INDUSTRY PRESENTATION / PATIENT SERVICE + PHYSICAL ADVERTISING

A BETTER WAY TO KEEP CARE WITHIN REACH.

Not another disposable patient leaflet. A useful, branded physical access point to approved pharmacy, clinic and hospital services.

PATIENT HANDOUT → USEFUL OBJECT → ACCESS TO SERVICES



01 / WHEN THE MESSAGE DISAPPEARS TOO SOON

INFORMATION IS GIVEN.
IS IT EASY TO FIND AGAIN?

A leaflet goes into a bag. A QR on a wall is left behind. Patients still need a clear route back to the organisation’s authorised information.

DISPOSABLE HANDOUT

RECEIVE → READ → LOSE?

Printed information can be misplaced or become outdated.

HOLDERCARD

RECEIVE → USE → RETURN

The same branded object can stay useful beside a phone.

A proposed alternative for nonessential print — not a claim of clinical benefit or measured waste reduction.

02 / THE USEFUL OBJECT THAT KEEPS THE QR NEARBY

NOT ANOTHER APP.
A ROUTE BACK TO CARE.

A flat branded advertising card folds into a smartphone support. A QR may open only approved public services or an organisation’s secure portal.



FLAT / BRAND + OFFICIAL QR



FOLDED / PHONE SUPPORT

Genuine HOLDERCARD product photographs. These are not images of completed patient-distribution programmes.

03 / THE PHARMACY COUNTER AS A CUSTOMER TOUCHPOINT

A SMALL GIFT.
A USEFUL WAY BACK.

A pharmacy can offer the card with an eligible purchase or welcome pack. The customer retains a direct shortcut to that pharmacy's approved services.

GIVE	At counter or in suitable packs.
SCAN	Store, loyalty or permitted information.
KEEP + REUSE	A practical phone stand after the visit.



04 / A SMALL SERVICE BESIDE THE HOSPITAL BED

SCAN THE SERVICE. SUPPORT THE PHONE.

At the bedside or at home, the card may support a phone for family calls or an online consultation. Its QR can point to approved hospital services.

01 **PATIENT WELCOME**

Offer authorised information at admission.

02 **BEDSIDE USE**

Use on a stable surface for a video call.

03 **FOLLOW-UP**

QR can return to booking or care portal.



Use only where appropriate for the patient, device, hygiene rules and approved clinical workflow.

05 / USEFUL LIFE IS THE ALTERNATIVE

LESS DISPOSABLE PRINT. MORE REASONS TO KEEP.

A useful object can accompany a patient home and keep an official service link accessible after a visit. It does not replace mandated patient instructions.

LESS ONE-OFF MATERIAL

Avoid some nonessential brochures or repeated handouts.

PRACTICAL REUSE

The phone support gives a reason to retain the card.

OFFICIAL DIGITAL SERVICE

Update approved information behind a stable QR page.

HANDOUT → USEFUL OBJECT → POSSIBLE RETENTION → APPROVED SERVICE

06 / VERIFIED COMMERCIAL WORK VS PROPOSED PATIENT USE

REAL CUSTOMERS. CAREFULLY SEPARATED CLAIMS.

There are documented HOLDERCARD orders in the healthcare sector. Patient-service campaigns below are proposals, not measured clinical or marketing outcomes.

KAMMED

Medical-equipment maker; repeated customised production documented in 2020–2021.

WHITE&WHITE

Dental studio; archived branded-event photo and repeat-order account.

PATIENT SERVICE IDEA

Pharmacy, hospital and telemedicine scenarios need local approval and testing.

REAL ORDERS PROVE THE PRINTED FORMAT — NOT PATIENT OUTCOMES OR HEALTH BENEFITS.

No medicine claims, patient records, healthcare endorsements or unsupported success metrics.

07 / APPROVED UKRAINIAN CORPORATE PRICE REFERENCE

A USEFUL FORMAT. READY FOR LARGE ROLLOUTS.

Approved Ukrainian corporate prices for finished branded cards, in EUR. Delivery to other markets requires an individual quotation.

SMALL PROGRAMMES / TESTS

QTY	EUR / CARD	TOTAL
100	€0.69	€69
200	€0.63	€126
300	€0.59	€177
500	€0.55	€275

MULTI-SITE DISTRIBUTION

QTY	EUR / CARD	TOTAL
1,000	**€0.44**	**€440**
2,000	**€0.40**	**€800**
3,000	**€0.39**	**€1,170**
5,000	**€0.38**	**€1,900**

10,000+ / INDIVIDUAL QUOTATION AFTER FACTORY COST CONFIRMATION

Ukraine prices approved 26 Oct 2026. Delivery, applicable tax, artwork and final terms agreed separately.

08 / EVALUATE REAL USE AND SERVICE ACCESS

FIVE SITES.
ONE CAREFUL PILOT.

Illustrative test: 1,000 cards across five approved locations (200 each). Ukraine price €0.44 per card, €440 before taxes, artwork and delivery.

01

DISTRIBUTE

Record handouts at approved points.

02

SAFE DIGITAL ROUTE

Use consent-aware, official QR pages.

03

MEASURE

Monitor permitted visits and verified service actions.

QR TRAFFIC IS NOT A MEDICAL OUTCOME. PRIVACY, ACCESSIBILITY AND COMPLIANCE COME FIRST.

09 / A USEFUL PHYSICAL LINK TO OFFICIAL CARE

YOUR ORGANISATION.
SERVICES WITHIN REACH.

Connect practical everyday use with an authorised digital service — and give a patient a reason not to discard the physical message.

UKRAINE EXAMPLE: 1,000 BRANDED CARDS / €440

Agree distribution sites, public QR destinations, printed artwork, compliance review, accessibility, sample, quantity and delivery.

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