



## PRODUCT FEATURE

# Healthcare

*Quality, innovative and dependable products...*  
Featuring a single must-have product for every healthcare professional...



### Side Opening Card Holder (4438)

Single loading with thumb notch makes referencing important information quick and easy. Great economical solution for health care professionals!

- Size: 2-3/8" x 3-5/8"

**AS LOW AS \$ .32 (C)**

## Case History:

### Side Opening Card Holder (4438)

#### *Objective:*

A medical clinic was experiencing a large amount of missed appointments and was looking for a way to decrease the number of no-shows. They wanted to give patients an appointment reminder that would not be misplaced or lost.

#### *Strategy:*

Instead of simply giving the patient a small appointment card that was easy to misplace, the clinic decided to put the appointment card into a reusable card holder. They selected the Fey™ Side Opening Card Holder (4438) which was the perfect size for their appointment cards. The card holder would also serve as a holder for their patients' medical and insurance cards. The card holders were imprinted with the clinic's name, address and phone number and were handed out with each new appointment card.

#### *Results:*

The card holder was a useful gift that provided safe keeping for the patients' appointment card as well as their insurance/medical cards. The clinic found they had fewer no-show appointments and the card holders more often arrived on time for their appointments.