



# Maximise Your Profits With A Fully Integrated Platform **AND A UNIQUE BUSINESS STRATEGY**

Look beyond the traditional marketing tools which are failing to yield desired results for your business. With our proven methods of precisely targeting your potential consumers, we ensure a better conversion percentage along with keeping your existing customers engaged and highly satisfied. We strive to leverage the best marketing strategies to increase the ROI and profitability of your business. PatientMD also provides one year subscription of the services that are offered to our clients.



# PatientMD : Our Highlights

We at **PatientMD™**, strive to provide you with innovative ideas that help your business grow and stand apart from your competitors.

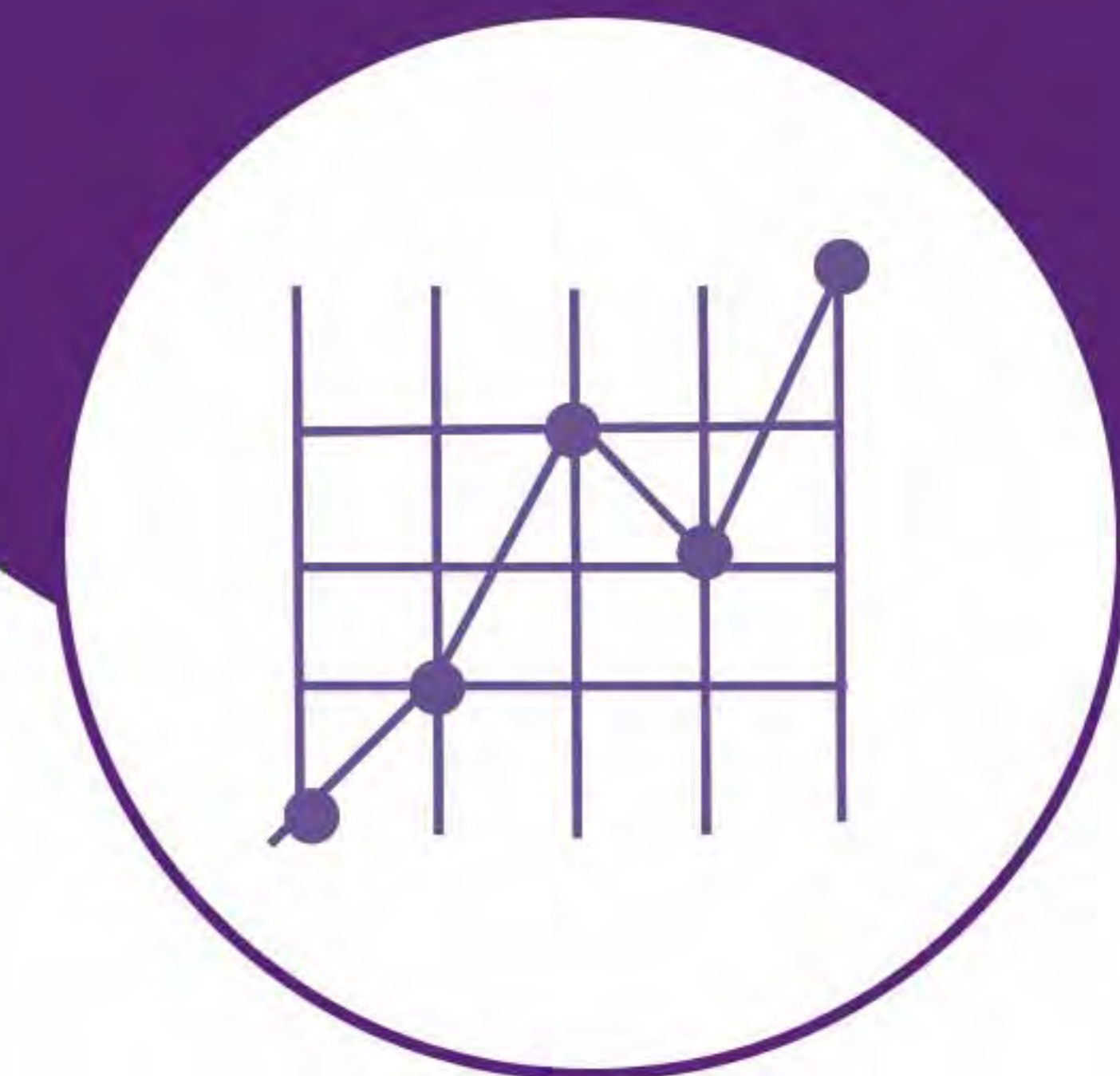
**5x-10x  
Return**  
on investments



**300%  
Increase**  
in consumer engagement  
and satisfaction



**2X  
Increase**  
in business efficiency





# PatientMD™ : Simple Formula For Proven Success



Attract  
New Customers



Engage with your  
New and Existing  
Customers



Improve  
Business Efficiency



# Key Business Metrics



How do you calculate the Customer Lifetime Value to your business?



What is the Customer Acquisition Cost to your business?



What sets you apart from your competitors?



# Expand Your Reach With PatientMD's Business Marketplace

Keeping in mind the growing competition, **PatientMD™** has designed a unique feature called the Business marketplace. This feature enables you to specifically target corporates/employers which ensures higher revenue. It serves as a tool to increase your brand's visibility as your product deals can reach out to a large audience. We will market your deals strategically so that it can generate more sales and increase your return on investment.



Potential customers



Customer engagement  
and activation through  
**PatientMD™** platform features



Customer engagement and  
activation through Digital  
Marketing



# PatientMD's Approach To Growing Your Business

Our unique digital marketing strategies is the formula that transitions your business by attracting new customers while keeping your existing customers highly engaged. We highly value your trust and strive to make our platform as secure as possible for any kind of financial transaction. Using our platform-services, uploading deals becomes very easy and hassle-free. Understanding the fact that visuals greatly enhance the customer experience we provide high-quality artwork that attracts maximum buyers. We also ensure to provide creative contents that perfectly suits your style of business and also enhances customer engagement.



