



Reach.

Reputation.

Referrals.



DIGIMED
A U S T R A L I A

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

SYDNEY CONSULTANCY
0403 824 833

MELBOURNE CONSULTANCY
0423 332 278

WEBSITES

Your website is the storefront of your business.

All DigiMed websites are:

- **Desktop, web, 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



Peace of mind when you need it most...



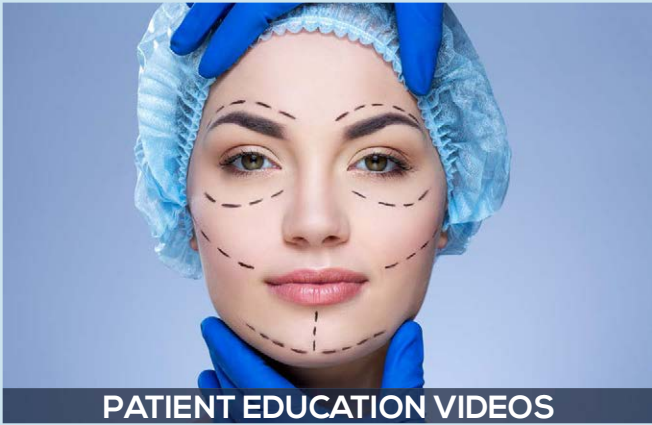
| SILVER WEBSITE | GOLD WEBSITE | PLATINUM WEB VALUE PACKAGE |
|---|---|---|
| \$5200* plus GST | \$7400* plus GST | \$1320pm plus GST x12 months, first three months in advance |
| 5 page website 10 stock shots SEO 4 x slider banner, 1 vertical banner, stock logo only. NOT custom. Silver websites include: Home page About Us FAQs Hosting (12 months) Rooms Locations Hospital Locations New Patient Form Medicare Form Online Hospital Admissions Link Site Map Privacy Policy *\$440 per additional page | 14 page website 20 stock shots Intensive SEO (30 citations) 6 x slider banner, 1 vertical banner, stock logo, NOT custom. VALUE INCLUSIONS Silver Inclusions PLUS: 8 Google Optimised pages for conditions and procedures Referrers Page Wireframe x three pages Professional Copywriting and keyword strategy up to eight extra pages (max 8000w) *\$440 per additional page | 20 page website 30 stock shots Intensive SEO (40 citations) 10x slider banner VALUE INCLUSIONS Gold Inclusions PLUS: Professional Copywriting (14,000w) Bespoke Logo, Rolling Surgical Logos Banner Custom Graphic Custom social page set up Wireframe (x4 pages) GP or patient newsletter (printed x 100) Profile, video on hospital websites 3x 1.5 min. videos, scripted, edited 2x press releases distributed |
| 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 (2x1.5min videos + 10 shots) | | \$1900 +GST |
| PHOTO TOUCH UPS | | \$50-100 +GST PER PHOTO |
| SCRIPTING | | \$500 +GST PER 2M VIDEO |
| PRODUCER/DIRECTOR ON THE SHOOT DAY | | \$560 half day +GST \$880 full day +GST |
| GROUP PHOTOGRAPHY/VIDEO SHOOT (1.5M VIDEO EACH) MIN 6 PEOPLE MAX 8 | | \$800pp +GST PER 8-10HR SHOOT |
| VIDEO EDITING | 1-1.5MIN VIDEO | \$390 +GST |
| | 2.5MIN VIDEO | \$470 +GST |
| VOICEOVER | | \$600 +GST |



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

DIGIMED PHOTOGRAPHY

We specialise in medical and corporate photography. Our experienced news photographers have photographed politicians and royalty along with some of the biggest names in sport and medicine.



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



*As featured in the 2021 Charity Initiative *The Exercise Prescription* – a joint project between cancer patients, doctors and St Vincent's Hospital Sydney.

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 best-practice SEO and SEM. Xavier is Google Certified, and has completed Cambridge University's Digital Innovation and Transformation Course. He also has a Master's of Digital Marketing at The University of Salford and is a Certified Digital Marketing Master with the Digital Marketing Institute, the gold standard of digital marketing globally.



ZIED CHARFI **Graphic Designer**

Multimedia Graphic Designer Zied Charfi specialises in brochures, rooms posters, A4 and A5 posters, 2D Animation Creation, business cards, and Facebook Page Management. Zied has worked for some of Australia's biggest printing clients including Vistaprint and S2M Digital, helping small business owners create expertly designed, products that are powerful, professional and persuasive.



JON HEARD
Graphic Designer

Starting off as a freelance graphics designer Jon has worked on projects with companies ranging from sole traders to multi-national corporations.

Jon believes communication and presentation is key in all aspects of work and life, and the right designs can completely change the message of a page or document.



BOB BARKER
Senior Photographer

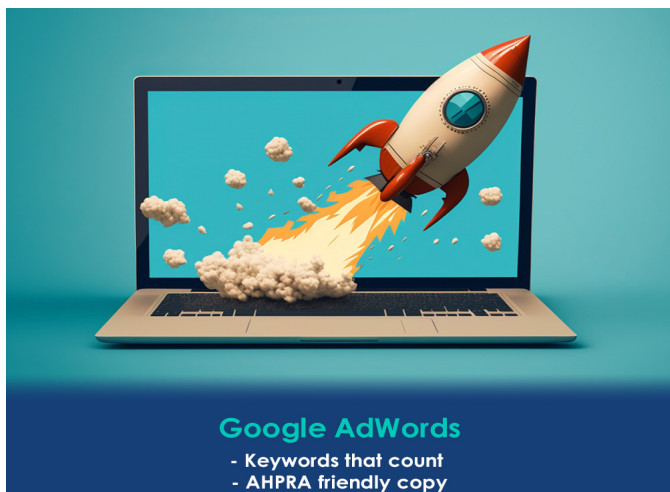
Our resident shutterbug has photographed everyone from celebrities, through to actors and the world's biggest sporting legends. Bob has spent more than three decades covering major news assignments nationally and internationally as a staff photographer for *The Daily Telegraph*, *The Australian*, *The Sunday Telegraph* and other News Corp publications.



