

**Reach.**

**Reputation.**

**Referrals.**



**DIGIMED**  
A U S T R A L I A

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Whether it's a website, custom video or an e-newsletter,  
we'll make your practice stand out in the medical landscape.

Personalised messages from you can recruit patients 24/7

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**SYDNEY CONSULTANCY**  
0403 824 833

**MELBOURNE CONSULTANCY**  
0423 332 278

# WEBSITES

Your website is the storefront of your business.

All DigiMed websites are:

- **Mobile Optimised** - Today more than 70% of searches are done on mobile. Google rewards mobile-friendly websites in its rankings and penalises those that are not.
- **Patient Friendly** - With Hospital Online Admission links, Medicare Claim Forms, New Patient Forms
- **Specialty Specific** - Whether it's an arthroscope, a stethoscope or a microscope, our specialty-specific SEO marketing will help Google find you with best practice SEO – helping you rank by location, procedure and other patient searches.
- **Social Media Inclusive** - We provide links to LinkedIn, Instagram, Facebook and your personalised e-newsletter.
- **24/7** - Engage your patients on the train, at work, at home any time of the day or night
- **Fast** - Your website includes one year of free hosting with Panthur Stealth - an Australian based hosting service, specifically designed for e-commerce sites which see a lot of traffic.



# DIGIMED WEBSITE PACKAGES



SILVER WEBSITE	GOLD WEBSITE	PLATINUM WEB VALUE PACKAGE
\$3600 plus GST	\$5800 plus GST	\$1320pm plus GST x12 months, first three months in advance
<p>5 page website 10 stock shots Basic SEO 1x slider banner</p> <p><b>Silver websites include:</b> Home page About Us Referrers Page FAQs Hosting (12 months) Rooms Locations Hospital Locations New Patient Form Medicare Form Online Hospital Admissions Link Site Map Privacy Policy</p>	<p>7-16 page website 20 stock shots Intensive SEO (30 citations) 2x slider banner</p> <p><b>VALUE INCLUSIONS</b> <b>Silver Inclusions PLUS:</b> Professional Copywriting (7000w) Custom Logo Rolling Surgical Logos Banner Individual Pages Conditions (x5 600w each) Individual Pages Procedures (x5 600w each)</p>	<p>20-40 page websites 30 stock shots Intensive SEO (40 citations) 2x slider banner</p> <p><b>VALUE INCLUSIONS</b> <b>Gold Inclusions PLUS:</b> Professional Copywriting (14,000w) Bespoke Custom Logo Rolling Surgical Logos Banner Custom Graphic Custom social page set up Wireframe (x4 pages) GP newsletter (printed x 100) Profile, video on hospital websites Custom Bus. Cards (with QR code) Custom Stationery Design 3x 1.5 min. videos, scripted, edited 2x press releases distributed</p>
YOUR WEBSITE WILL BE A 3-IN-1 DESIGN, OPTIMISED FOR SMARTPHONE, IPAD AND DESKTOP		

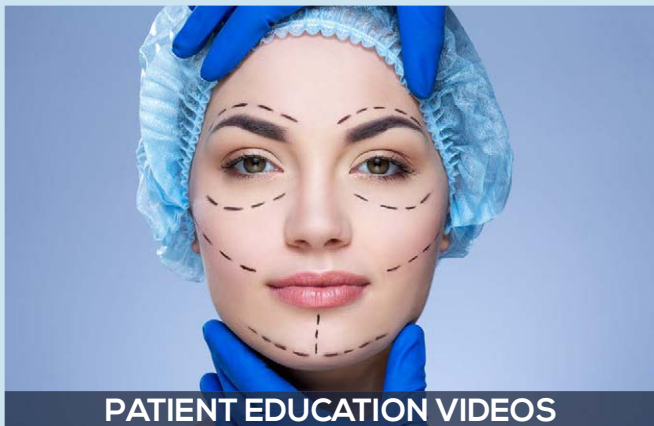


# DIGIMED VIDEOS



- Short sharp “how to” videos can reassure patients post-consult, and introduce you to patients before they even come to your rooms.
- 51% of the world's top marketing professionals today, say video is the marketing content with best ROI.
- Marketers who use video grow revenue 49% faster.
- Video significantly drives organic web rankings.

