

DIAGNOSTICS MARKETING



LEAD GENERATION SYSTEM



Company Address

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Our Objectives

The Problem & The Solution

Your Current Situation Is Scary

- › Hospitals 'own' more & more providers' offices, decreasing referrals.
- › Reimbursements are lowering, making it harder to operate.
- › Consistent, quality outreach to regional providers, employers, and patients is difficult, costly, and time consuming.
- › Industry profitability is falling.

But What Could Be Happening For Your Company?

- › Referring providers continually sending to your facility over other facilities.
- › Patients will have increased knowledge of why they should come to an independent facility instead of the hospital
- › No more searching for potential partner employers, they will be searching for you.
- › Patients referring one another at a higher rate to your facility.
- › Begin pulling more business away from the hospitals.

This Solution Will Grow Your Business By:

- › Increasing the number of referring providers.
- › Increasing referrals from existing providers.
- › Ensuring existing patients return.
- › Gaining you new partner employers.
- › Improving outreach to the patient population who have never visited your center.
- › Increasing patient and provider satisfaction.
- › Increasing patient to patient referrals.
- › Gaining additional exposure by creating more 5-star reviews.

Our Goal Is To **MAKE THIS FREE**

Any one of the following should cover the costs of the automated sales program.

- **1 New Enterprise** or Industry employer.
- **1 - 3 New High Referring** providers offices.
- **10 New Referring Providers.**
- **35 - 50 New Patients** per month.

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What's it worth to you?

If you are in the Atlanta area, an **increase in business by 5%** for a single independent diagnostic facility over the course of 1 year is worth approximately **\$522,869**.

Just 1% is worth \$104,569.00, for JUST the following exams:

MRI

MRI Lumbar Spine

Current avg # of exams: 1,861
5% increase in avg # of exams: 93
Value of increase in gross revenue:
\$58,714

MRI Cervical Spine

Current avg # of exams: 2,742
5% increase in avg # of exams: 137
Value of increase in gross revenue:
\$86,526

MRI Brain

Current avg # of exams: 2,605
5% increase in avg # of exams: 130
Value of increase in gross revenue:
\$82,069

CT

CT Head

Current avg # of exams: 7,541
5% increase in avg # of exams: 377
Value of increase in gross revenue:
\$158,748

CT Chest

Current avg # of exams: 10,893
5% increase in avg # of exams: 545
Value of increase in gross revenue:
\$223,311

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How Does It Work?



Research

Our approach is three-fold: 1. Using your RIS, we develop unique and customized reports outlining your existing **Provider** history. 2. We determine which Area **Employers** to market your facility, and 3. We determine which New **Providers** to target. This report provides us with the knowledge needed to determine a strong target list.



Analysis

Based on your provider, employer, patient, operations, and competition research, JH Media Group provides an in-depth analysis through a multivariate scoring system. After all items have been scored, they are then reviewed by our team and moved into categories such as low hanging fruit and best opportunities. After this research is completed, all research is handed over as a deliverable to you.



Outreach

This is where the rubber meets the road. Once analysis has been completed and results discussed, the right outreach to the right groups begins. This takes the form of drip campaigns, landing pages, satisfaction survey, opt-in's, lead magnets, content upgrades, and outbound email campaigns.



Value

The best way to get someone to open your emails or pay attention is to give them something first. So at every step of our outreach, we deliver value to our targets. From doctor to doctor, specialty specific articles about the specifics of radiology readings to actionable health-related, patient focused articles, our content team has created shareable, interesting content for each group.



Growth

Once we've delivered value to these targets and ensured that they are interested and excited to get every new message, it's time to teach them about topics such as price differences between you and the local hospital, satisfaction differences, and of course ask for referrals and for patients to come back!

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Research & Analytics Deliverables

01 List of all local providers offices scored based on:

A list of all local providers offices, the names and contact information for those providers and office managers scored based on referrals, distance from the location, and much more.

