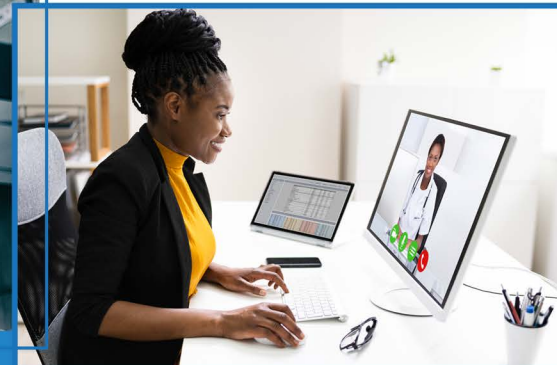




A PLATFORM AND A STRATEGY FOR GROWING YOUR PRACTICE

Increasing investments in traditional marketing for patient recruitment and engagement is yielding diminishing returns. PatientMD's unique micro-targeting algorithms for digital marketing along with our patient engagement solutions will attract new patients to your practice, engage new and existing patients with your practice, improve the patient experience and your office efficiency.

About Us



As a physician led organization and a technology company, our focus at **PatientMD™** lies in growing your practice and improving profitability with a solid return on your investment. With physicians facing fierce competition, it is critical to run our practices as a business to maintain growth and profitability. In this modern era, technology will play an important role. Physicians will need to leverage technology to engage with their patients, improve the patient experience, reduce practice inefficiencies while growing and marketing their practice. However, managing technology from multiple companies can be a nightmare. At **PatientMD™**, our technology platform will serve as your one-stop-shop to grow your practice, engage with your patients, improve the patient experience while improving office efficiency.

Our Highlights

\$200K+

On average increase in revenue per year per doctor for a practice.

300%

Increase in patient engagement and patient satisfaction.

2X

Increase In practice efficiency.

Our Innovative Approach

At **PatientMD™**, we use data analytic approach for growing your practice, enriching the patient experience thus avoiding practice leakage and improving overall office efficiency. We will recruit to previously missed and difficult to reach patients and bring them to your practice, thus delivering a superior ROI on your marketing dollars using the platform's unique micro-targeting algorithms, search engine optimization techniques and social media management campaigns.

10x ROI

For Orthopedic
Practice.

7x ROI

For ENT
Practice.

9x ROI

For Behavioral
Health Practice.

Our Philosophy

At **PatientMD™**, we believe the private practice of medicine is extremely important to the healthcare industry.

In order to flourish, physician practices will need to compete in the 3 key areas listed below. Given the proper tools, we believe physician practices can compete and grow their practices. **PatientMD's** platform provides private practices the ability to grow and engage with patients while displaying the greater value in their services when compared to their high-cost competitors. Along with **PatientMD's** goal in forming a private practice community, private practices will be connected to share information and provide patients the ability to coordinate patient care equal to or superior to their competitors. We believe this will lead to a resurgence in the growth of physician practices.

Three Key Areas of Competition



Patient Engagement



Cost of Care



Care Coordination



You focus on the **patient**,
we focus on your **livelihood**.

PatientMD's approach to growing your practice

STEP 1

Expand the reach of your practice and attract new patients utilizing PatientMD's unique data-driven micro targeting and digital marketing techniques.

