THE ONLY DIGITAL MARKETING SOLUTION YOU’LL EVER NEED.

GROW YOUR PRACTICE WITH AWARD-WINNING WEBSITE DESIGN AND DIGITAL MARKETING SOLUTIONS FOR HEALTHCARE.
ABOUT iHEALTHSPOT INTERACTIVE

HELPING MEDICAL PROFESSIONALS AND BUSINESSES GROW SINCE 2007, WE PROVIDE AWARD-WINNING WEBSITE DESIGN AND DIGITAL MARKETING SOLUTIONS.

- Clients include over 4,000 healthcare professionals in a variety of medical specialties throughout the US & Caribbean
- Our sole focus is specifically on the healthcare field
- Forbes Agency Council Member
- Partnerships with Smith & Nephew, Medacta & Boston Scientific
- Google certified partner
We help you attract more patients by establishing a dominant web presence.

- Over 70% of healthcare consumers search for a doctor online.
- More than 70% of patients use online reviews to make a decision about their choice of doctor.
WHAT MAKES US DIFFERENT?

1. We focus only on healthcare / medical

2. We are a leading digital marketing agency

3. We are full-service: Website Design, Social Media, SEO / SEM, Reputation Management
COMPREHENSIVE ONLINE MARKETING STRATEGIES
TO ATTRACT TODAY'S SAVVY ONLINE PATIENTS.

STATE-OF-THE-ART WEBSITE

SOCIAL MEDIA

WEBSITE MANAGEMENT

SEM

SEO

REPUTATION MANAGEMENT

MOST PREFERRED PATIENTS AND CASES YOU WANT
Features include:

- Mobile-friendly/responsive web design
- Choose from a variety of layouts
- Custom colors, graphics, and fonts
- Parallax scrolling
- Content development
- Secure patient forms
- Secure online bill pay
- Blogs
- Video inclusion
- Translate feature
- "Share" and "Search" features

Choice of 10 or 20-page website
CUSTOM WEBSITE OPTION

BUILD A COMPLETELY CUSTOMIZED SITE WITH A VARIETY OF ADDED FEATURES TO CHOOSE FROM:

- Custom layout and design
- Custom animation
- Video headers
- Custom images, colors, and fonts
- Custom navigation
- Custom content development
- Mobile-friendly/responsive design
- Parallax scrolling
- Secure patient forms
- Secure online bill pay
- Blogs
- Video inclusion
- Translate feature
- "Share" and "Search" features
- Custom maps and locators
- SEO-friendly provider directories
- Shopping carts
- Membership portals
- Donations
PATIENT GENERATION PLATFORM
THE ALL-IN-ONE SOLUTION TO EFFECTIVELY MANAGE YOUR ONLINE PATIENT GROWTH!

FEATURES INCLUDE:

• On-page search engine optimization with automatic SEO updates whenever Google updates its algorithm
• SSL security
• Built-in analytics/traffic dashboard with patient appointment information
• Directory listings management (DLM) - over 50 accounts including Google, HealthGrades, Vitals!
• Hosting/management of your website with 99.97% guaranteed uptime
• HIPAA compliant secure forms interface

ALL-INCLUSIVE PACKAGES
PATIENT GENERATION PLATFORM

FEATURES INCLUDE:

• Award-winning Patient Education Library
• User-friendly content management system to make changes easily by yourself
• 30 minutes of changes per month
• Yearly primary domain renewals
• Nightly backups
• Complete training and support
• ADA accessibility tools

ALL-INCLUSIVE PACKAGES
Drive traffic to your website by achieving page-one rankings for valuable keywords related to your specialty

1 WEBSITE CREATION
We create each and every website with great attention to detail and use all the best practices for SEO with page titles, meta descriptions, keyword mapping, localization, content optimization, H1 and H2 tags, and more

2 SEARCH ENGINE SUBMISSION
After a website is created we do a search engine launch and submit the website, by hand, to all search engines to ensure the content reaches your target audience

3 ENHANCED STRATEGY
We then use enhanced strategies such as white-hat backlinking, blogging, and article submission to ensure the ranking of your website improves every month
WE DO IT ALL!