02 Scored list of local and regional employers' HR Managers with contact info

The top local employers' HR managers & their contact info all scored based on size, industry, employees who have come to the facility already, and insurance.

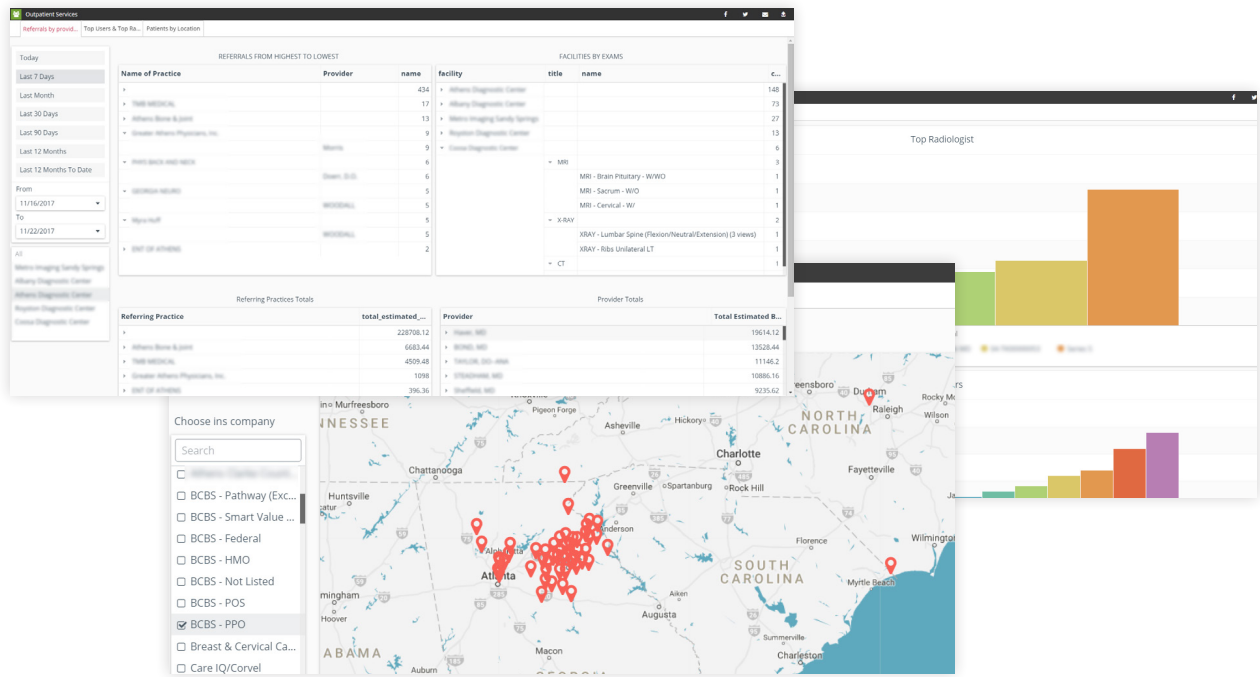
03 Graphical reporting system & reports implementation

We connect to your RIS system through a partner company's HIPAA complaint report building tool and create simple to read and understand reports that show the value of what we are providing on a day to day basis. This way you can understand what we're accomplishing, and we can see the results as needed to provide a feedback loop on our efforts.

04 Open rates, clicks, usage, conversions, and other analytics data

From a monthly review and analysis of the hit and conversions from this system, all the way to actual real-time videos of users viewing your website, we provide enterprise analytics tools and reports for you to see the effectiveness across media of this system.