HALF DAY PHOTOGRAPHY SHOOT PROFESSIONAL		\$1100 +GST
HALF DAY PHOTOGRAPHY SHOOT AMATEUR		\$700 +GST
FULL DAY VIDEO SHOOT PROFESSIONAL		\$1700 +GST
FULL DAY VIDEO SHOOT AMATEUR		\$1100 +GST
FULL DAY VIDEO AND PHOTOGRAPHY SHOOT PROFESSIONAL		\$1900 +GST
FULL DAY VIDEO AND PHOTOGRAPHY SHOOT AMATEUR		\$1300 +GST
SCRIPTING		\$500 +GST PER 2M VIDEO
PRODUCER/DIRECTOR ON THE SHOOT DAY		\$650 +GST
GROUP PHOTOGRAPHY/VIDEO SHOOT (1.5M VIDEO EACH) MIN 6 PEOPLE MAX 8		\$800pp +GST PER 8-10HR SHOOT
VIDEO EDITING	1.5MIN VIDEO	\$390 +GST
	2.5MIN VIDEO	\$470 +GST



**CUSTOM VIDEO IS POWERFULLY  
PERSONALISED MEDICINE -  
REINFORCING SURGICAL CONSULTS 24/7**



# DIGIMED PHOTOGRAPHY

We specialise in medical and corporate photography. Our award-winning news photographer Andrew Murray has profiled some of the world's biggest names in medicine, science, finance and sport, not to mention royalty and celebrities.



Patient case studies highlight your patients' success stories – like duathlon champion Margaret Beardslee, who ran 60km to celebrate her 60th – during her breast cancer treatment. Like many doctors, Margaret believes exercise is a big part of surviving cancer and preventing recurrence.





Theatre photography showcases your specialty in a professional light

**"Andrew's  
photo is one  
of my all-time  
favourites."**

Michael Klim,  
former Olympic Swimmer



All photography – courtesy of Nikon award winner Andrew Murray and Walkley award-winning photographer Grant Turner

**MOBILE CAMPAIGNS THAT MOVE WITH YOUR PATIENTS**

# MEET THE TEAM



**JANE WORTHINGTON**  
**Director, Chief Content Officer**

Previously Sydney Metro Manager for Ramsay Health Care, Jane provided strategic marketing advice to dozens of VMOs and five Sydney Hospital CEOs. Jane started her career as a staff reporter and health reporter for The Australian and then The Daily Telegraph. She continues to be a key health influencer in the medical arena and has hosted the *Australian Financial Review's* Future of Health Roundtable, for key opinion leaders in health.



**XAVIER MURTAGH**  
**Digital Strategist**

Xavier specialises in finding untapped online opportunities – using Google's best-practice SEO. Xavier is Google Certified, a Senior Associate of the Royal Society of Medicine in London, and has completed Cambridge University's Digital Innovation and Transformation Course. He is currently completing his Master's of Digital Marketing at The Digital Marketing Institute (UK), regarded as the most advanced qualification in the field.



**ADAM BAHAR**  
**Lead Designer**

After graduating with a Masters of Architecture, Adam has worked throughout the design industry on everything from civic master plans, through to small start-up branding. Adam believes the way doctors choose to represent themselves says a lot about their rigour, consideration and effort – and that a doctor's brand should be held to the same standards as their work practices.





**BECCY CRIPPS**  
**Social Story Teller**

With a degree in biochemistry from the University of Durham, Beccy knows how to take complex scientific “gobbledygook” and translate it into compelling, easy-to-digest social media campaigns and e-newsletters.

Beccy can also assist in recruitment - helping to attract best-in-class talent for medical organisations.



**ANDREW MURRAY**  
**Senior Photographer**

Our resident shutterbug has photographed everyone from Princess Diana and the Duchess of Cambridge, through to supermodels, actors and the world's biggest sporting legends. In recent times his focus is medical, financial and corporate. Andrew has worked for Time Magazine, News Ltd, AFP, AGL and Rolling Stone.