Digital Marketing

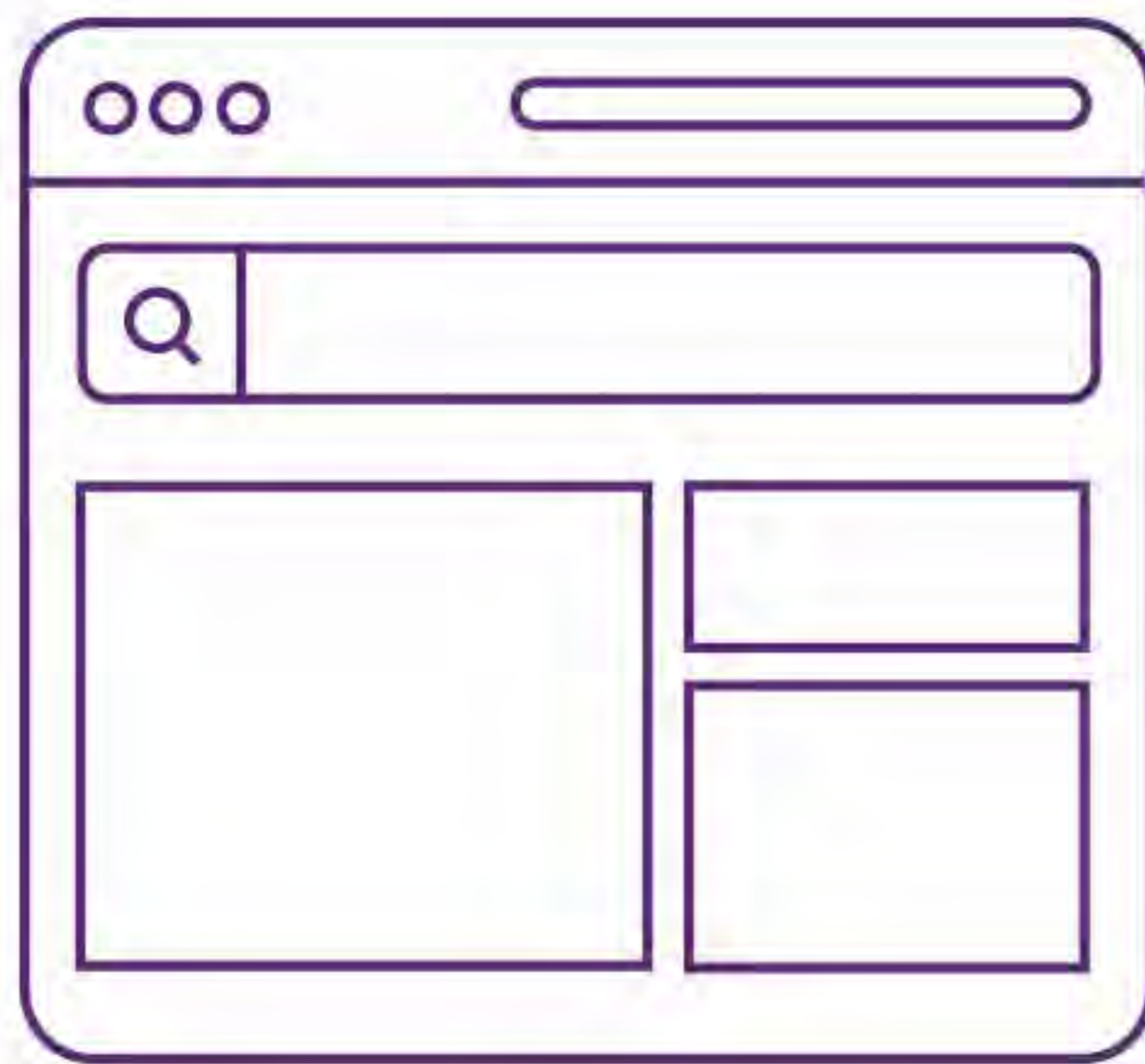




# Our Approach

After a thorough understanding of the unique selling point of your range of products, the **PatientMD™** team designs and implements a proper marketing strategy through rigorous market research and analysis of the target audience by keyword research to ensure a steady and continuous upward movement in ranks on various search engines.

