



# Marketing<sup>PLUS</sup> Advantage Program

## Strategically Designed For Fertility Practices

A tailored program of strategic marketing products, services and resources designed specifically for fertility centers based on national marketing research and input from Reproductive Endocrinologists

## Targeted To Achieve Practice Growth

Key Features Incorporate Proven Marketing Strategies and Materials for Attracting and Retaining Patients

- Comprehensive, diagnostic marketing assessment and customized marketing plan  
*What & where to market and how much to spend*
- Website Search Engine Optimization  
*Drive potential new patients to your website and to your practice*
- Ob-Gyn Referral Capture Program  
*Cultivate & increase local physician referrals*
- Media Plan  
*Step-by-step playbook for rolling out marketing & promotion activities*
- IVF Advantage Plan (3 cycle guarantee/refund program)  
*Opportunity to participate in future plan profits based on outcomes*
- Patient Financing Programs  
*No-interest & low-interest plans make IVF affordable to more patients*

## Cost Effective

- Low annual fee
- Includes membership in Group Purchasing Program to increase cost savings
- Additional, optional specific marketing tools to choose from based on results of targeted marketing assessment