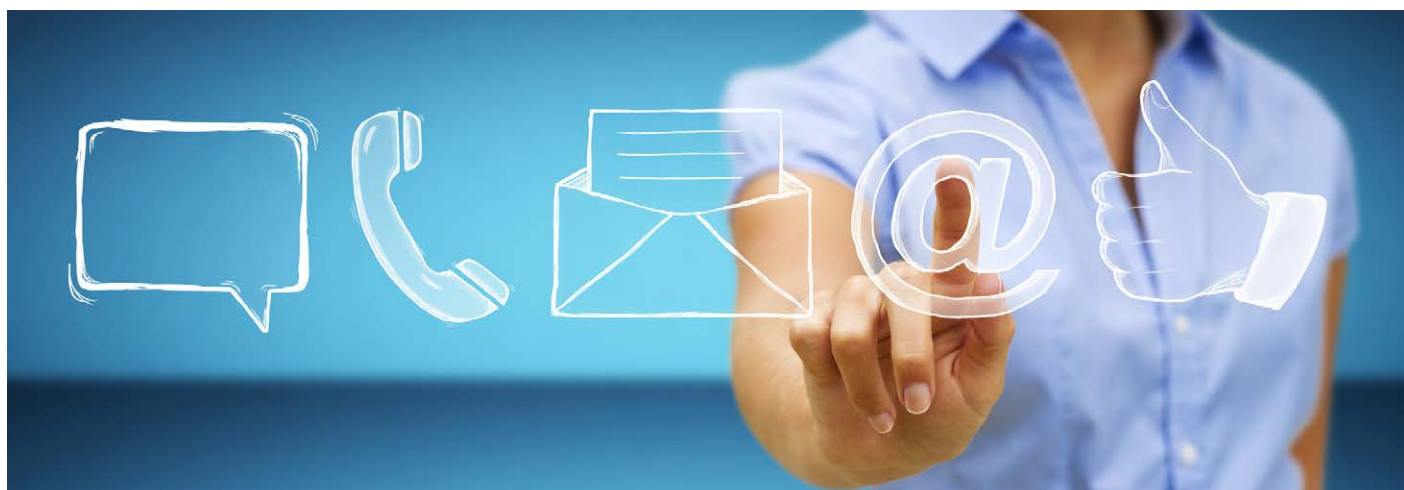


**AZALEA SITALI**  
**Videographer/Video Editor**

Azalea can efficiently and professionally produce, film and edit procedural videos or “how to” videos – that help patients in between visits.

With a Mass Communications Degree and a Major in Film, Video, Journalism and Photography, she also provides affordable “touch up” options, to present DigiMed clients in a youthful and professional light.

# DIGIMED DIGITAL MARKETING



Whether it's search engine optimisation, maintaining your online reputation, or creating a compelling social media campaign, our digital strategists can assist with all your online needs.

## MONTHLY OR QUARTERLY SEO - 6 HOURS

**\$450 +GST**

- Review Google Analytics and visitor data with client/receptionist - 1 hour
- Update website software so rapidly-evolving search engines can find you faster
- Update your details to 40 authority high-traffic citation websites to show Google crawlers your content is fresh
- Challenge any malicious reviews, (including why review is not relevant)

## SEO (HOURLY)

**\$100 +GST**

## GOOGLE ADWORDS SETUP ONE-OFF

**\$400 +GST**

- Set up high-converting advertisements on Google. Ongoing management by client

## GOOGLE ADWORDS COST

**22% of adspend +GST**

- Budget amount of adspend per month paid to Google. \$200 to \$1000 recommended

## SOCIAL MEDIA OPTIMISATION ONE-OFF

**\$450 +GST**

- Allows social media to automatically upload your chosen key messages with engaging images every time your website is shared by one of your customers (6 hours)

## GOOGLE ANALYTICS REVIEW

**\$150 +GST**

- We review and summarise your account activity to understand who your best referrers are and how much conversion you are getting.

## LINKEDIN FOR GPS - THE "DIGITAL GP EVENT"

**\$1800 +GST**

- Creating an engaging image and text-rich LinkedIn profile; connecting you to known local referrers, groups and networks in your area (20 hours)

Why pay an inhouse marketer \$100,000pa when you can get an affordable DigiMed integrated face-to-face and digital marketing package that drives referrals from GPs and consumers?



# BUSINESS DEVELOPMENT



From patient loyalty “experiences”, through to winning new business and growing existing territories, ask us about our end-to-end business development solutions. We can assist new doctors starting out with limited budgets, through to across-the-board marketing for established doctors wishing to promote their research, innovations, procedures or new location.

## COMPETITION REPORT

**\$1200 +GST**

- Find out what strategies local and international industry peers are using to stay competitive. (16 hours minimum)

## TAILORED REFERRER NEWSLETTER

**\$600 +GST**

- Let your referrers know about your special interests, procedures, new rooms or latest innovations.