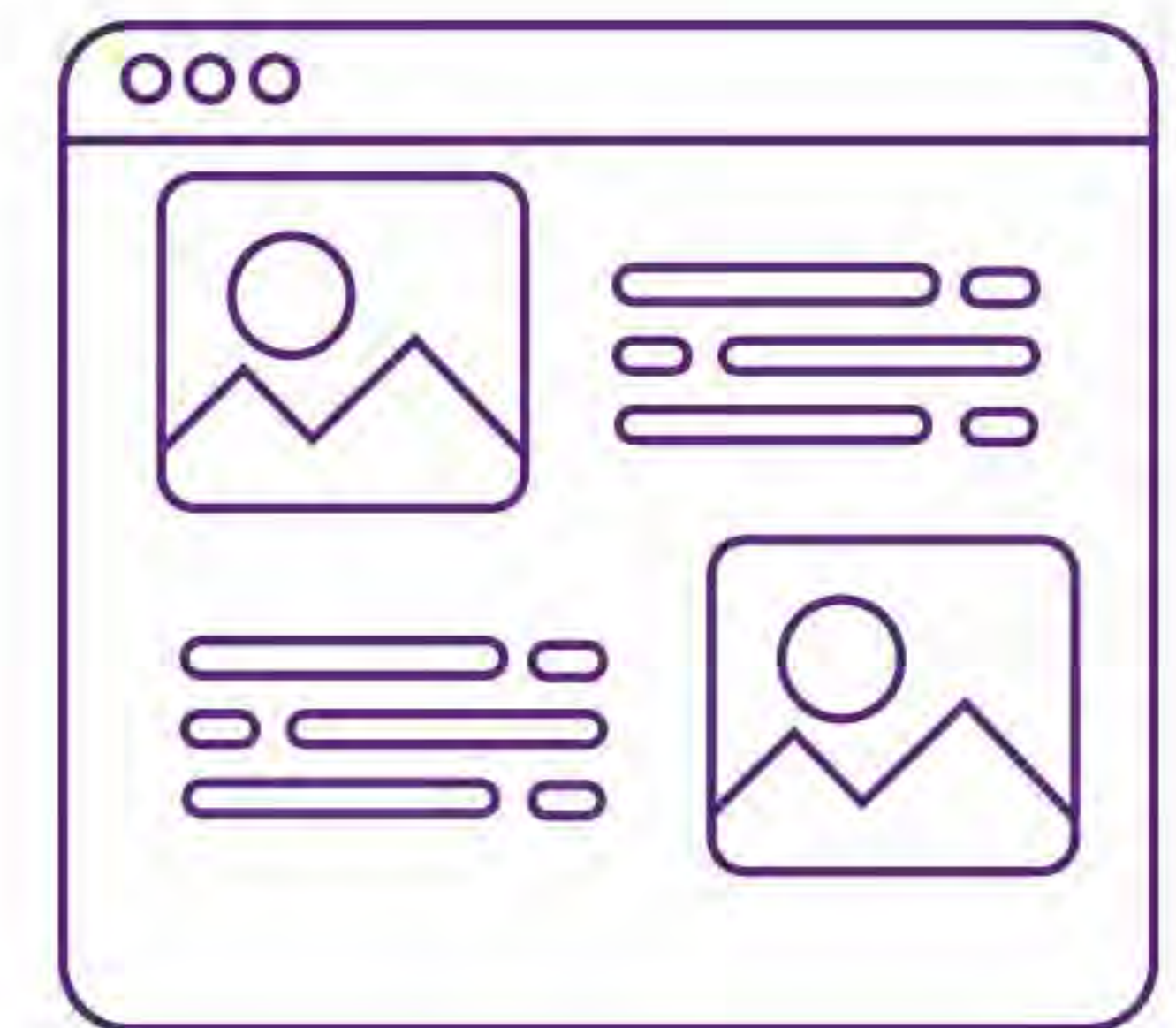
## Integrated Website Development



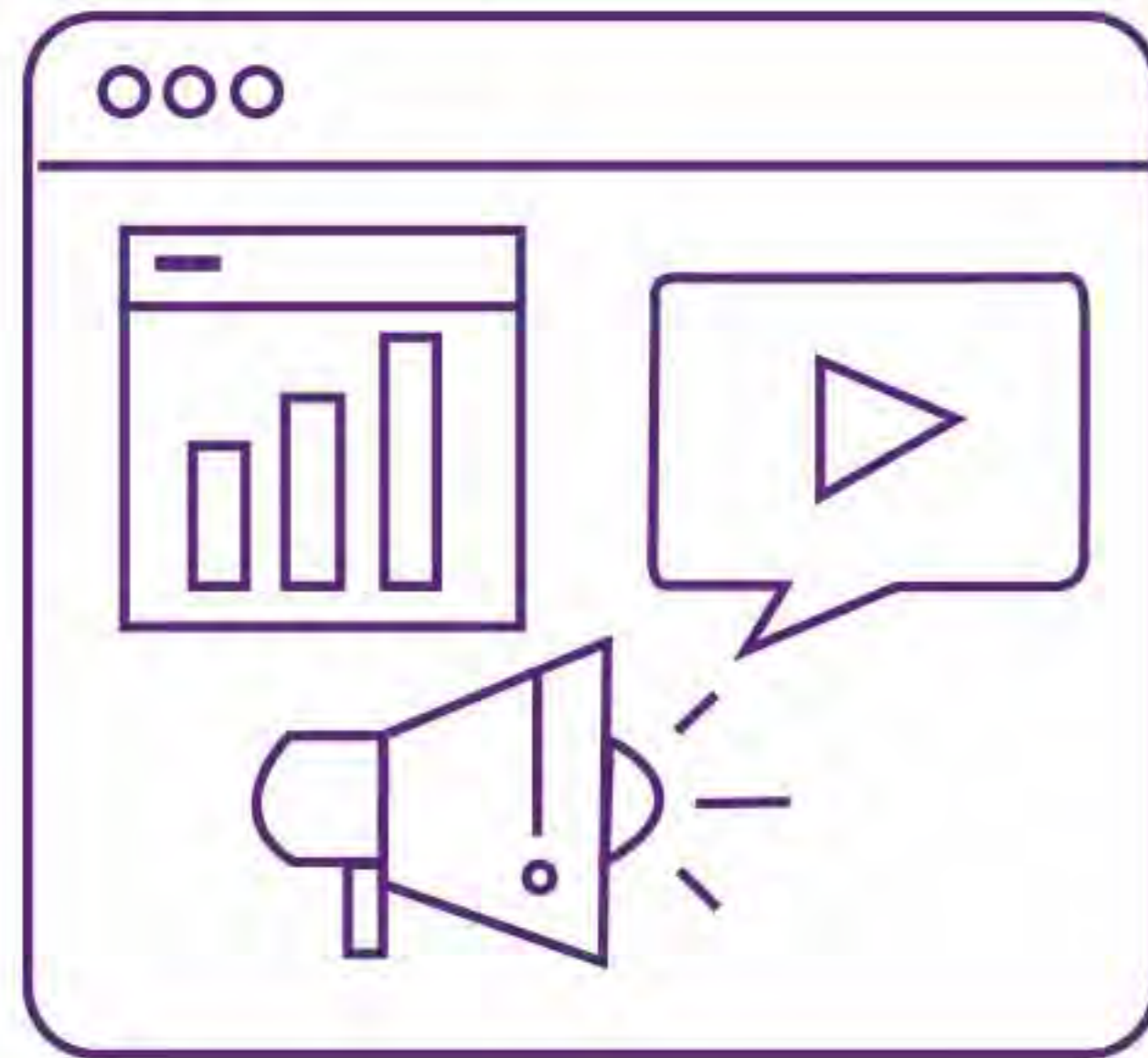
With a high-performance website specially designed to cater to your product line, along with customized content and high-quality graphics we assure you that the marketing of your products will increase the profitability of your business. The newly designed site will be compatible with any device and will feature essential information about your products.