- Responsive Web Design
- White-Hat Backlinking
- Indexing Keywords
- Monthly Blogging
- Proper Site Layout
- Keyword Research
- Monthly Analysis
- Valuable Content
- On-Page Optimization
- Thorough Monthly Analysis
## ENHANCED SEO

<table>
<thead>
<tr>
<th>PREMIUM</th>
<th>DELUXE</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Localized SEO for main location</td>
<td></td>
</tr>
<tr>
<td>• Management of search engine rankings on a monthly basis</td>
<td></td>
</tr>
<tr>
<td>• Full on-page SEO for 25 keywords</td>
<td></td>
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<tr>
<td>• Backlinking strategy</td>
<td></td>
</tr>
<tr>
<td>• 2 custom-written blogs per month</td>
<td></td>
</tr>
<tr>
<td>• Monthly consultation</td>
<td></td>
</tr>
<tr>
<td>• Monthly keyword ranking reports</td>
<td></td>
</tr>
<tr>
<td>• Localized SEO for densely populated areas, bigger markets, and up to 5 locations*</td>
<td></td>
</tr>
<tr>
<td>• Management of search engine rankings on a monthly basis</td>
<td></td>
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<tr>
<td>• Full on-page SEO for 50 keywords</td>
<td></td>
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<tr>
<td>• Backlinking strategy</td>
<td></td>
</tr>
<tr>
<td>• 4 custom-written blogs per month</td>
<td></td>
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<tr>
<td>• Monthly consultation</td>
<td></td>
</tr>
<tr>
<td>• Monthly keyword ranking reports</td>
<td></td>
</tr>
</tbody>
</table>

*FOR MORE THAN 5 LOCATIONS OR MORE THAN 50 KEYWORDS, CONTACT US FOR A CUSTOM QUOTE*
WHY SOCIAL MEDIA MARKETING?

POWERFUL REFERRAL SOURCE
(More than 2B users worldwide!)

YOUR PATIENTS ARE ALREADY LOOKING FOR YOU AND TALKING ABOUT YOUR COMPANY

DETAILED METRICS ON USERS ALLOW YOU TO TARGET YOUR IDEAL PATIENT EVERY TIME!
3-STEP SOCIAL MEDIA SOLUTION

Engaging posts unique to your business

Strategic "LIKE" campaign

Full interaction with patients and potential patients
# Social Media Packages

<table>
<thead>
<tr>
<th>Feature</th>
<th>Basic</th>
<th>Pro</th>
<th>Plus</th>
<th>Deluxe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full branding of social media network</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social media channel setup (e.g. Facebook, Twitter)</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Unique monthly posts</td>
<td>6</td>
<td>8</td>
<td>12</td>
<td>16</td>
</tr>
<tr>
<td>Monthly consultation</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Daily “Like” campaign</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Daily monitoring of social media channels</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Cards and standees for the office</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Monthly reports and insight</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Email blasts per year to your existing base</td>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community management and outreach</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

One-time setup fees (depending on package selected)
WHY REPUTATION MANAGEMENT?

72% of new patients refer to online reviews before visiting a doctor. Your online reputation can make or break your business.
THE PROCESS

1. MONITOR
We monitor popular review sites such as Yelp, Google, HealthGrades, and Vitals to ensure that as soon as a review is written, you know!

2. RESPOND
We respond to both positive and negative reviews on your behalf. We can help rectify bad reviews and thank those who leave a good review!

3. CAPTURE REVIEWS RIGHT ON YOUR WEBSITE
By integrating a micro-site on your website we can solicit and display reviews easily, allowing us to increase positive review visibility in search engines.

PRICES STARTING AT $199/MONTH/PROFILE PLUS ONE-TIME SETUP FEE OF $249/PROFILE
**PAY-PER-CLICK (PPC) ADVERTISING**

**BE YOUR PATIENTS’ FIRST CHOICE**
- We do extensive keyword and market research to guarantee exposure in your area.
- Leverage both Google and Facebook to ensure you appear to those who matter, the people looking for you!

**YOU DECIDE YOUR BUDGET**
- Choose the exact amount you want to spend each month.
- Our experts will customize your plan specific to you, so you get the best results, regardless of whether your budget is large or small.

**GUARANTEED TRAFFIC**
- With PPC, you only pay for results.
- Our ROI-focused team will work with you to ensure that traffic to your website converts into new patients.
- We'll track every click and conversion so you always know your campaign results.
We met representatives from iHealthSpot in mid-2008 when they offered online surgical video at a conference I attended. As an orthopedic practice, we appreciated the written materials as well as the animated videos for patients. We implemented that program within 60 days. A year later, we developed the need for a fresh web design, search ability, user-friendliness, online bill pay, secure forms submission and more. We chose iHealthSpot because of our relationship with them, as well as their knowledge in the industry. They provided all services at a very reasonable price. We could not be more pleased. From contracting to planning, development to review and go-live, the iHealthSpot team was professional, timely, and communicative. We were extremely pleased with the look and functionality of the website. We have since redesigned our website twice with iHealthSpot and the result is always wonderful. They also handle all aspects of our search marketing and online reputation and they have created unmatched visibility online and grown our practice substantially over the years.

Jim P. Kidd, CMPE, CEO
St. Peters Bone and Joint Surgery, Inc.
REACH NEW PATIENTS AND GROW YOUR PRACTICE WITH IHEALTHSPOT INTERACTIVE'S PATIENT GENERATION PLATFORM

CALL (877) 709-0999 TO SPEAK WITH A DIGITAL STRATEGIST.