RIS-Integrated Graphical Reports



Provider & Employer Scored Reports

DEMO Provider Scoring																										jason@geniusclouds.com	
File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive																										Comments	
fx																											
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
1	Name	Practice	Shortname	Website	General Specialty	Address	Address 2	Gender	# Providers	Est. Refs	avg tble	30	60	90	180	365	pre	Diff	rd	Distance	>75%	Has E	DNC	Ins	Hosp	SCORE	
2	Dr. Ashkan Lakhji MD	Peachtree Orthopedics	Peachtree Ortho	https://www.peachtreeorthopedics.com	Orthopedic Surgeon	2002 Peachtree Road, N.E.	Atlanta, GA 30310	M	34	120	0	0	0	0	0	0	0	0	120	0%	11,394	Y					0%
3	Dr. Ezequiel Cassinelli MD	Peachtree Orthopedics	Peachtree Ortho	https://www.peachtreeorthopedics.com	Orthopedic Surgeon	2003 Peachtree Road, N.E.	Atlanta, GA 30311	M	34	120	0	0	0	0	0	0	0	0	120	0%	11,422	Y					0%
4	Dr. James Karcher MD	Peachtree Orthopedics	Peachtree Ortho	https://www.peachtreeorthopedics.com	Orthopedic Surgeon	3200 Dunwoody Circle NW	Atlanta, GA 30327	M	34	120	0	0	0	0	0	0	0	0	120	0%	18,203	Y					0%
5	Dr. Latha Griffin MD PhD	Peachtree Orthopedics	Peachtree Ortho	https://www.peachtreeorthopedics.com	Orthopedic Surgeon	2001 Peachtree Road, N.E.	Atlanta, GA 30309	F	34	120	0	0	0	0	0	0	0	0	120	0%	11,368	Y					0%
6	Dr. Michael Benoit MD	Peachtree Orthopedics	Peachtree Ortho	https://www.peachtreeorthopedics.com	Orthopedic Surgeon	3201 Dunwoody Circle NW	Atlanta, GA 30328	M	34	120	0	0	0	0	0	0	0	0	120	0%	18,196	Y					0%
7	Dr. Michael Jonathan York	Peachtree Orthopedics	Peachtree Ortho	https://www.peachtreeorthopedics.com	Orthopedic Surgeon	3200 Dunwoody Circle NW	Atlanta, GA 30327	M	34	120	0	0	0	0	0	0	0	0	120	0%	18,203	Y					0%
8	Dr. Angela Evans, DO	Wellstar			Family Medicine	2850 Paces Ferry Rd SE	Atlanta, GA 30339	F		50									50	0%	23,065					X	0%
9	Dr. Carolyn Kaplan MD	Wellstar			Family Medicine	240 North Highland Ave NE	Atlanta, GA 30307	F		50									50	0%	16,942					X	0%
10	Dr. Paul Spingli MD	Perimeter Orthopedics	Peachtree Ortho	http://www.perimeterortho.com	Orthopedic Surgeon	5673 Peachtree Dunwoody Rd	Atlanta, GA 30342	M	5	120	18								102	15%	16,761						7%
11	Dr. Yolanda Scott MD	Perimeter Orthopedics	Perimeter	http://www.perimeterortho.com	Pain Medicine	5673 Peachtree Dunwoody Rd	Atlanta, GA 30342	F	5	110	40								70	36%	16,761						16%
12	Dr. Agnes Kovacs MD	Perimeter Clinic	Perimeter	http://www.perimeterclinic.com	Family Medicine	4961 Buford Highway NE	Chamblee, GA 3035-F		3	50	15								35	30%	6,397						24%
13	Dr. Daniel Nicholson MD	Perimeter Orthopedics	Peachtree Ortho	http://www.perimeterortho.com	Orthopedic Surgeon	5673 Peachtree Dunwoody Rd	Atlanta, GA 30342	M	5	120	64	66	80	171	241	50	10	98	36%	16,761						31%	
14	Dr. Olu Oluji MD	Perimeter Orthopedics	Peachtree Ortho	http://www.perimeterortho.com	Orthopedic Surgeon	5673 Peachtree Dunwoody Rd	Atlanta, GA 30342	M	5	120	98								22	62%	16,761						35%
15	Dr. Tedman Vance MD	Perimeter Orthopedics	Perimeter	http://www.perimeterortho.com	Orthopedic Surgeon	5673 Peachtree Dunwoody Rd	Atlanta, GA 30342	M	5	120	98								22	62%	16,761						35%