## GP OR HEALTH SEMINAR SETUP, LEARNING OBJECTIVES AND FLYER

**\$1500 +GST**

- We help you setup the perfect seminar for GPs and work with hospitals to get accreditation for your event

## TAILORED GP DATABASE

**\$1000 per area +GST**

- Tailored GP database of local referrers, media and other key stakeholders in your area (up to 200)
- Includes phone numbers, faxes, addresses, emails, practice manager details

## BETTER ONLINE OUTCOMES = BETTER PRACTICE INCOMES!

# DIGIMED DESIGN



**SAMPLE GP UPDATE – GOSFORD SPECIALIST**

**Dr Jully Sai**

MBBS (Honours), BSc (Immunology, Biochemistry),  
MScMed (Reproductive Health and Human Genetics), FRANZCOG

P 02 4338 8011 F 02 4375 2209 E hello@drjullysai.com.au

## Comprehensive Fertility Care...



**Gynaecologist and Fertility Specialist**

Dr Jully Sai is one of Gosford's leaders in fertility medicine, with her compassionate and patient-centric approach underpinned by a formidable academic background, including sub-specialty training in reproductive endocrinology and infertility.

Dr Sai holds several degrees from the University of NSW including a Bachelor of Science with majors in biochemistry and immunology, a Bachelor of Medicine and Surgery with Honours, a Masters of Science in Medicine (Reproductive Health and Human Genetics).

Dr Sai has worked across Australia's best-known teaching hospitals, including Royal North Shore, The Royal Hospital for Women and Royal Prince Alfred Hospital specialising in obstetrics, gynaecology and reproductive endocrinology.

Currently Dr Sai has appointments at Westmead Private Hospital, St Vincent's Private Hospital, Prince of Wales Private Hospital and a public appointment at the Royal Hospital for Women.

**Dr Sai aims to see all referred patients in 1 week and women requiring urgent fertility preservation after a new cancer diagnosis within 24 hours.**

**FERTILITY SERVICE**

- ☑ Egg freezing for medical indications
- ☑ Egg freezing for social reasons
- ☑ Fertility preservation before cancer
- ☑ Fertility management after cancer
- ☑ Free ovulation tracking
- ☑ Surrogacy and donor conception
- ☑ Intracytoplasmic Sperm Injection (ICSI)
- ☑ In Vitro Fertilization (IVF)
- ☑ Management of low ovarian reserve
- ☑ Management of unexplained infertility
- ☑ Mandarin, French, Indonesian speaking PA
- ☑ Miscarriage management
- ☑ Natural cycle tracking
- ☑ Ovulation induction
- ☑ Pre-Implantation Genetic Diagnosis (PGD)
- ☑ Polycystic Ovarian Syndrome (PCOS)
- ☑ Transgender fertility preservation



EGG FREEZING



FERTILITY TREATMENT (INCLUDING IVF)



FERTILITY PRESERVATION/CANCER


**ROOMS** Suite 2925, Level 2, 1234 Manns Street, Gosford 2250  
P +61 2 4338-8011 F +61 2 4375-2209 E hello@drjullysai.com.au W www.drjullysai.com.au

**GP UPDATE** Dr John Smith MBBS, FRACS (Orth), FACVISA

P: (02) 9333 3333 F: (02) 9999 3333 E: enquires@drjohnsmith.com.au

## Stem cells, PRP, arthroscopy and the rest

What really works for shoulder and knee pain  
...and what doesn't!



Shoulder and knee arthritis is often the perfect storm of bad genetics, niggling sports injuries and the relentless march of time and weight - on average 1kg of weight adds up to 4kg of force to the knee when you are squatting.

And with an ageing population and two in three Australian adults now overweight or obese, arthritis is more common than ever.

With this new onslaught of knee pain, almost every patient or GP I speak to asks me the same questions.

Do stem cells and PRP work? When should I use arthroscopy? How many cortisone injections are safe? What is the Biopen?


I've put together this quick snapshot for GPs referring to the latest college position statements, and peer reviewed studies on the latest non-invasive orthopaedic treatments. I look forward to seeing you at our next GP event or visit in your rooms.

