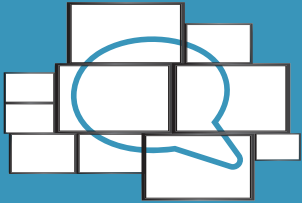


CONTENT REVIEW PANEL FAQ

hnn
hearing news network



clear digital media

WHAT IS IT?

Hearing News Network (HNN) is the patient-centric content streamed from Clear Digital Media right into hearing healthcare waiting rooms across the country. We are the product of choice in customized hearing health care education and entertainment programming. With our growing audience, now over 1.5 million viewers annually, we understand that we have a responsibility to our viewers to ensure that our content is accurate, informative, and engaging. Our Patient Content Review Panel helps to ensure that all of our content meets our goals of entertaining patients while they wait, and educating them on current topics in the hearing health care field. Our Patient Content Review Panel assess our latest videos and gives their opinions on the topic, how it was presented, and what facets may be missing, as well as design and music choices so that we publish and broadcast only the most relevant information.

WHO'S PART OF IT?

Our Patient Content Review Panel helps to ensure that all of our content meets our goal of entertaining patients while they wait and educating them on current topics in the hearing healthcare field. Our Review panel assess our latest videos and gives their opinions on the topics, how it was presented, and what facets may be missing, as well as design and music choices. We are using this Review Panel to ensure that our content connects with its core audience and that we are fulfilling our responsibility to our 1.5 million annual viewers.

Hearing aid users, people with hearing loss, and patients of hearing care practices will all be involved in the Review Panel.

HOW DOES IT WORK?

We will reach out to you when we have new content that needs to be reviewed. You will then watch each video and complete a short survey regarding the content so that we can make adjustments as necessary. We will then submit a final video once all the comments and reviews have been considered.

HOW DOES JOINING BENEFIT ME?

By joining our Patient Content Review Panel you will be contributing to the hearing loss community and making sure your peers are properly educated along their journey towards better hearing. Better education for patients and their families throughout the visit, will greatly improve the experience.

HOW DOES MY OPINION GET USED?

Your opinion is highly valued in this process. Your comments will directly affect the revision of the video in question and may even effect past and future video production.

ARE MY COMMENTS AND SUGGESTIONS ANONYMOUS?

During our survey, you can choose to have your comments left anonymously if you prefer. You are in control.

HOW DO I JOIN?

“Our intention is to use the HLAA association to email their members an overview and sign up form to become part of our content review panel. We'll also be emailing our own ClearSounds newsletter database to see if we get some signups.”

Contact:
Brad Dodson
1-877-784-1696
Brad.Dodson@cleardigitalmedia.net
www.cleardigitalmedia.net

Sign up using the HNN/HLAA Patient Content Review Panel landing page:
<http://info.clearsounds.com/hlaa-crp>