16	Dr. Daniel Nicholson MD	Perimeter Orthopedics	Perimeter	http://www.perimeterortho.com	Sports Medicine	5673 Peachtree Dunwoody Rd	Atlanta, GA 30342	M	5	90	88								2	36%	16,761						43%
17	Dr. John Foster III MD	Dominion Orthopedic CI	Dominion	https://www.dominionortho.com	Orthopedic Surgeon	5555 Peachtree Dunwoody Rd	Atlanta, GA 30342	M	4	120	112								8	93%	16,244						43%
18	Dr. Robert Kersch MD	Robert E. Kersch, MD FRCR	FRCR	http://www.robertkerchmd.com	Orthopedic Surgeon	2675 North Decatur Road	Decatur, GA 30033	M	2	120	100								29	63%	9,446						12%
19	Dr. Douglas Murray MD	Peachtree Orthopedics	Peachtree Ortho	https://www.peachtreeorthopedics.com	Orthopedic Surgeon	3870 Pleasant Hill Road	Duluth, GA 30096	M	34	120	0	0	0	0	0	0	0	0	120	0%	29,328						0%
20	Dr. Oluwaseun Ugbonnani	Peachtree Orthopedics	Peachtree Ortho	https://www.peachtreeorthopedics.com	Orthopedic Surgeon	3400C Old Milton Parkway	Alpharetta, GA 30001	M	34	120	0	0	0	0	0	0	0	0	120	0%	37,514						too far
21	Dr. Amit Patel MD	Georgia Pain and Wellness	Georgia Pain & Wellness	https://georgiapainandwellness.com	Pain Medicine	3970 Five Forks Tricross Rd	St. Louis, GA 30547	M	10	110	80								30	73%	28,9						3%
22	Dr. William Egan MD	Piedmont Hospital System	Piedmont Hospital System	https://piedmonthospital.com	Pain Medicine	1550 Expansive Landing Pkwy	Stockbridge, GA 30261	M	5	110	75								35	68%	65,036						X too far
23	Dr. Jayya Krishna Puppala	Comprehensive Spine & CSP	Comprehensive Spine & CSP	http://comprehensivespineandcsp.com	Pain Medicine	939 Bob Arnold	Lithia Springs, GA 30106	F		110	30								80	27%	39,257						too far
24	Dr. Paul L. Mefford DO	The Physicians Spine & Physicians	The Physicians Spine & Physicians	http://thephysicians.com	Pain Medicine	790 Church St NE	Marietta, GA 30060	M	8	110	10								100	9%	38,856						too far
25	Debbie Levy, CNM	Abundant Life Healthcare	Abundant Life	http://www.abundantlife.com	Obstetrics and Gynecology	4140 Moore Rd	Suwanee, GA 30027	F	2	0									0	0%	39,402						too far
26	Dr. Ashli Sammons MD	Dunwoody OB/GYN PC	Dunwoody OB/GYN	http://www.dunwoodyobgyn.com	Obstetrics and Gynecology	1791 Mulkey Road	Austell, GA 30106	M	2	0									0	0%	41,984						too far
27	Dr. Anita Shafley MD	Wellstar			Family Medicine	2487 Cedarcrest Rd	Aconth, GA 30101	F		50									50	0%	68,226						too far
28	Dr. Amy Barfield MD	Wellstar			Family Medicine	3921 Shallowford Road	Marietta, GA 30062	F		50									50	0%	38,266						too far
29	Dr. Ana Bulia MD	Renzo Fornasini	the office	http://www.fornasiniortho.com	Family Medicine	2612 Holcomb Bridge Road	Alpharetta, GA 30017	F	1	50									50	0%	25,718						0%
30	Dr. Anand Mehta MD	Wellstar			Family Medicine	50 Kelly Road	McDonough, GA 30206	M		50									50	0%	61,127						X too far
31	Dr. Annie Kim MD	Modern OB/Gyn	Modern	http://www.risobgyn.com	Obstetrics and Gynecology	120 Stone Bridge Parkway	Woodstock, GA 30117	F	5	0									0	0%	52,641						too far
32	Dr. Ashleigh Igbovine-Ham	Family Medicine			Family Medicine	1950 Riverside Parkway	Lawrenceville, GA 30046	F		50									50	0%	33,564						too far

