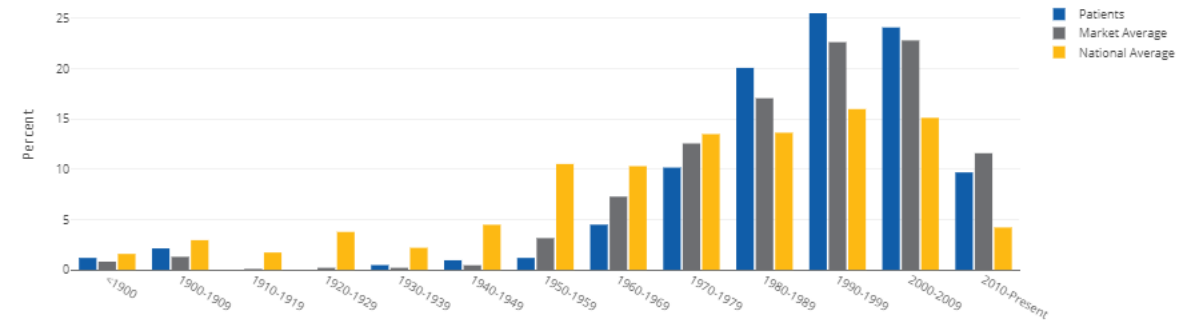


DATA MODELING & REAL-WORLD ADDRESSES

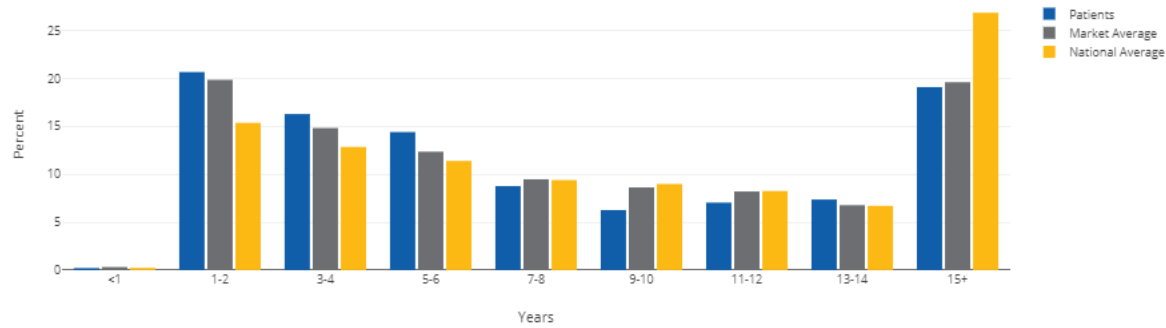
Occupation



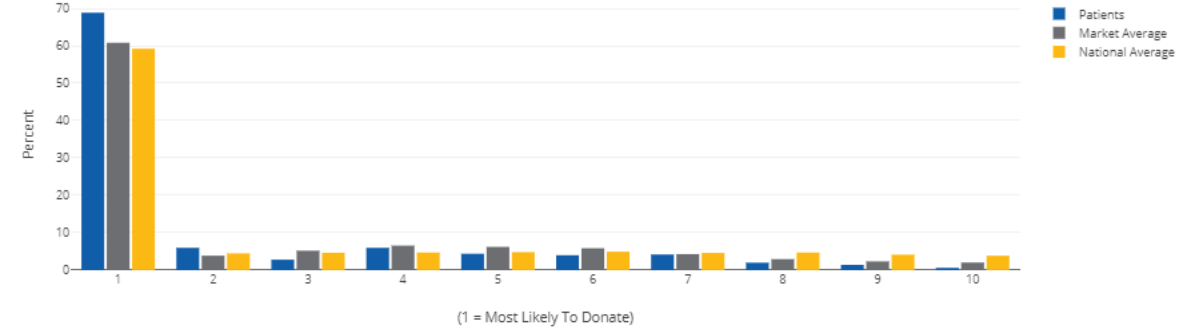
Year Home was Built



Length of Residence



Propensity to Donate



WHERE DOES BLUEWING COME IN?

Benefits of this new partnership include:

- ✓ Trigger-based patient marketing plans developed by BlueWing and driven by up-to-date data from your Sycle.
- ✓ No monthly fees or subscription costs – pay the price per piece and nothing more.
- ✓ No third-party vendors – Creative, Data Science, Production and Fulfillment are all in-house.
- ✓ Data Cleansing – Clean lists mean less waste, but also keeps your database up to date.
- ✓ Powerful reporting – BlueWing will match back campaign response and demonstrate the path from lead to sale, transparently showing you your return on investment.
- ✓ Weekly mail drops – Creates a steady flow of traffic while minimizing cancellations and no shows.
- ✓ Pre-designed, highly customizable direct and digital marketing services
- ✓ Highly targeted prospect marketing solutions driven by lookalike data modeling using patient insights.

FULLY AUTOMATED PATIENT TRIGGER MARKETING!

