



Marketing^{PLUS} 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