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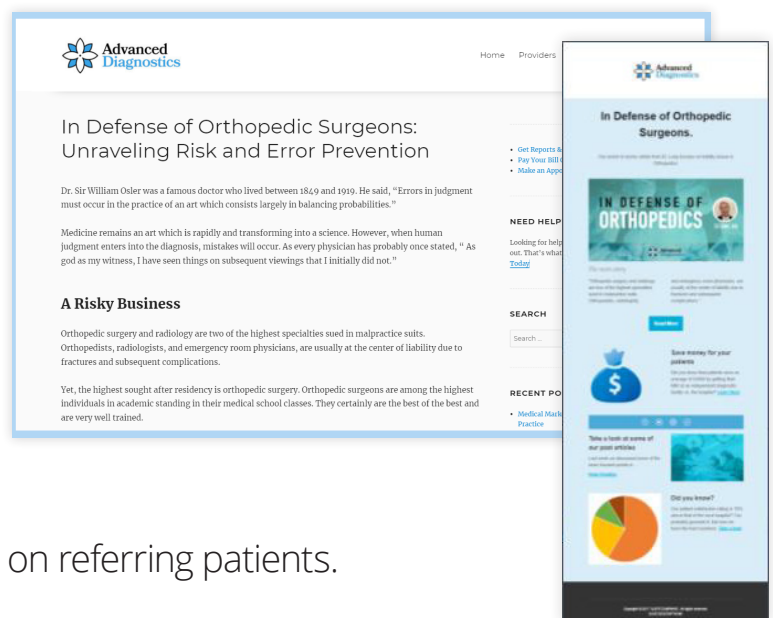
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Example Content

EXAMPLE PROVIDER CONTENT

Content is specific to:

- › Specialty
- › Need
- › Gender
- › Score
- › Location
- › # of Recent referrals.

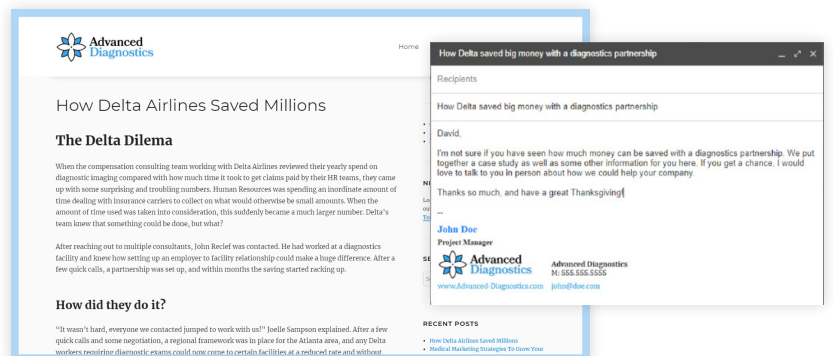


All provider content has instructions on referring patients.

