



Healthcare Internet Marketing, Inc. Executive Summary

Healthcare Internet Marketing, Inc. is a new type of digital marketing agency for Hospitals and Physicians. Our number one priority is to build a dominant local presence on the Internet for our healthcare clients and to help them convert this presence into new patients. We can successfully generate incremental top line revenue on behalf of our clients more quickly and less expensively than they can do it themselves.

For a healthcare business that is looking to grow revenue, a well designed and well executed Internet marketing strategy is an imperative. One of the most significant paradigm changes of the 21st Century has been the emergence of search engines on the Internet and the decline of conventional marketing and advertising. A June 2009 survey from the Pew Internet & American Life Project found that 61% of American adults surf the Web for health information.

The purpose of our online marketing system is to help our healthcare clients:

- ✓ Drive top line revenue
- ✓ Accelerate time to competitive advantage
- ✓ Gain access to new patients from the Internet
- ✓ Increase market share

To achieve these goals, our Internet Marketing system gains first page rankings for our custom developed websites on all of the popular search engines. In order to attract interested visitors to our websites, we employ a Pay per Click (PPC) ad campaign, a Search Engine Optimization (SEO) campaign, a Google Places campaign and other search related and Social Media technologies. Our websites are free of advertisements and focus exclusively on procedure education and facility related information. They also contain video, blogs and other relevant content delivery technologies. Prospective patients who visit our sites provide us with requests for consultation and their contact information.

Market research tells us that patients that come through educational websites tend to be better educated, better employed, better insured and more willing to follow physician's instructions. The accumulation of these factors often leads to better outcomes for the patient and the healthcare facility.

We are in the early stages of developing the geographic reach of our business. Our goal is to form relationships with hospitals and physicians interested in investing in digital demand generation and online relationship building. Because prospective patients cannot always easily locate local hospitals and physicians when searching on the Internet, providers are likely losing patients who travel to other facilities that are better positioned on the Internet. This lack of prominent Internet presence cost hospitals and physicians valuable revenue.

Our business model is to develop *regionally exclusive* relationships with partner providers where all inquiries from our websites in a defined geographic area are delivered directly to our clients. Clients pay our company a fixed monthly fee for access to all inquiries in their geographic area.

Our turn key system provides our clients with a very tightly focused marketing channel for specific consumer driven, high margin procedures. In addition, we provide lead nurturing and patient intake consulting services that insure a continuum of relevant contact with prospective patients. These services are designed to improve the frequency and the speed of conversions from prospective patient to successful surgery.

Unlike conventional print and broadcast marketing programs, our website marketing results are transparent, objective and measurable. They are completely virtualized and outsourced and are not additive to the workload of your IT staff or marketing department. In addition, we constantly enhance our client's website presence in terms of content and search engine ranking enhancements. We help our clients supplement their existing marketing efforts, enhance their local brand and increase their revenue through our exclusive and well proven web marketing and patient conversion technologies.

Healthcare Internet Marketing can create, launch and maintain a sophisticated online marketing campaign within 30 days. In addition to Bariatric procedures, we have campaigns in place for Hip and Knee Replacement and for Heart related procedures such as Atrial Fibrillation.

For additional information about the services provided by Healthcare Internet Marketing, or for an online demonstrations of our marketing system contact company president Bill Hyche at:

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