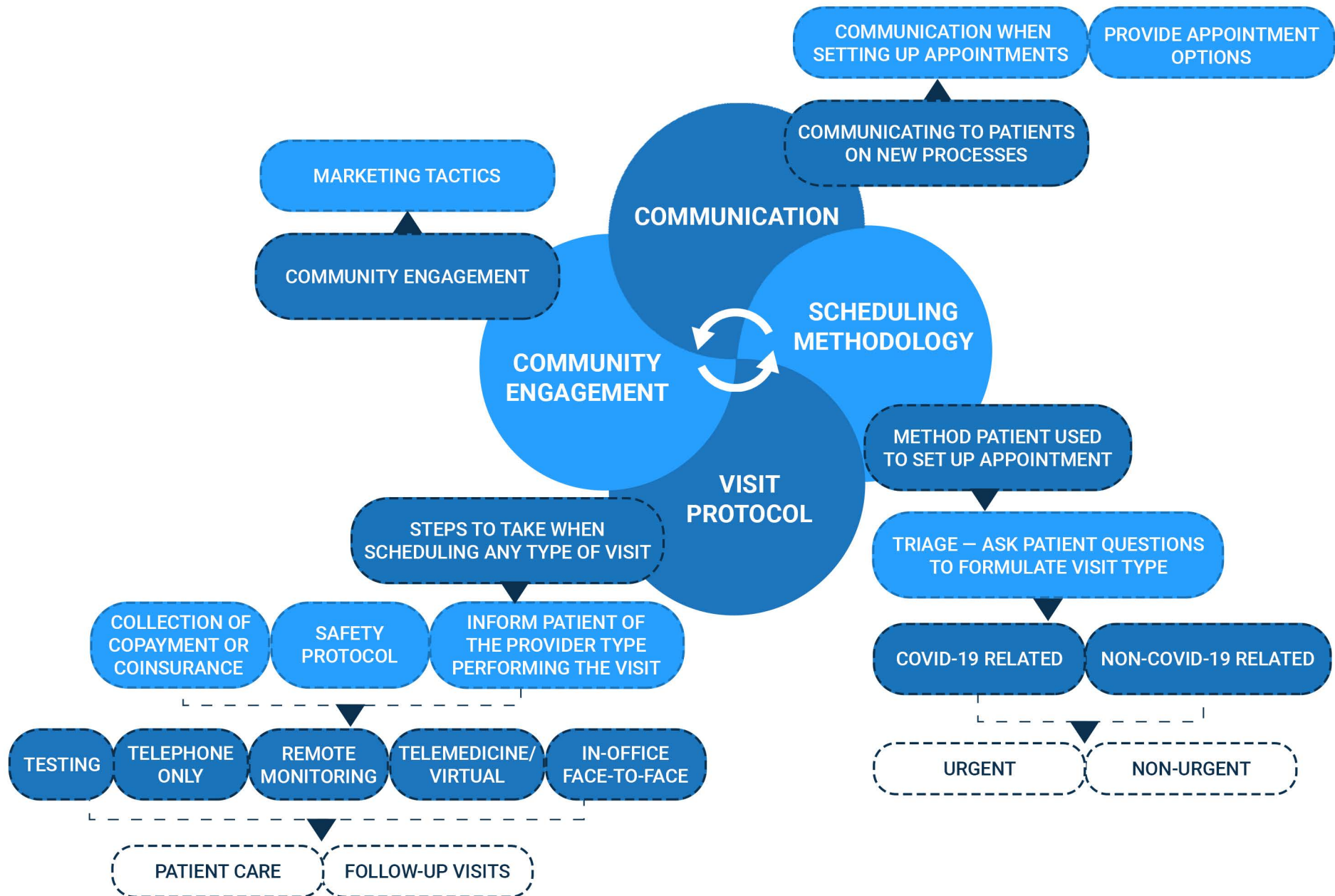
STEP 2

Increase both patient engagement and the patient experience resulting in superior practice growth.

STEP 3

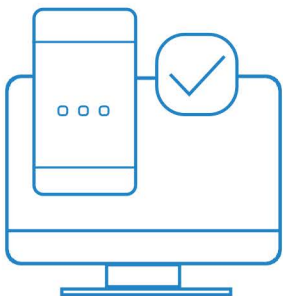
Maximize your office efficiency to enrich the patient experience while saving your practice's time and money.

Our Patient Engagement workflow



Our Approach

Once the unique qualities of your practice are understood, **PatientMD™** team develops a comprehensive marketing plan that includes rigorous keyword research, competitive market analysis, and targeted advertising to ensure a consistently high rank with search engines.

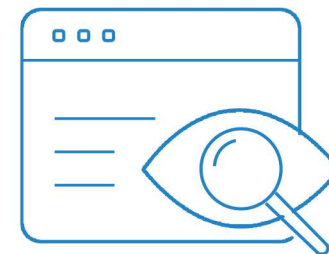


Mobile responsive custom website (optional but highly recommended)

It is available on any device and will allow you to transform your practice into a unique brand and stand out from the competition.

Gain Visibility

Getting easily found online is imperative to growing your practice. At **PatientMD™**, we strive to bring your practice in the top five rankings on search engines for your name, specialty and/or services you wish to promote.