## Influencer Marketing

Accelerate your online goals and raise awareness amongst your target audience with our marketing strategies. Our team of independent content bloggers will focus on your products on their platform to maximize your product reach and visibility. These blogs/contents will be posted on different relevant platforms by guest writers as well.





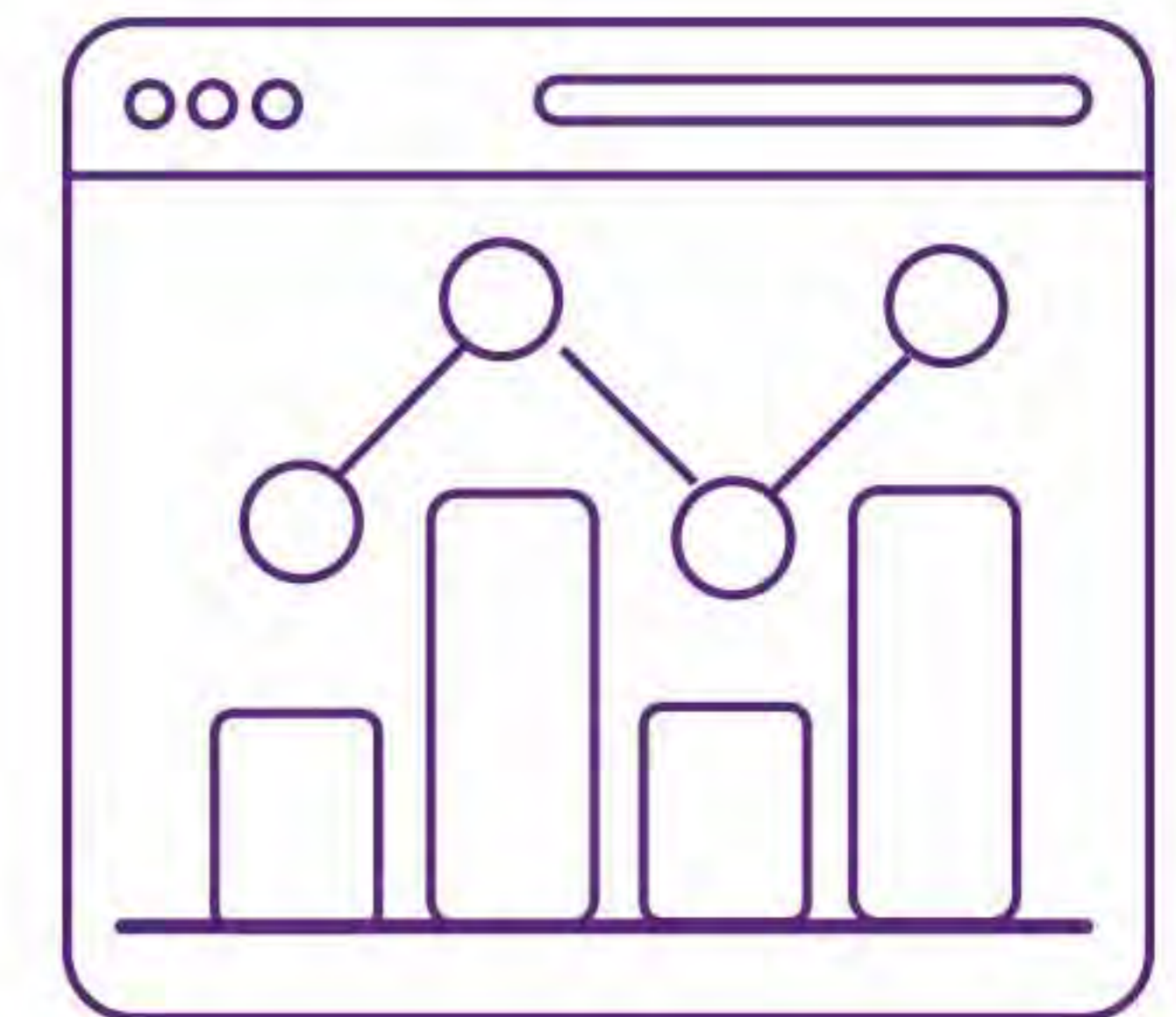


## Digital Marketing

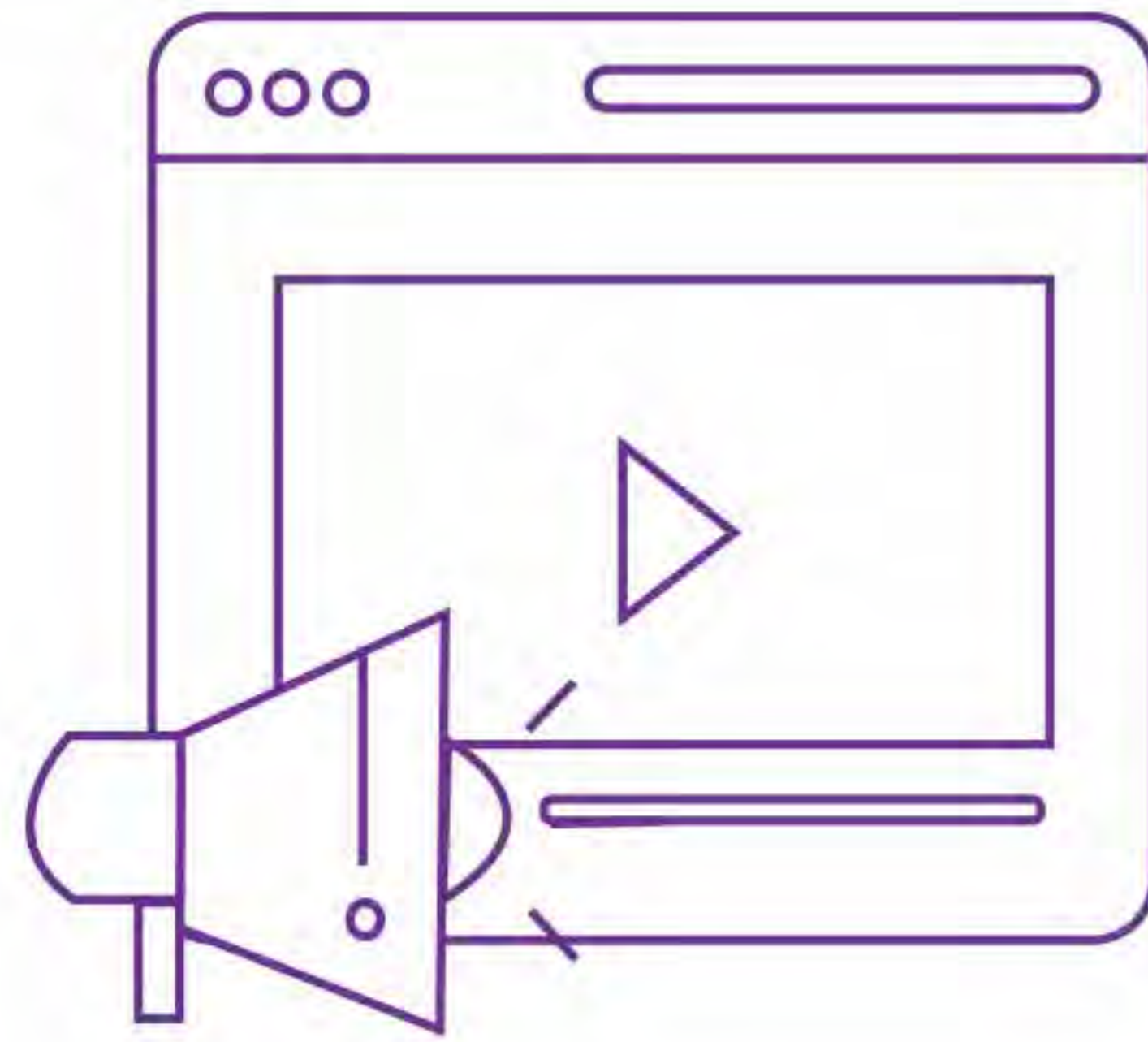
To improve the visibility of your business, it is important to incorporate a digital-first marketing strategy to widen your customer base. Here are a few digital marketing techniques that we follow to help you stay relevant and customer-centric.