EXAMPLE EMPLOYER CONTENT

Content is specific to:

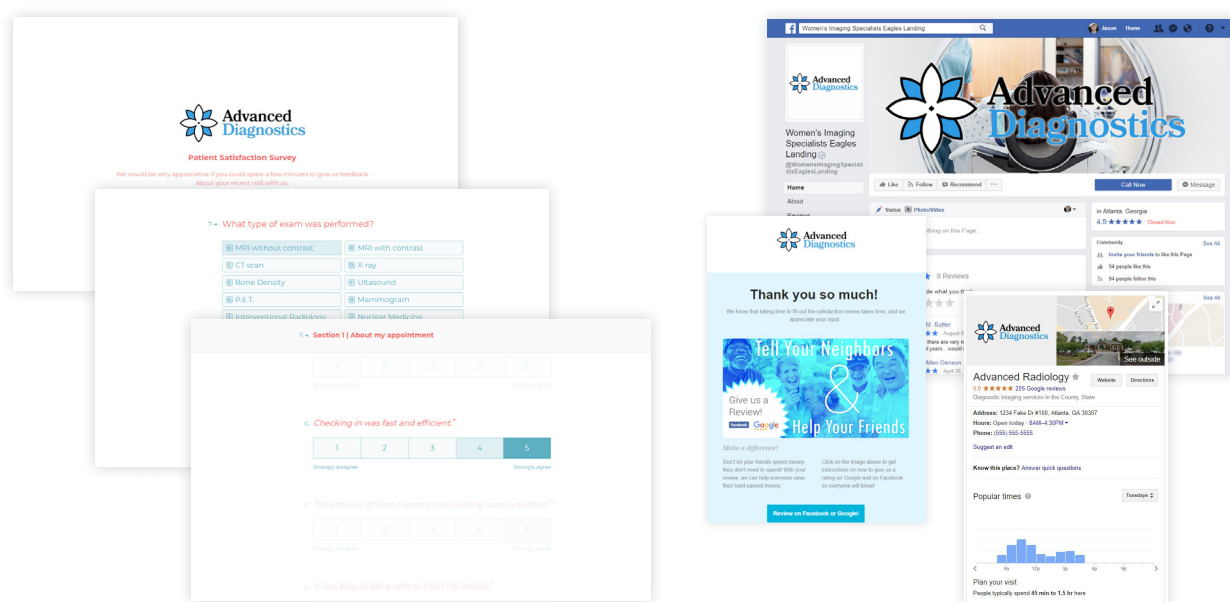
- › Business type
- › Manager needs
- › Current insurance
- › Number of employees



Built to drive HR Managers to call diagnostics center.

"There are three responses to a piece of design – yes, no, and WOW! Wow is the one to aim for." - Milton Glaser

SATISFACTION SURVEY & REVIEW REQUEST



ONGOING PATIENT CONTENT

Built to be shareable via social platforms & create high open rates.

Content is specific to:

- › Gender
- › Age
- › Interests



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The Investment

1 Facility Within
a Single Market:
\$9,850/mo

Each Additional
Facility Within
a Single Market:
\$7,450/mo

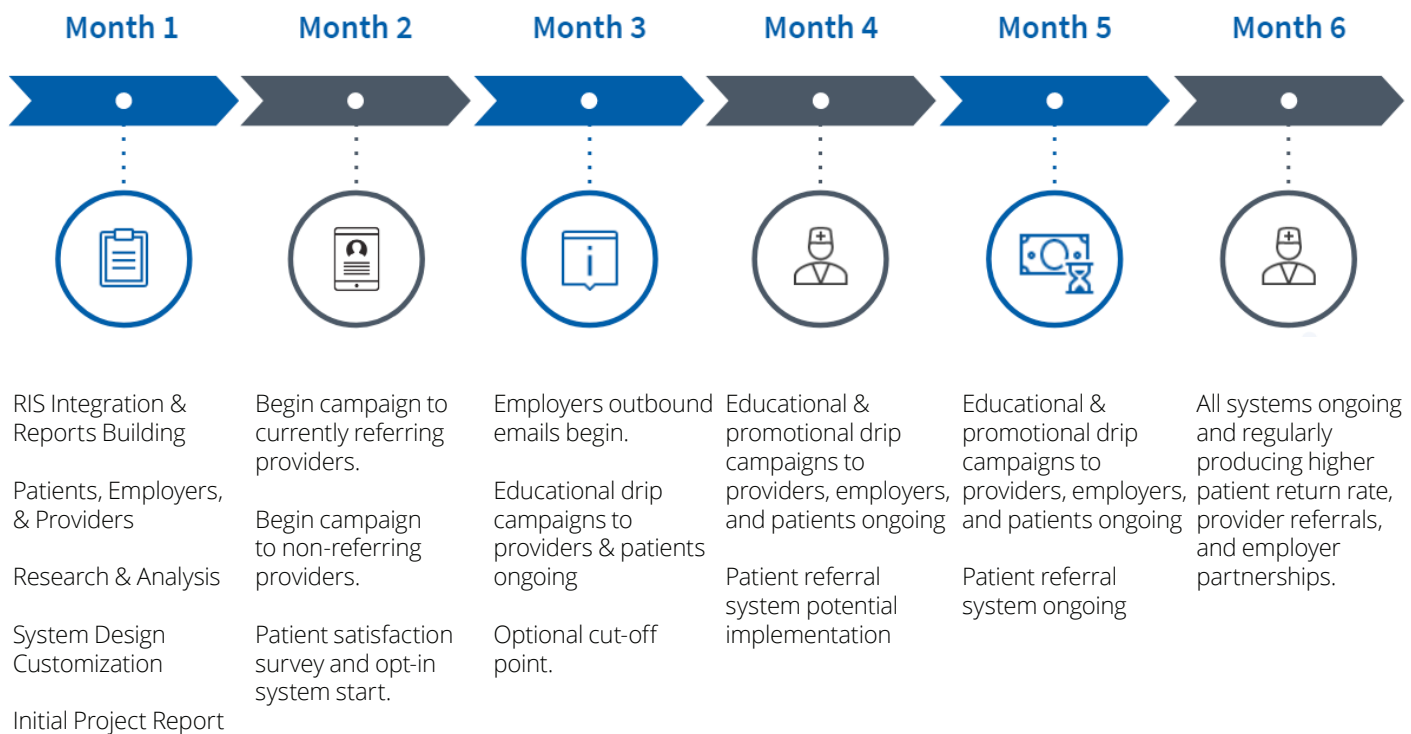
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The Guarantee

If at the end of the 3rd month, you are not on track to meet your goal with this program, you may terminate the contract and receive all your money back that was not spent on the initial deliverables and ad spend.

The estimated cost for deliverables and advertising will be equal to the first month's payment, give or take 30%.

Implementation Schedule



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About Our Company

Our team of seasoned internet marketers, business consultants, designers, and developers are driven individuals who take great pride in our clients' success. Through goal-oriented strategies, we have created solid revenues for hundreds of clients in a variety of industries over the last 20 years.

It's important to remember that a website, application, or native app is still just another business tool. That's why we like to start off conversations with "First tell us about your business, then let's talk about the project." It's through this mindset that we help businesses and organizations succeed.

We are obsessive about scoping our projects to ensure expectations are always met. From our more than 16 years in business and after the build of thousands of projects for companies large and small, we know how to make sure clients are happy with our work.

We guarantee that you will always know what we are or are not building or doing and that your expectations will be met.

We most enjoy working with clients who understand what they are doing, have a good plan, know the landscape, and are just as enthusiastic as we are about their businesses.



Who we are

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JH Media Group is full service creative web agency that focuses on the evolving healthcare industry.

We take a strategy-first process to working with our clients. We take the time to understand what you do, how you do it, what has worked, and what hasn't worked, then set measurable goals around the project.



What we do

.....

