

Marketing Strategy Document: Free Sample Program for Clinicians.

Introduction

Our free sample program is designed to empower clinicians, with the opportunity to trial the Overlay. This document outlines the process clinicians need to follow to access a free product, ensuring they are well-informed and capable of providing valuable feedback.

Objectives

1. **Educate Clinicians:** Provide continuous education through our training video and webinars.
2. **Product Trial:** Facilitate a smooth process for clinicians to receive and trial our product.
3. **Collect Feedback:** Gather detailed feedback to enhance our product and customer satisfaction.

Process Overview

1. Training Completion

- Clinicians must complete our 30-minute training video and the quiz. This video is accredited for continuous education units (CEU) in the USA. [Ethnocare Overlay ABC board presentation](#)
- For clinicians in other countries, we are working on accreditation. [Ethnocare Overlay Presentation](#)
- Alternatively, clinicians can participate in one of our webinars, which also covers the necessary training content.
- Completing the [Quiz](#) would also be necessary to receive the CEU and have access to a sample.

2. Patient Identification and Measurement

- Clinicians need to identify a patient who can benefit from our product.
 - i. Ideal first trial patient candidate:
 1. **Level of cognition:**
The patient should be capable of understanding the usage, adjustments, and maintenance requirements of the Overlay.
 2. **Manual Dexterity:**
The patient must possess adequate dexterity to manage the built-in pump and release valve for inflating and deflating to achieve custom comfort.
 3. **Activity Level:**
Suitable for patients with a moderate to high level of activity, ranging from K2 to K4. You want to maximize the output of this patient, you want to make sure they're going to utilize not only their prosthetic device but the Overlay itself.

4. **Residual limb :**

The patient should have a residual limb free from significant skin issues or wounds, nerve problem or excessively bony residual limb.

- Using the measurement methods detailed in our training, clinicians should take accurate measurements to select the correct size of the Overlay product for the patient.

3. **Sample Request and Delivery**

- Once measurements are taken, clinicians can [request a free sample](#) by providing the necessary patient information and their delivery address.
- Our logistics team will process the request and send the sample to the provided address.

4. **Trial and Fitting**

- Clinicians will fit the patient with the Overlay product, ensuring it meets the needs and comfort of the patient.
- During the trial period, clinicians should monitor the product's performance and the patient's response.

5. **Feedback Collection**

- After the trial, clinicians are required to fill out a trial and appreciation form to give feedback on the product.
- Feedback can also be provided via a phone call with our customer service and research & development team.