## Search Engine Optimization

An attractive website isn't enough to grow your business. **PatientMD™** intensifies your business with a high-performance website that uses the best SEO practices for the marketing of your products.







## Search Engine Marketing

**Video Marketing:** Connect with your consumers and educate them about your products through our exclusive video marketing strategy which enhances the consumer experience and boosts engagement.

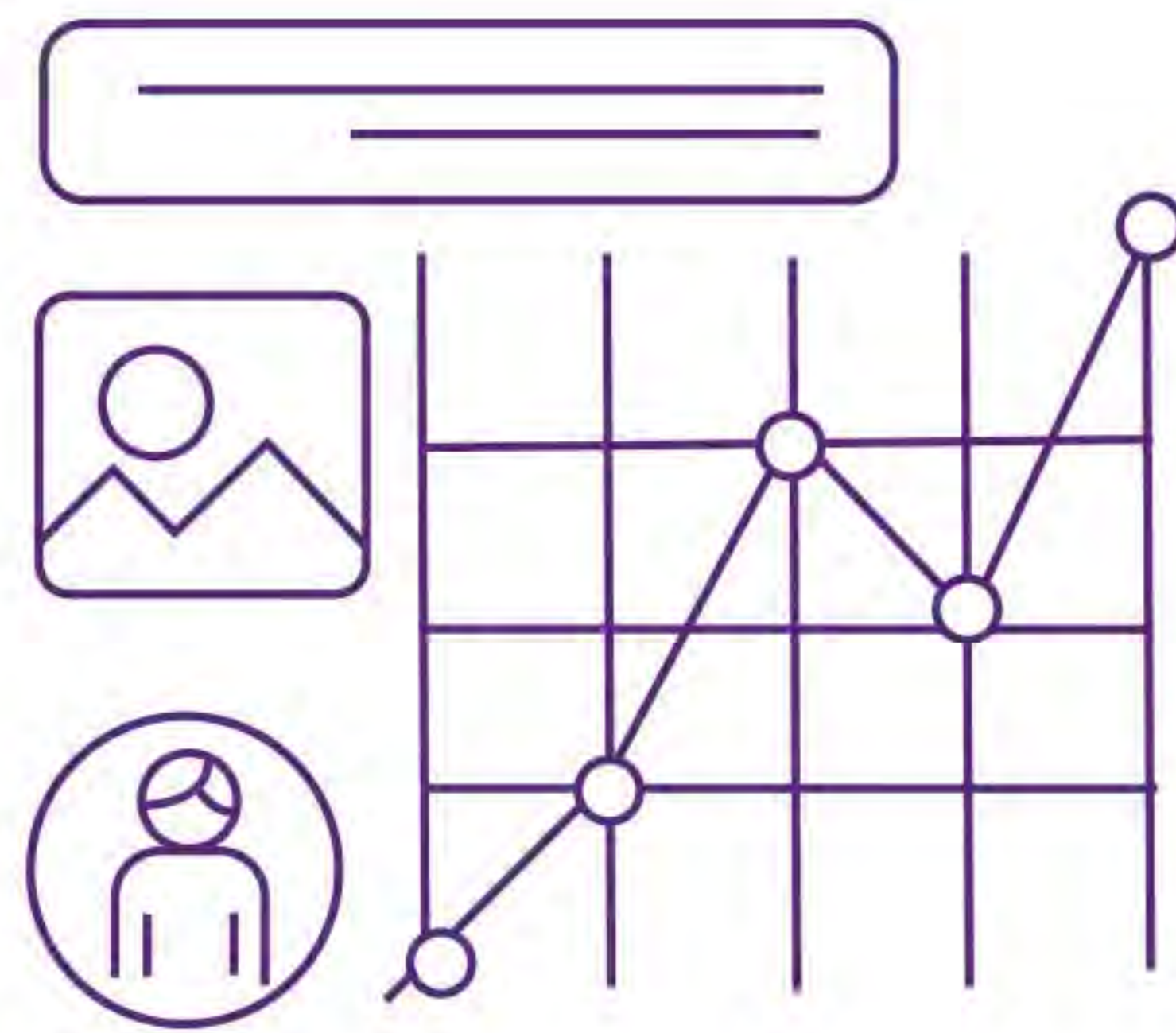
## Social Media Marketing and Development