- STRATEGY & CONSULTATION
- PPC, SEO, & SOCIAL MARKETING
- TRAINING & SUPPORT
- ANALYTICS & REPORTING
- HL7 & COMPLIANCE
- APPLICATION SECURITY
- WEB, GRAPHIC, & UX DESIGN



Our philosophy

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We believe in listening to our clients. The biggest part of any relationship is communication. Our job as digital strategists and consultants is to ask the right questions and listen.

We believe in being responsive. We know that when there is a problem, it needs to be resolved as quickly as possible. When clients call, they get a live person on the phone to take care of them.

We believe in working in partnership. Building web solutions and strategy for clients means that we need to understand not just the how, but also the why. In order to produce the best results we take it upon ourselves to understand your business processes and intricacies.

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Team Members



Jason Long

Strategy & Leadership

Jason Long is the founder and CEO of JHMG. A self-professed serial entrepreneur, he is always interested in new businesses, new ideas, and new ways to change the world. He has over 15 years of experience in design and development, and has served in a variety of roles ranging from Creative Director to CEO.



Eve Slaughter

Business Development

Eve grew up in South Carolina with a passion for fine arts and being extremely talkative. She attended Winthrop University with a Degree in Art History. Today, Eve spends her time painting, having a great time with her husband, two fur babies, and the JH Media Group family.



Matt McCoy

Development Director

Matt is from Acworth, Georgia and is pursuing a degree in Computer Science from the University of Georgia. His areas of expertise are programming, back-end design, and website security. His experience with websites goes back to his early years of high school where he designed and operated multiple websites for non-profit organizations. When he's not studying or coding sites, Matt enjoys playing guitar.



The JHMG team aims to ensure your digital presence and strategy builds loyalty across every touchpoint and returns revenue in multiples.



Jimmy Vassello

Project Management

Jim graduated from Penn State in 2013 with a B.S. in Kinesiology and began working as a personal trainer in his first year out of college. Intrigued by the business aspect of the fitness world, he shifted his career path to one of sales where he could grow into a more well rounded individual. After spending over 2 years in the mortgage industry working on a combination of sales, software support, and project management, Jim joined the JHMG team to work as a project manager.

Lucas Lopvet

Front-End Development

Lucas originates from the picturesque town of Rugney located in Northeastern France. His lifelong interest in visual art began during early childhood. Today his areas of expertise include graphic design, web design and logo design as well as children's book illustrations. Lucas's whimsical style, technical skill and attention to detail can be seen in all of his work.



Kristen Zalatan

Project Management

After spending her childhood in the northern suburbs of Atlanta, Kristen went on to get a degree in Psychology at Georgia State University. She then spent six years developing and implementing educational and social programs for adults on the autism spectrum and training incoming counselors. She went on to work at as a support agent at MailChimp before joining JH Media Group as a project manager.



Rochelle Long

Business Strategy

Rochelle's many years of entrepreneurship in healthcare have provided her the experience necessary to understand the needs of businesses and executives in a wide range of businesses. Rochelle also has a background as a CPA, a strong understanding of business fundamentals, and knows what it takes to bring success to businesses large and small.



Dr. T.D. Long

Consultant

Dr. Long received a pharmacy degree from the University of Georgia in Athens, Georgia and then attended medical school at the Medical College of Georgia. He graduated from MCG and was a member of Alpha Omega Alpha, the Honor Medical Society. Dr. Long advises JH Media Group on methods to increase patient flow volume for outpatient centers as well as methods to increase insurance reimbursements.



Emily Byars

Project Management

Emily was born and raised in a North Atlanta suburb. After moving to Boston to receive a degree in anthropology from Northeastern. Emily began her career in tech at a master data management company, where she worked as a tech writer, testing technician, and a technical sales support writer. She is a professional dog trainer, a hobby mycologist, and a nerd of many sorts. In her down time, you can find Emily in the woods or on her couch binge-watching off-beat comedies.

Thank you!

Give us a call if you have questions!

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**Contact**

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