Patient Mail Triggers:

- ✓ Tested Not Treated
- ✓ Device Aging
- ✓ Warranty Expiration
- ✓ Service Plan Expiration
- ✓ Birthday
- ✓ Periodic Check-Up (Annual Reminder)
- ✓ Purchase Post-Fitting
- ✓ No Show Appointment
- ✓ Cancelled Appointment



POWERFUL & ON-DEMAND REPORTING

Intelligent ROI Reporting

This partnership allows us to offer your practice intelligent results-based reporting. By having access to the live data in your Practice Management Software we are able to base our reporting on more than just call data.

This reporting provides a deeper and transparent look into how your marketing is performing by matching the appointments and sales in Sycle to the mail files used in the marketing campaigns. The daily feeds between Sycle and BlueWing allow you to clearly see how productive your patient marketing campaigns are.



ID	Date	Appointments	Appointments	Date	Total	Unmatched	Matched	Total	Net Sales	Net	Net	Net	Net
13976	12/28	85363	87	8776	10	87	10	87	80233	80233	10290	891	828
13976	12/29	87363	87	8826	10	87	17	104	81033	81033	87363	891	810
13976	12/30	89363	87	8986	10	87	10	116	81833	81833	86363	891	844
13976	12/31	91363	87	9186	10	87	3	119	82633	82633	87363	891	810
13976	1/1	93363	87	9386	10	87	10	127	83433	83433	88363	891	810
13976	1/2	95363	87	9586	10	87	10	135	84233	84233	89363	891	810
13976	1/3	97363	87	9786	10	87	10	143	85033	85033	90363	891	810
13976	1/4	99363	87	9986	10	87	10	151	85833	85833	91363	891	810
13976	1/5	101363	87	10186	10	87	10	159	86633	86633	92363	891	810
13976	1/6	103363	87	10386	10	87	10	167	87433	87433	93363	891	810
13976	1/7	105363	87	10586	10	87	10	175	88233	88233	94363	891	810
13976	1/8	107363	87	10786	10	87	10	183	89033	89033	95363	891	810
13976	1/9	109363	87	10986	10	87	10	191	89833	89833	96363	891	810
13976	1/10	111363	87	11186	10	87	10	199	90633	90633	97363	891	810

POWERFUL ROI MATCHBACK REPORTING



Year	Month	MQ	Cost	Appointments	Appointment Rate	Evals	Total Purchasers	Hearing Aid Purchasers	Hearing Aid Units	Total Transactions	Hearing Aid Sales	Total Sales	Gain	ROI	Cost Per Appointment
2019	July	12,004	\$6,362	110	0.92%	20	34	11	21	75	\$56,200	\$59,849	\$53,487	840.71%	\$58
	August	15,005	\$7,953	114	0.76%	14	32	13	24	71	\$64,700	\$70,680	\$62,728	788.76%	\$70
	September	27,009	\$14,345	194	0.72%	39	62	21	41	164	\$125,000	\$131,446	\$117,101	816.34%	\$74
	October	9,003	\$4,772	54	0.60%	12	12	5	12	25	\$21,960	\$23,131	\$18,359	384.76%	\$88
	November	18,006	\$9,543	129	0.72%	35	37	16	35	82	\$98,035	\$101,112	\$91,569	959.52%	\$74
	December	9,000	\$4,770	64	0.71%	8	22	3	8	41	\$27,000	\$29,094	\$24,324	509.94%	\$75
2020	January	9,003	\$4,772	49	0.54%	6	13	6	12	35	\$30,500	\$31,249	\$26,477	554.90%	\$97
	February	27,009	\$14,315	50	0.19%	30	9	5	9	16	\$19,750	\$22,268	\$7,954	55.56%	\$286
	March	21,007	\$11,134	20	0.10%	13	4	2	4	8	\$9,700	\$9,669	(\$1,464)	-13.15%	\$557
	April	5,986	\$4,148	950	15.87%	0	653	23	42	1,710	\$81,570	\$191,725	\$187,577	4522.43%	\$4
	May	1,662	\$1,130	91	5.48%	10	19	11	23	55	\$67,630	\$69,660	\$68,530	6063.73%	\$12
	June	38,640	\$21,313	1,052	2.72%	0	877	94	200	2,979	\$375,897	\$522,261	\$500,948	2350.43%	\$20
	July	36,670	\$19,856	206	0.56%	2	95	26	58	326	\$140,969	\$147,918	\$128,062	644.95%	\$96
	August	54,822	\$29,503	134	0.24%	1	45	16	28	98	\$55,918	\$60,077	\$30,574	103.63%	\$220
	September	137,146	\$56,245	473	0.34%	24	22	6	12	41	\$25,470	\$26,645	(\$29,600)	-52.63%	\$119
Grand Total		421,972	\$210,159	3,690	0.87%	214	1,936	258	529	5,726	\$1,200,299	\$1,496,785	\$1,286,626	612.22%	\$57

Next Steps

- ✓ Sycle will send a post webinar follow up email with a link to the recorded session and a link to connect with BlueWing for more information on getting started.
- ✓ BlueWing will reach out with necessary NDA and BAA documents and setup time if needed to discuss the program in more detail.
- ✓ Sycle will provide a data release form.
- ✓ BlueWing will then model the data and provide you with your patient and prospect analysis (2 - 3 weeks) for review.
- ✓ BlueWing/Sycle will reach out as soon as the patient triggers integration is complete and ready.