Dr John Smith, Penrith Orthopaedics


**PROCEDURES & CONDITIONS TREATED**

- ☑ ACL Reconstruction
- ☑ Arthritis (Non-surgical & Surgical)
- ☑ Arthroscopy (all joints)
- ☑ Bursitis
- ☑ Cartilage Resurfacing
- ☑ Elbow surgery UCL transposition
- ☑ Emergency Appointments
- ☑ Fractures
- ☑ Gait Assessment
- ☑ IPain- technology injury treatment
- ☑ Knee replacement surgery
- ☑ Meniscal Repair
- ☑ Nerve Entrapment
- ☑ Patellar Tears and Instability
- ☑ Patient Specific Implants (for rotator tears AND arthritis)
- ☑ Physiotherapy
- ☑ Rotator Cuff Injury
- ☑ Runner's Knee
- ☑ Shoulder Replacement
- ☑ Shoulder tears, instability
- ☑ Sports Injuries (eg SLAP)
- ☑ Swimmer's Shoulder
- ☑ Tennis Elbow
- ☑ Work Cover injuries


**What works for arthritis?**




FISH OIL




PRP



STEM CELLS



INJECTIONS



TAILORED CASTS

Suite Insert Rooms Here Insert Rooms Here Insert Room 2

**ALL BOOKINGS 9222 6666**

Whether it's a GP newsletter or a custom business card, our fast-turnaround designers create great value propositions for your referrers and patients.

## ONE PAGE NEWSLETTER

**\$600 +GST**

- Includes two rounds of revisions, copy, strategy, 2 x reviews, images

## TWO PAGE NEWSLETTER

**\$800 +GST**

- Includes two rounds of revisions, copy, strategy, 2 x reviews, images

## CUSTOM LOGO - BASIC

**\$200 +GST**

- Includes a minimum of two design options and two rounds of revisions

## CUSTOM LOGO - BESPOKE

**\$800 +GST**

- Includes a minimum of three design options generated from an in-depth briefing and up to three rounds of revisions

## BUSINESS CARD DESIGN - BASIC

**\$150 +GST**

- Includes a minimum of two design options and two rounds of revisions

## BUSINESS CARD DESIGN- BESPOKE

**\$600 +GST**

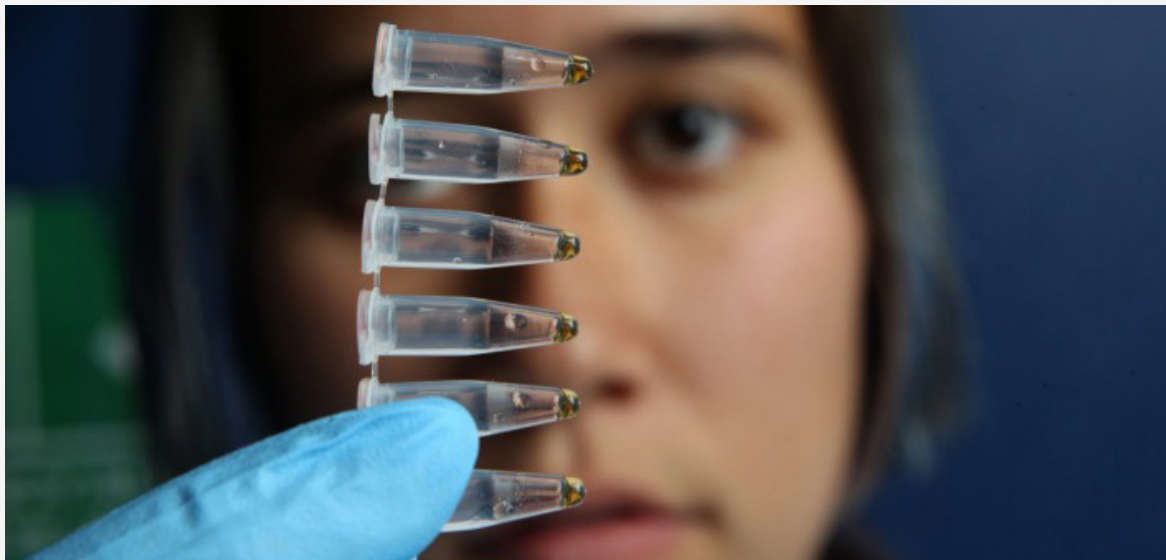
- Includes a minimum of three design options generated from an in-depth briefing and up to three rounds of revisions
- Includes high premium printing and the option of metallic foil

## STATIONERY DESIGN

**\$150 +GST**



## FINANCIAL REVIEW



### Digital-savvy consumers driving change in treatment methods

That the digitally enabled consumer will continue to drive the revolution in healthcare as it transitions from being a provider-centric system in Australia was the consensus among attendees at a Future of Health roundtable co-hosted by The Australian Financial Review and the Commonwealth Bank.