Stay on top of the search results with a targeted advertising and social media ad strategy designed to attract local consumers to your specific products.

**PatientMD™** will help you grow your social media audiences by refining your profiles and delivering a steady stream of authentic posts to the most influential social media channels like Facebook, Instagram, LinkedIn, and Twitter.







## Paid Marketing and Campaign Management

Customer engagement tops the priority list for any business. Customers should always be updated regarding improvements happening in the product line. This way your customers will always be curious about your products and help them in reordering. It's always important to keep your existing customers engaged with proper marketing campaigns, which can be created and monitored from your business portal. Google Adwords can help you to increase traffic and get more leads online.

## Books

Connect with your customers by supplying them with credible and easy to digest information. With our host of content writers, we focus on creating and sharing original and relevant healthcare content like newsletters, ebooks, etc across different social media platforms. This in turn increases customer engagement and retention.





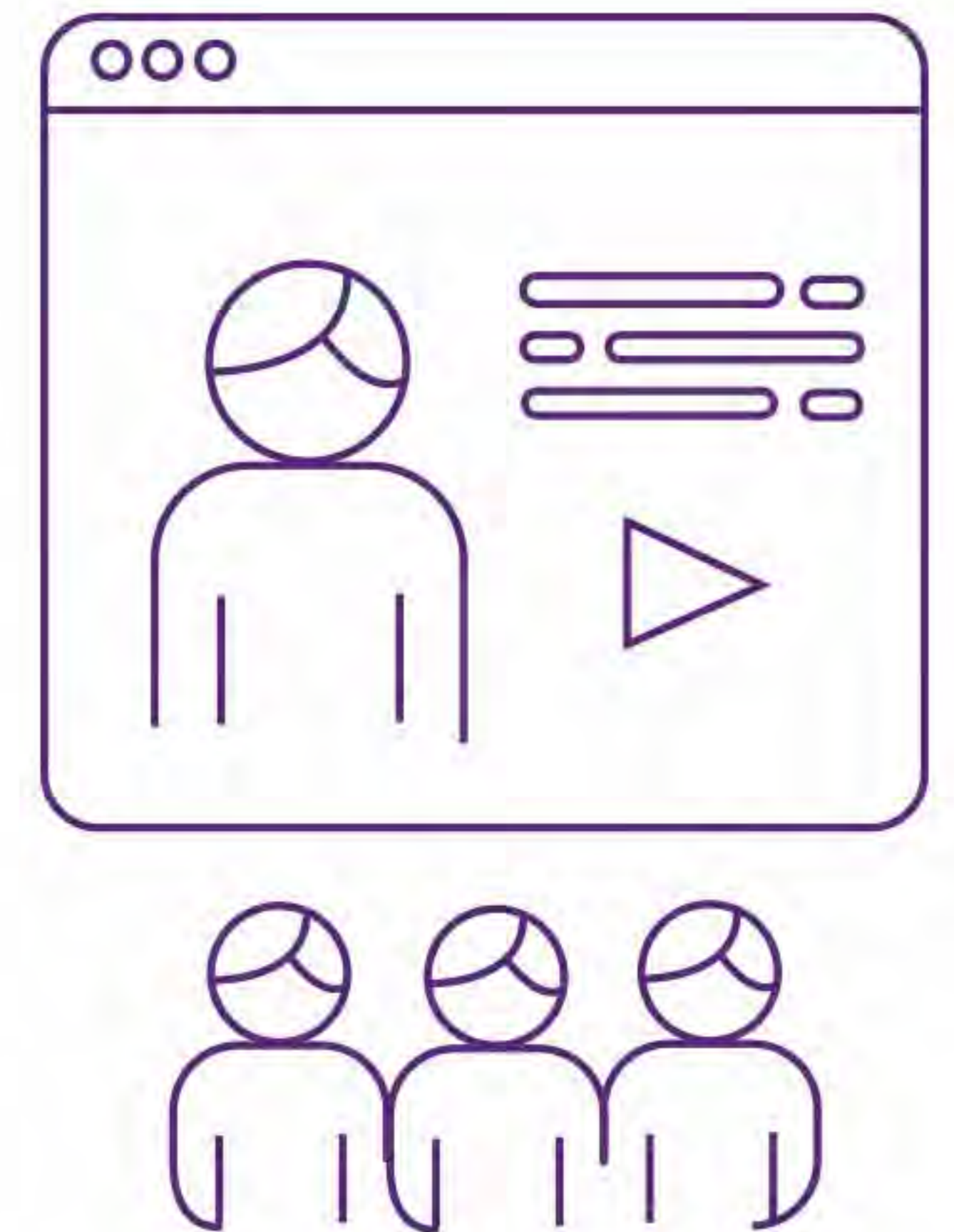


## Podcast Marketing

**PatientMD™** is laser-focused on helping you to establish authority in your industry and advocate regarding the brand along the way. We implement clever, effective marketing ideas that will help your business to grow and scale into the empire it deserves to be.

## Webinar

**PatientMD™** provides a digital platform for all the merchants to host a webinar for the masses. You can also hold a webinar for your product launch and reach out to millions of customers in just one go. We organize the event and broadcast it to different social media assets to get more engagement for your content. Our platform also ensures that your webinars get facilitated with top-of-the-line features with intuitive user experience to make everything as simple as possible, without missing out on anything important. Apart from this, we will also spread the word about the seminars online via different social media platforms. It can potentially increase the profitability of your business simply from the comfort of your desk.





# Add-on Services



Customized  
Webapp Design



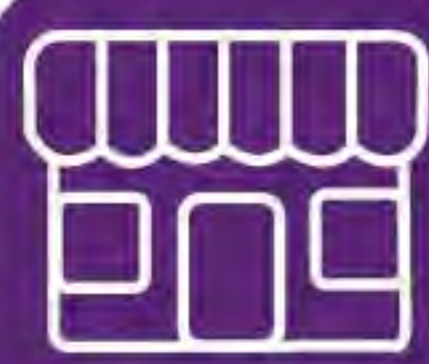
Remote Customer  
Monitoring



Revenue Cycle  
Management(RCM)



# PatientMD's HIPAA Compliant Patient Engagement Platform



## Marketplace

**PatientMD™** 's will not only let you enlist your products but also your services. Even top-notch e-commerce portals do not allow you to enjoy this dual service. This is one of the exclusive features that set us apart from our competitors. You can create, edit, or even delete any deal as per your requirement. You also have the option to customize the deal as per the market requirement. We will promote your deal in a way to make it popular in your preferred location.



## Customizable Interactive Customer Questionnaire

Aid your valuable customers in making the correct selection of product/products through a well-researched questionnaire.



