

Partner's Guide To VoxMD

VoxMD is an essential tool in your bag for continuous customer relationships and differentiating yourself from competitors.



VoxMD is your strategic partner to provide practice marketing guidance and services to your customers.



We bring value to your customers that reflect your commitment to helping their practice succeed and grow.



You are the one who delivers this valuable service to your healthcare professionals, and you continue to be involved in an AdvaMed compliant manner.

Quick Process Overview:

We help you bring your doctor a valuable service to help him market his practice and acquire new patients.

- 1 You send us a doctor's name and practice and we send you back a **Video Online Assessment** and talking points.
- 2 You present this to the doctor and if he's interested we set up a call between all of us.
- 3 We create a proposal and roadmap based on our call and address his goals and needs.
- 4 Doctor is eternally grateful to you for introducing us and throws **all of his business at you**. Maybe.

Benefits to Doctors

Practice marketing is critical to all doctors. Whether new to practice or a veteran of 30 years or more, marketing is very important in today's choice-driven, cost-conscious climate. And if your doctors aren't marketing through today's online channels, then they aren't going to be able to compete in the marketplace with those doctors who are savvy enough to do so.

VoxMD can help your doctor identify basic interactive and offline marketing needs and work with them to develop and execute a strategy. Larger practices with CIOs, Marketing heads, and Practice Managers consider us a valuable resource in understanding and navigating today's marketing and technology barriers.

Benefits to Sales Reps

Your presentation of VoxMD to your doctor represents a true commitment to surgeon support and gives reps a competitive advantage that is unparalleled by other means. We provide you with opportunities to engage with your doctor about their business needs aside from simply selling product. It shows an interest in their practice and business, which directly affects your bottom line.

Presenting Us to Doctors

Use these guidelines to avoid any impropriety or conflict:

- ◆ VoxMD is a strategic business partner of your company and **is not affiliated with any medical device company.**
- ◆ VoxMD and your company have formed this strategic partnership in order to provide your surgeon customers the best-in-class service for marketing and patient education, and to help his practice succeed.
- ◆ VoxMD provides consultation services at no cost to physicians. VoxMD provides these services to enable presentation of proposal to doctor. This proposal and any engagement is between VoxMD and doctor to avoid any AdvaMed issues. You are always kept aware of progress.

FAQ

Let me get this straight: We send you a doctor and practice name, you send us back a cool Video Web Assessment. We present that to the doctor and then we have a conference call to review findings. How much does this cost?

There is **no cost for consultations**. Ever. We work with you to help identify opportunities for your doctor to market himself more effectively, either to get more patients or to focus his patient mix.

This sounds like a dumb business model. How do you make any money giving services away?

After consultations, we send your doctor a proposal based on our discussions and observation of his needs. We let you know we did this, but not the specific costs associated.

How much does a website or marketing service cost?

Web services range from \$1500 for an existing site “tune-up” to a custom website with mobile version, content management system, and 50+ pages of patient education content for around \$6500. Costs vary, of course, based on what the doctor wants. We break everything down into milestones so anyone can afford to build a great marketing strategy at their pace without excessive cost.

Can we pay for the doctor’s website or marketing services you quote in the proposal?

No. We avoid conflict of interest by handling all discussions of website or marketing costs exclusively with the doctor. However, company sponsorships are available, contact us to learn more.

Do you work with other doctors in the area? What about hospital employed doctors? Which doctor should I pick?

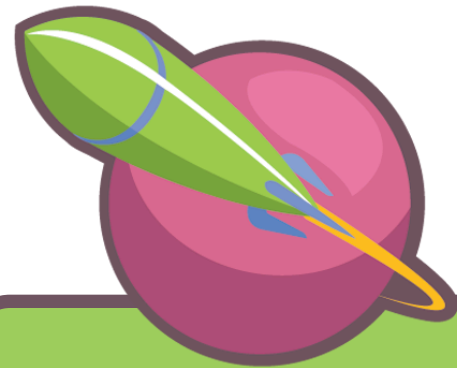
We don’t discuss other clients, but we often work with many doctors in the same area. We want to help you, so send us any and all doctors, hospital employees or private, whether we have a shot or not. Your success will bring us success.

I’ve got other questions. How do I contact you and when?

You can contact us anytime. We monitor our email and phone all the time. You don’t have regular hours, nor do your doctors. Why should we? Call or email us today and lets get started!



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Who is VoxMD?

We are a group of marketing and technology specialists who have a strong health-care background in the medical device industry.



We are recognized leaders in medical practice marketing and are featured contributors in leading industry publications such as Becker’s and KevinMD.



We are dedicated to healthcare marketing and patient education. Our products are focused on success and measured by patients through the door.



We work exclusively with healthcare companies to partner and provide value to their customers.