Malcolm Parmenter, chief executive officer of Primary Health Care, which is responsible for more than 8 million GP visits a year, says Australia has a very provider-centric health care.

“There isn’t a provider out there who doesn’t think that they’re consumer-centric, but they’re consumer-centric in a very provider-centric way,” he says.

“In Australia we still deliver healthcare a

“We should be able to provide care where people want it, how they want it, when they want it. That means access to medical centres, for instance. It needs to be seamless and it needs to be that the reception desk probably disappears in that.”

**“How to involve consumers in the care equation shouldn’t be a question for medical professionals, it should be a blueprint for their business”**

*Dr Jonathan Herald*

#### Delicate balance

Dr Yossi Bahagon, the founder of Clalit

consumer medical device that allows physicians to remotely listen to heart and lung sounds or view the inner ear, throat or skin anywhere on the globe – providing peace of mind for families holidaying in far-flung locations.

Tyto, which will be available in Australia next year, has a GPS that guides the layman user to the correct location on the patient’s chest and back and uses artificial intelligence-based image processing to capture inner ear, skin or throat images. The device is paired with a smartphone, which allows patients to teleconference with their doctor who receives real-time information on screen.

What do health professionals think about losing traditional doctor autonomy to the

We know the media because we trained in mainstream media – and DigiMed’s team continues to work with media professionals across print, television and radio. We consistently achieve high traction in the press for medical stories and medical innovations.

#### PRESS RELEASES

\$1000 +GST

- 5 x 300-500w news articles per year. Includes writing, editing, two rounds of changes

#### PRESS RELEASE DISTRIBUTION x 5

\$1000 +GST

- Distributed via website, medical and mainstream media, GP media

#### PITCH WRITING, PROOF READING, VIDEO UPLOADING, CORRECTIONS

\$80ph +GST

# DIGIMED BUNDLES



SPECIAL OFFER

Whatever stage of your career – we've got a package for every budget.

Our monthly Starter Packages create affordable, easy monthly payment options for health professionals setting up rooms, while our established bundles are tailored for professionals in existing practice looking to increase their reach and defend existing territories. These affordable packages are designed to be paid off over 12 months.

## STARTER PACKAGE

**\$660pm +GST**

- Silver website
- Photography rooms or theatres
- GP Newsletter of introduction
- Minimum 12 months
- Custom LinkedIn (200 GP & Medical contacts)
- 1.5minute video, scripted and edited
- Hospital Profiles update

## ESTABLISHED MONTHLY GP AND COMMS PACKAGE

**\$1200pm +GST**

- GP database for up to 4 areas (min. 200 referrers)
- Organising/Booking GP Lunches x12pa
- Competition Report
- Assisting with 2 GP events
- Quarterly GP Newsletter
- Minimum 12 months
- Quarterly Press Release
- 5 posts per month social media (Facebook, Instagram, LinkedIn)
- Unlimited Stock Shots
- 2 x 1.5minute videos



**NAME:** \_\_\_\_\_

**PACKAGE REQUIRED:** \_\_\_\_\_

**MOBILE PHONE NUMBER:** \_\_\_\_\_

**KEY MESSAGES:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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**KEY PROCEDURES TO PROMOTE:** \_\_\_\_\_

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**KEY AREAS TO PROMOTE:** \_\_\_\_\_

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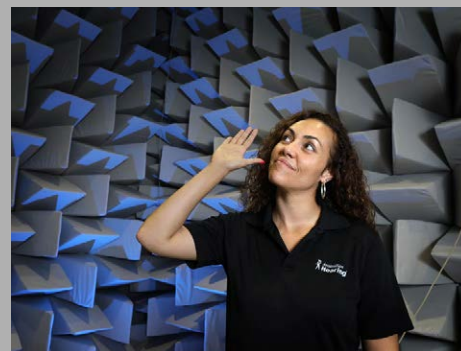
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**YOUR STORIES**



**YOUR RESEARCH**



**YOUR KEY MESSAGES**

**SYDNEY & CENTRAL COAST**  
**0403 824 833**

**MELBOURNE**  
**0423 332 278**