

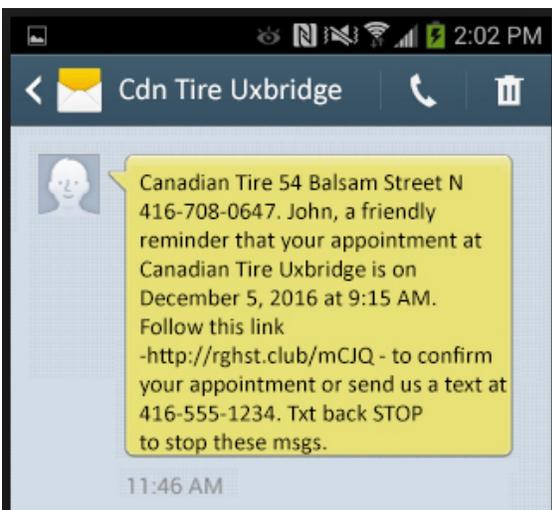
Dr. Know's Text Messaging - Appointment Reminder

The Dr. Know Appointment Reminder System works this way:

1. A staff member enters the upcoming appointments for a day. These lists can be done in advance and are saved.

2. When the reminder is due, one click in the Dr. Know Reminder System sends each client a customized text message reminder of the upcoming appointment.

Here is an example message*:

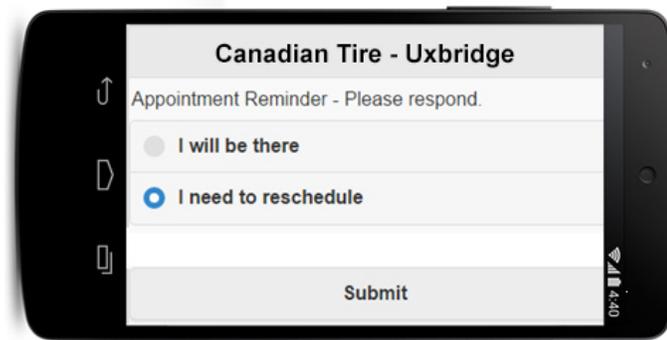


*Note that this message contains all the required elements necessary to comply with the new Federal regulations.

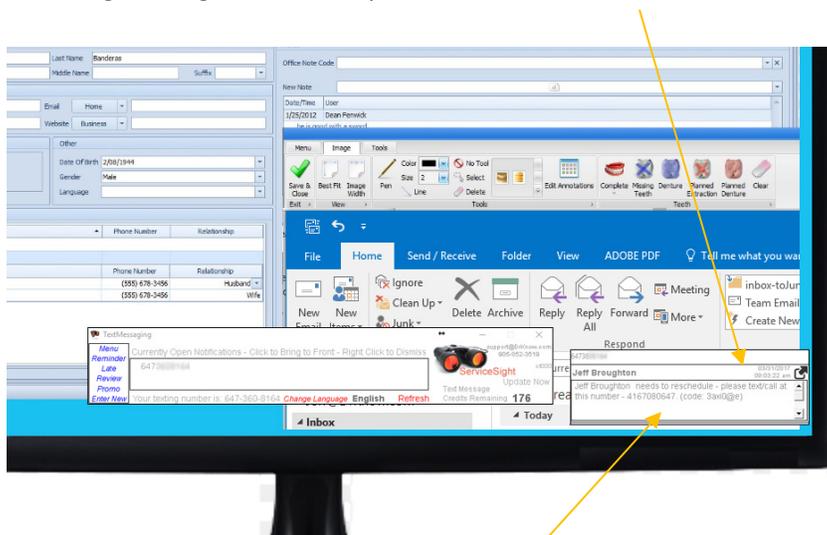
IMPORTANT CONTROLS:

1. The Dr. Know system will NEVER send another text message to a customer who has opted out by replying "STOP" back to a sent message.
2. Only one (1) promotional message can be sent per month.
3. As per carrier regulations, a limited number of messages can be sent each day.

3. The customer can either respond with a direct text message or follow the link in the reminder message like the one below:



4. After the customer submits their choice, a text message is sent to the store indicating their selection. The message appears in a pop-up box on top of all other windows so that the Service Advisor sees the incoming message immediately.



John Smith needs to reschedule - please text/call back at this number - 4167080647.

This desktop app makes the incoming messages immediately noticeable to the Service Advisor or other staff. It is easy for them to text back to the customer's phone using the keyboard at the PC, saving time and money.

In addition, incoming text messages can be forwarded to other mobile numbers (i.e. the Service Manager) so that incoming messages are dealt with promptly even if the Service Advisors are busy and away from the computer.

5. If a re-scheduling is required, the Service Advisor can text an alternate appointment time to the customer or call to speak to them directly.

A Note About Sending Electronic Messages

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SENDING ELECTRONIC MESSAGES NOW REQUIRES EXPRESS CONSENT

Valid consent given in writing or orally

- The recipient gave you a positive or explicit indication of consent to receive commercial electronic messages.
- Your request for consent set out clearly and simply the prescribed information.

Keep records

- Keep records of how you obtained implied or express consent, since in both cases you have the **onus to prove consent**.

TIME LIMIT

- Express consent is not time-limited
- Unless the recipient withdraws his or her consent.

WHAT INFORMATION NEEDS TO BE INCLUDED IN A COMMERCIAL ELECTRONIC MESSAGE?

Identification

- Identify your business name, if different from your name (if not, identify your name) and the name of anyone else on whose behalf or business you are sending the message.

CONTACT INFORMATION

- You must include your mailing address.
- You must also include one of: a phone number to access an agent or a voice messaging system, an email address, or a web address for you or the person on whose behalf you are sending the message.
- Ensure these contact methods are accurate and valid for a minimum of 60 days after sending the message.

Opt Out Method

- You must include instructions on how to stop receiving messages.

BE CLEAR

- If you are using a link to provide the required information, the link must be clearly and prominently displayed in the message.

Send Messages During Business Hours

- Only send out messages during your regular business hours. Never in the middle of the night.