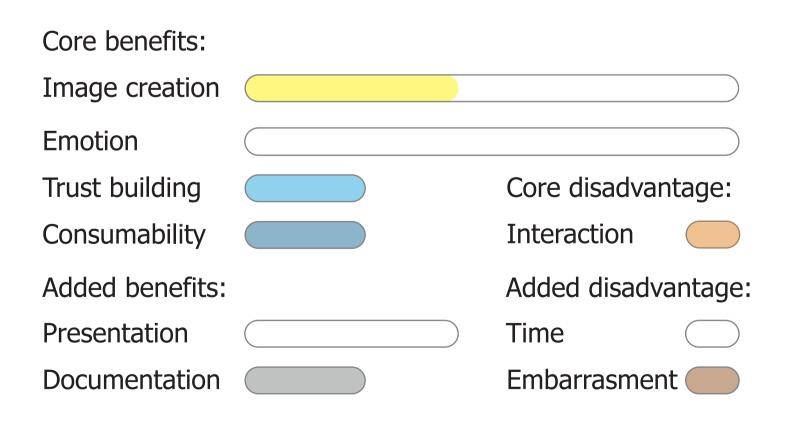
EXPLORING OPPORTUNITIES FOR PERSONALISED SALES- AND AFTERSALES VIDEO

FROM SELLING CAR REPAIRS TO MOTIVATING AN ACTIVE RECOVERY IN PHYSIOTHERAPY

Personal video is defined as a video recorded by one person to be received and watched by one specific other person. Personal sales- and aftersales video is currently applied in the automotive market. Within this domain qualitative research was conducted to find locate benefits of personal video. These benefits will later ground the search for new market opportunities.

The automotive domain provided many benefits and several disadvantages, which can be categoriezed into the categories below. Through a creative approach and an extensive selection process, physiotherapy was located as a profitable new market application. It's grounding in the values is also shown below (the filling of bars indicate the raw number of grounded benefits.



c + a google.n Bijgaand de samenvatting van uw behandeling, kijk alles nog eens rustig terug. Ook wil ik u graag vragen om actief deel te nemen aan uw herste Indien u nog vragen heeft, dan hoor ik het graag Tot de volgende behandeling, **Wouter Witsel** Plexus Fysiotherapie Uithoorn Oefeningen, speciaal afgestemt op uw revalidatie

To achieve a full and speedy recovery in physiotherapy, patients should engage in an actively. Many patients however, tend to portay passive behaviour.

With the application of video, a physiotherapist can evoke active behaviour. A video may influence three factors triggering an active recovery:

By receiving a video, a patient is provided an opportunity for recovery.

By means of a summary of the treatment, the patient can review the information. The complaint and cause become more tangible. Consequently the necessity of an active recovery is stressed and a patient will be more motivated to recover.

By means of homework videos; the patient is enabled to engange in an active recovery.

By means of video, patients are expected to engage in active revalidation. Speeding up recovery speed and making a physiotherapists job easier.

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