## Messaging Services

**PatientMD™** encourages consumers to enquire via HIPPA compliant video, audio, or text messaging services for utmost clarity on any product-related queries thus greatly enhancing Customer engagement.



# PatientMD's HIPAA Compliant Patient Engagement Platform



## Reputation Management Services

Online reputation is the new word-of-mouth. **PatientMD™** manages your online reputation most effectively thereby attracting new customers and rendering the best experience to the existing customers.



## Whitelabel

Improve the visibility of your brand and maximize revenue with our white-labeling services. You can effectively market your products on the marketplace and attract more consumers. Our HIPAA-compliant messaging services give you a competitive edge thus helping you to increase your share of the market.



## Referral Scheme

As the saying goes “Sharing is Caring “ but for us” “you share and we care” for you. Refer our services in your circle and enjoy exciting offers.



# PatientMD's HIPAA Compliant Patient Engagement Platform



## PatientMD Community

Engage with your potential customers over the **PatientMD™** Community and increase your visibility resulting in more product orders. **PatientMD™** Community is an interactive forum where you can market relevant products as per the requirement of your customers. You can also use this forum as a marketing channel where your customers can post their reviews about your products.



## Educational Videos

Video blogging is one of the best marketing strategies in today's time. With the millennial generation becoming so equipped with digitalization, nothing grasps viewers' attention like videos. Make a video of your products and market it in a way to enlighten your customers and drive conversions. By uploading Educational Videos you can turn a boring, static experience into a fun and engaging one.



## Healthcare News

With this feature, you can keep your customers updated with the latest happenings regarding your products. Customize a piece of news and inform customers of the new advancements about your products. This is a good way of attracting customers to your business.



# PatientMD's HIPAA Compliant Patient Engagement Platform



## **Blogs**

It is one of the most effective ways to drive traffic to your site, enhance inbound marketing efforts, and attract more prospective customers. We will create interesting blogs regarding your products and post them in a way that results in maximum customer engagement.



