



## Jeopardy – MESA Style Q & A

### **It Is (What it Is):**

Q: *What is Central Hub and Resource Link?*

A: Also known as CHRL or "Cheryl," it is a touch-free, gesture-controlled software interface that facilitates engagement with people by providing:

1. a multi-sensory experience with sight, sound, and motion
2. increased memory and recall
3. fun and freedom of choice
4. information and messages that matter to them while in your office or medical facility
5. access to safe check-in opportunities
6. access to information, products, and services from their device through QR codes after interacting with CHRL

CHRL's software application automatically scrolls through all messages until a person begins interacting. Once a person completes their interaction, messages begin automatically scrolling again. Their interaction creates real-time data that can be accessed.

Q: *What is the Access Portal?*

A: This provides access to your personalized dashboard, message builder, landing page builder, and statistical data for message and landing page performance in real-time.

Q: *What is a Message?*

A: Images, text, and or videos displayed on CHRL in the auto-scrolling program and are available for people to select and learn more.

Q: *What is a Landing Page?*

A: Displayed after a message or ad is selected by people that give more detailed information and encourages engagement with photos, videos, slide shows, and surveys. Repeat engagement is encouraged through QR Code placement on this platform.

### **Use this Thing (How it is Used):**

Q: *What is message creation?*

A: Your messages and information are created through the software in MESA's Access Portal. Your office or medical facility will provide MESA with content, including text, images, videos,

and more. Then MESA will upload and publish this content for display on your CHRL for patients to begin engaging.

Q: *What is engagement with people?*

A: Patients engage with your messages and information using simple gestures to control the software. They have access to search options and gesture help menus to help them use CHRL. Patients can take surveys, scan QR codes, watch videos, listen to audio, view slideshows, and much more to engage with your office or medical facility.

Q: *What is accessing data analytics?*

A: Using the Access Portal software allows you to access engagement data in real-time. You can see how many times a message was displayed, how many people selected it, how long they engaged, and survey question responses.

Q: *What is mastering engagement?*

A: With MESA's software, you will KNOW what works when developing your engagement strategy based on the interaction data. CHRL helps you refine your messages to engage your patients while understanding their interests and habits fully.

**Benefit Me (Benefits to Your Practice):**

Q: *What are the benefits for doctors?*

A: CHRL offers direct access to data in real-time; support for limited staff; software flexibility; ease of content changeability; software-customization for automated check-in and check-out processes.

Q: *What are the benefits for patients?*

A: CHRL offers gesture-controlled engagement, patient-driven experiences that allow for increased memory and recall by engaging more senses. CHRL also provides access to QR codes to move patients from CHRL to other information sources: websites, documents, articles, contact information, and more.

Q: *What is revenue generation?*

A: Earning extra money within your practice or medical facility is easy by selling advertising space to partner businesses, local medical support services, and pharmaceutical companies. Displaying advertising information and messages allows patients to access the products and services they need while raising awareness.

Q: *What is support from MESA?*

A: MESA is with your practice or medical facility to implement our software and train you and your staff to use our software. We want your office or medical facility to receive the maximum benefits of CHRL. MESA also offers sales and billing support for your practice to begin generating advertising revenue.

**Got to Have It (How you Obtain it):**

Q: *What is working with MESA?*

A: Harnessing the power of MESA's software while reducing the cost of implementation through Partnering opportunities. Or take engagement to new heights with MESA's gesture-controlled software application and Access Portal fully customized to stand out above the rest with Licensing opportunities.

Q: *Why MESA's software is right for my office or facility?*

A: MESA's software will allow your office or medical facility to provide a safe, touch-free engagement opportunity for patients to access information, messages, products, and services. Also, advertising spaces will generate revenue for your office or medical facility.

Q: *What is supporting doctors and staff?*

A: During this time when medical professionals' time is reduced, limited, and/or spread thin, MESA's software allows your office or medical facility to streamline the patient check-in process and deliver important information to patients.

Q: *What is touch-free, interactive, and safe engagement?*

A: Fact-According to Healthline, touch screens in public spaces are known to colonize an average of 253,857 colony-forming units per square inch. Central Hub and Resource Link™ will overcome this health concern and eliminates the need for touch screens through gesture control while allowing people to have fun and safely engage at their own pace.