Recruit New patients

PatientMD™ focuses on attracting a minimum 10 - 30 new patients to your practice through various marketing channels.



Continuous Follow-ups

Staying connected with your existing patients is just as important as recruiting new ones. Studies show that it is 7x more expensive to recruit a new patient than retaining an existing one.

Reputation Management

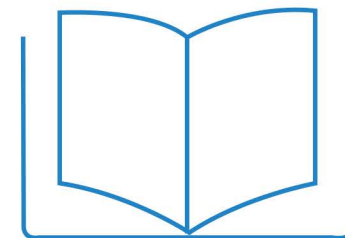
We provide a robust algorithm that rapidly flags negative reviews allowing for rapid resolution.



Books

Are you looking to grow your practice? Posting patient-focused content can attract a larger audience and drive the success of your practice.

PatientMD™ houses a host of content writers who focuses on creating original and relevant healthcare content like newsletters, ebooks, etc, and increases patient engagement. We help you share your knowledge and expertise in the digital contents in helpful and meaningful ways.



Webinar

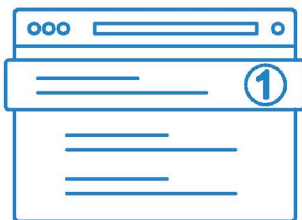
Are you looking for a way to communicate with large groups of patients?

PatientMD™ provides a digital platform for the practices to host webinars to reach the viewers from anywhere, including home or office. We organize the event and broadcast it to different social media assets to get more engagement for your content. **PatientMD™** focuses on gathering hundreds or thousands of attendees in one webinar session by spreading the word over different social media platforms. It is one of the best ways to get your message across to your patients located all over the world.



Website Traffic

PatientMD's technology platform focuses to increase traffic to your website 20%-30% each month.



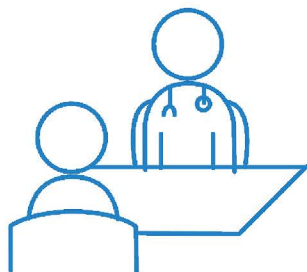
Ranking of Keywords

PatientMD™ will enhance the ranking of your practice website on popular search engines to attract new patients.



Progress Report

We will provide and analyze monthly website traffic reports for data-driven marketing.



B2C Marketing

With use of **PatientMD's** micro-targeting techniques, we will focus on the right patients for your practice with the right message at the right time!

PatientMD's HIPAA compliant Patient Engagement platform



Scheduled and On Demand Telemedicine

Provide your patients the ability to schedule a telemedicine visit or conduct a visit immediately on demand.



Integrated Clinic, Telemedicine and House Calls online Scheduling that is interoperable with your EHR

Improve the patient experience and your ability to attract new patients with an online scheduling feature that is simple, convenient and available on any device for your patients.



Your Practice Healthcare Marketplace

PatientMD™ gives patients the information that they actually seek. Physicians can for the first-time market their services and products with real prices allowing patients to make purchases instantaneously online.



Digital Marketing and Reputation Management Services

Digital Marketing using multiple channels and techniques is crucial to growing your practice! Digital Marketing is most effective when you also manage your online reputation.

PatientMD's HIPAA compliant Patient Engagement platform



E-Fax with Document Management workflow

Save your staff time and your practice money with an effective e-Fax and document management service.



Customizable Interactive Patient Questionnaire

Make information gathering from your patients simple and efficient.



Messaging Services

By utilizing the **PatientMD™** platform, you will increase patient engagement with secure HIPAA compliant messaging via video, audio or text for all treatment related patient questions



Community Based Personal Health Records (PHR)

Provide your patients their own PHR to easily gather their clinical data from multiple providers to share and interoperate with your EHR to improve practice efficiency and improve care coordination services.

PatientMD's HIPAA compliant Patient Engagement platform



Educational Videos

Educate and engage new and existing patients with videos regarding your practice, services etc. that can be easily distributed through your web site, via text or email.



News section

Share with your patients the latest news and research in your specialty.



PatientMD™ Community

Market your practice and your expertise by engaging with patients on their topics of interest through our healthcare specific social media community.

JOIN THE
PATIENTMD™
FAMILY NOW!



Contact Us To Learn More

Please send an email to **contact@patientmd.com**

Call us at **+1-888-448-9495**

You focus on the **patient**, we focus on your **livelihood**.