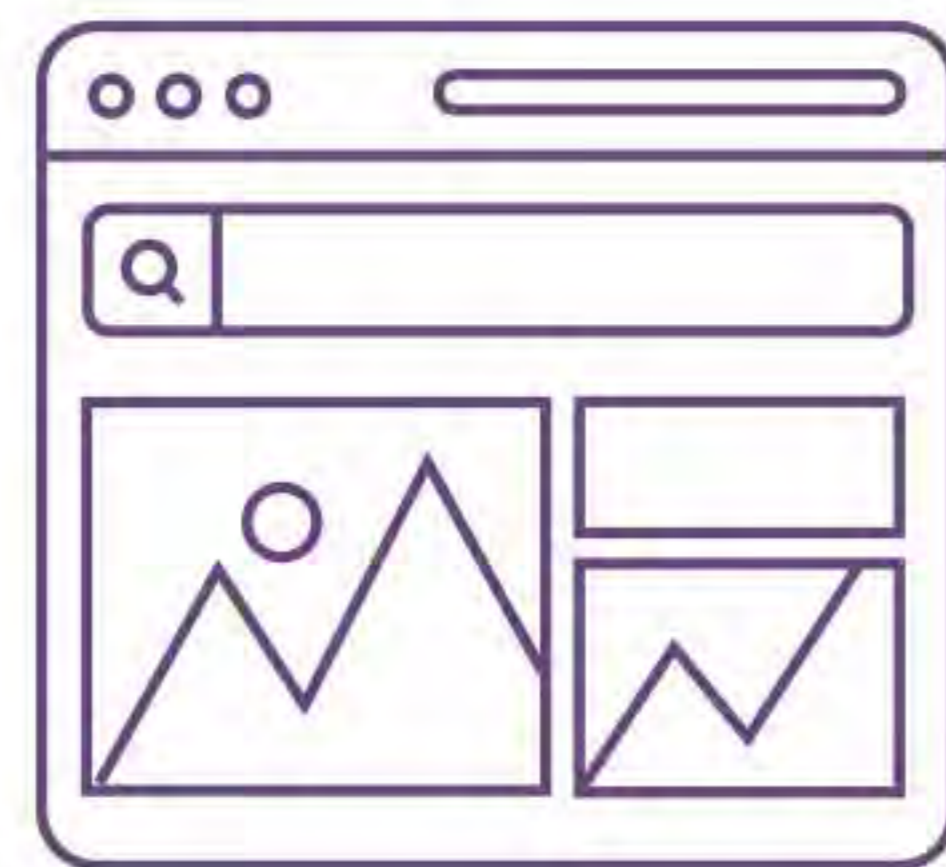
## **Customer Acquisition**

**PatientMD™** focuses on attracting a good number of customers to your business with the help of different digital marketing tactics.

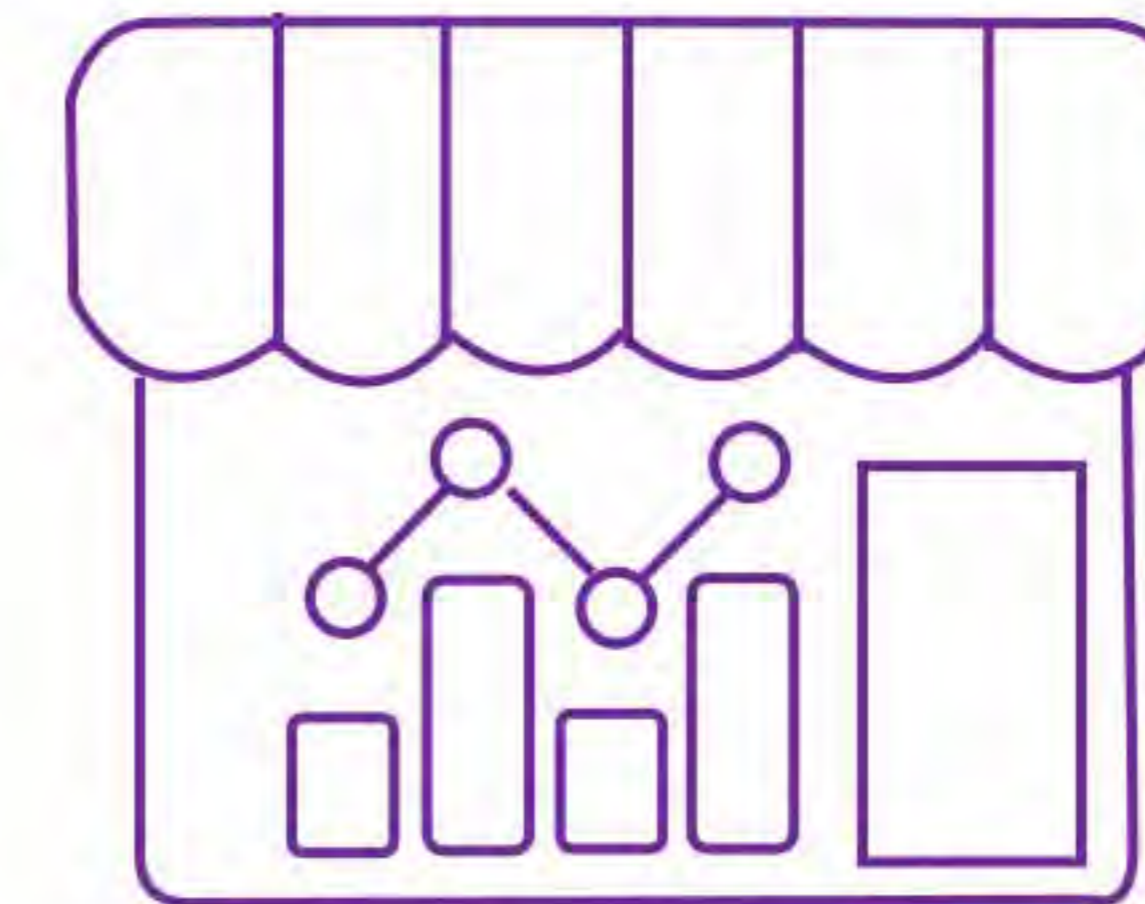


# Additional Services

Here are a few services which is provided by **PatientMD™** at an additional cost:



Customised  
website design.



Market different services and  
products via **PatientMD™**  
marketplace.



Customer  
Monitoring facilities.



Revenue Cycle  
Management services.





## Contact Us To Learn More

Please send an email to [contact@patientmd.com](mailto:contact@patientmd.com)

Send a text or WhatsApp us at +1-630-273-3269

JOIN THE  
PATIENTMD™  
FAMILY NOW!



You Focus On The **Customer**, We Focus On Your **Livelihood**.

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