

## **Medical Advantage Expands Practice Marketing Services With Acquisition of iHealthSpot Interactive**

**Ann Arbor, Michigan—April 27, 2021**—Medical Advantage, a national healthcare consulting firm and a business unit of the TDC Group of companies (TDC Group, the nation's largest physician-owned provider of insurance, risk management, and healthcare practice improvement solutions), announced today its acquisition of iHealthSpot Interactive (Greenacres, FL), a leading healthcare marketing firm.

iHealthSpot Interactive is a leader in helping healthcare organizations reach growth and revenue goals through innovative digital marketing solutions. From medical website development, design, and hosting to online reputation management, search engine optimization (SEO), and paid advertising on search engines and social media sites — along with a host of other digital patient-facing and marketing offerings—iHealthSpot Interactive's service portfolio is invaluable in an era of ever-increasing competition for medical practices.

“The business side of practicing medicine continues to become more competitive than ever imagined,” said Paul MacLellan, president of Medical Advantage. “With our acquisition of iHealthSpot Interactive, we have a significant addition to the portfolio of services that Medical Advantage can bring to bear to help independent practices, practice groups, and private equity-backed healthcare entities improve patient acquisition and retention, increase revenue, and grow their organizations.”

The acquisition of iHealthSpot Interactive builds upon Medical Advantage's existing portfolio of services, including EHR implementation and optimization, plus healthcare IT and analytics solutions encompassing practice management, dashboards, telehealth consulting, and value-based care services.

“We are excited to join the Medical Advantage family to expand our reach and fuel growth”, said Mary Hall, CEO of iHealthSpot Interactive. “By joining forces, not only do we bring a wealth of digital marketing capabilities to the Medical Advantage client base, but we also gain the opportunity to offer our existing iHealthSpot Interactive clients a broad new array of Medical Advantage practice transformation and management services.

The vast majority of patients now use the Internet to look for and communicate with their Doctors. With intuitive mobile friendly website design, and a wide range of expert internet marketing solutions, iHealthSpot Interactive provides the means for its clients to optimize exposure and increase profitability for the practice or group, and we are looking forward to bringing these services to Medical Advantage clients.”

As practices begin to return to pre-pandemic appointment levels, medical practice marketing will play a larger role in patient acquisition and accelerating patient volumes. For providers currently leveraging telehealth to interact with patients, effective medical practice marketing can help extend their reach to create awareness and engage potential new patients in other geographies.

For private equity clients, this acquisition represents another expansion of Medical Advantage's extensive management and advisory services to help maximize return on investments. PE firms and management services organizations (MSOs) often find that standardization across their portfolio of medical practices is a key to long-term success and ROI. The iHealthSpot Interactive acquisition enables Medical Advantage to apply standardization across holdings beyond practice transformation and into the patient-facing digital experience.

### **About iHealthSpot Interactive**

Since 2007, iHealthSpot Interactive has helped more than 4,000 medical professionals and businesses grow. With a dedicated team of experts in healthcare marketing, a proven process, and a one-on-one approach, iHealthSpot provides [medical website design](#) and healthcare digital marketing strategies that drive results tailored to the unique goals of each practice.

As a team, iHealthSpot provides medical practice websites and digital marketing plans designed to drive new patient acquisition. iHealthSpot Interactive takes a consultative approach to every project—and focuses exclusively on the medical field—positioning your medical practice for increased success and growth.

### **About Medical Advantage**

Medical Advantage ([medicaladvantage.com](#)) is an innovator within the TDC Group of companies (TDC Group) for maximizing health plan and physician clinical and financial performance in value-based contracting. Medical Advantage's hands-on, value-based healthcare, electronic health record (EHR), dashboards, and telehealth consulting services provide practices, health plans, and delivery systems of all sizes with customized, actionable solutions to decrease the cost of care and improve quality. Medical Advantage's mission is to simplify the delivery of efficient, high-quality healthcare.

### **About TDC Group**

The TDC Group of companies (TDC Group) is the nation's largest physician-owned provider of insurance, risk management, and healthcare practice improvement solutions. Serving the full continuum of care, from individual physicians to academic medical systems, we help healthcare professionals overcome the complexities of today's practice environment. TDC Group ([thetdcgroup.com](#)) delivers proven solutions constantly refined through tireless innovation. We are defined by our depth of experience, commitment to service, unparalleled product offering, and broad distribution capabilities. With annual revenue of \$1 billion, over \$6 billion in assets, and offices nationwide, TDC Group serves over 100,000 healthcare professionals and organizations throughout the United States.

For more information about iHealthSpot Interactive's medical practice marketing and other products and services that Medical Advantage offers, **please contact Allison Solit at [asolit@medicaladvantage.com](mailto:asolit@medicaladvantage.com).**