

Marketing Toolkit for Hearing Healthcare Professionals

To better support our Hearing Healthcare Professionals with their marketing needs, Cognivue[®] has put together a collection of our most frequently asked for materials. We hope you'll find the contents of this toolkit helpful as you build your promotional plans around the addition of a cognitive screening with the Cognivue Thrive[®] device. Access link and QR code for all these materials can be found at the bottom of this page.

Image Library

- **Logos:** Cognivue[®], Cognivue Thrive[®], Cogniwell[®]
- **Product:** Device, People with Device
- **Illustrations:** Brain Fog, Ear to Brain, Wave

Video Library

- Patient Engagement Video

Samples

- Referral Letters for Doctors
- Suggested Text:
 - Website Text
 - Social Media Posts
 - Email Text
 - Press Release
 - Radio Scripts
 - SMS Text Messages
- Talk Track to Patient

Digital Assets

- Banner Ads
- Social Media Graphics
- Email Banners
- Web Ads
- Web Optimized Patient Poster

Cognivue Marketing Digital Files

Quick access to view or print:

- Patient Brochure
- Patient Poster
- Thrive Report
- Cogniwell Brochure
- Physician Networking (including a flyer and customizable postcard)

To access the Marketing Toolkit, visit <https://tinyurl.com/5x5nbny>, or, scan this QR code.



Cognivue Thrive[®] is indicated for use as an adjunctive tool for evaluating cognitive function. It is not a stand-alone diagnostic tool and does not identify the presence or absence of clinical diagnoses. The device results are to be assessed and interpreted by a licensed clinician. Cognivue, and Cognivue Thrive are trademarks or registered trademarks of Cognivue, in the US and/or other countries. © Cognivue. All rights reserved CGT-1100 (06_2023)