



Boost Sales with Citadel Digital Signage

Engage. Educate. Convert.

What is Citadel Digital Signage?

Citadel is a digital signage and content management platform that lets you easily store, organize, and schedule content for display across multiple screens—all from one centralized, easy-to-use dashboard.

Features:

- Use our library of hearing care videos content
- Upload your own videos
- Use the Content Creator tool & templates to easily create videos and post them immediately to your screen
- Incorporate printable PDFs to accompany videos
- Stream Google Reviews to your screen

What Do I Need?

- Internet connection
- Screen - TV or Monitor
- Player (included with subscription)

Why Citadel Digital Signage?

Transform your waiting room into a powerful sales driver with Citadel Digital Signage. Clinics using our solution report increased hearing aid sales, higher patient engagement, and improved acceptance of premium hearing technology.

Proven Sales Impact

- 40% of patients take action after viewing product promotions on digital screens.
- Repeated exposure to key messages shortens decision-making time and boosts confidence in hearing aid purchases.

Educated Patients, Higher Conversions

- 90% of patients feel more confident in their hearing aid choice after seeing educational content.
- Visual messaging clarifies technology benefits, reducing objections and increasing acceptance of premium models.

Maximize Your Waiting Room Time

- Patients spend 15-30 minutes in the waiting room – leverage this time with strategic content that influences purchasing decisions.
- Seeing a product at least three times significantly increases recall and likelihood of purchase.

Build Trust & Drive Engagement

- 70% of patients report increased confidence in recommendations after seeing real patient testimonials on digital signage.
- Reinforce your clinic's expertise with success stories and professional endorsements.

Boost Upselling & Bundling Success

- Clinics see a 20-30% increase in accessory and service plan sales when promoting them on digital signage.
- Highlight financing options and tiered pricing to help patients make informed choices.

Clinician Efficiency & Support

- Patients enter consultations better informed, allowing clinicians to focus on personalized recommendations.
 - Less time spent explaining basic concepts = more meaningful conversations and higher sales.
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Get Started Today!

Enhance your patient experience and drive more hearing aid sales with Citadel Digital Signage. Contact us to learn how your clinic can benefit.