STEPHEN COOPER
Senior Photographer, Videographer

With 30 years' experience behind the lens, Stephen can capture a compelling front page image in a split second, or conversely document your video story with painstaking technical preparation, research and relationship building. Stephen has been a picture editor for Australia's biggest mastheads including *The Daily Telegraph*, *Sunday Telegraph* and *The Australian* newspaper.

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.

SENIOR STRATEGIST/BIZ DEV (HOURLY) **\$150 + GST**

MONTHLY OR QUARTERLY SEO - 6 HOURS **\$800 + 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) max three hours per quarter.

ONE-OFF SEO AUDIT (HOURLY) **\$250 + 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.

SOCIAL MEDIA MONTHLY PLAN **\$770 to \$2900 + GST**

- 3 posts per month, to three posts per week. Includes \$27 ad budget per post

GOOGLE ANALYTICS REVIEW **\$150 + GST**

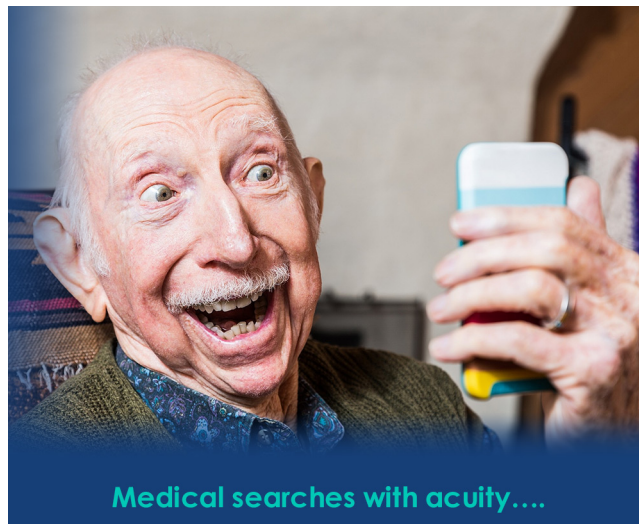
- We review and summarise your account activity to understand who your best referrers are and how much conversion you are getting.

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

\$800 + 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

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

EGG FREEZING **FERTILITY TREATMENT (INCLUDING IVF)** **FERTILITY PRESERVATION/CANCER**

GP UPDATE Dr John Smith MBBS, FRACGS (Orth), FACRHA

P: (02) 9333 3333 F: (02) 9999 3333 E: enquiries@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
- ☑ Patellar Tears and Instability
- ☑ Patient Specific Implants (for rotator tears AND arthritis)
- ☑ Meniscal Repair
- ☑ Nerve Entrapment
- ☑ Knee replacement surgery
- ☑ 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?

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.

CUSTOM DESIGN (HOURLY)

Jnr Designer \$80 + GST, Snr Designer UI \$150 + GST

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

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

\$400 + GST

- Two rounds of revision for colour and style only. Not custom build.

CUSTOM LOGO - BESPOKE AND ANIMATED VERSION

\$1100 + GST

- 5 design options + square, vertical, horizontal logos for social media

BUSINESS CARD DESIGN

\$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

\$300 + GST

DIGIMED DESIGN cont.

COMPLETE BRANDING PACKAGES

FROM \$1650 + GST

- Speciality specific - Any Speciality
- Affordable
- Your venture, our vision!

Our complete branding packages are for new health professionals starting out or existing health professionals seeking to upgrade their branding.

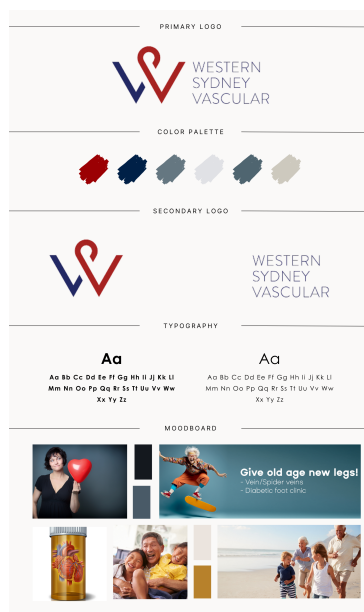
Starter Package 1: \$ 1650 + GST

- Business logo (two options)
- Referral form template
- 6 speciality specific icons
- Financial consent template
- Stationery letterhead
- Business card with QR code
- Vector and watermark



Package 2: \$ 2100 + GST

- Package 1 +
- A5 services brochure (4 pages copy and designs)
- 8 stock shots
- Dr E-signature
- Patient gift voucher



Package 3: \$ 2750 + GST

- Package 1 & 2 +
- Brand board
- Custom logo (five versions)
- 2 mobile/social media banners and slogans (pro copywriter)
- 2 desktop web banners
- Key words list for SEO (2 hrs)

BRAND BOARDS

PRIMARY LOGO



COLOR PALETTE



SECONDARY LOGO



TYPOGRAPHY

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

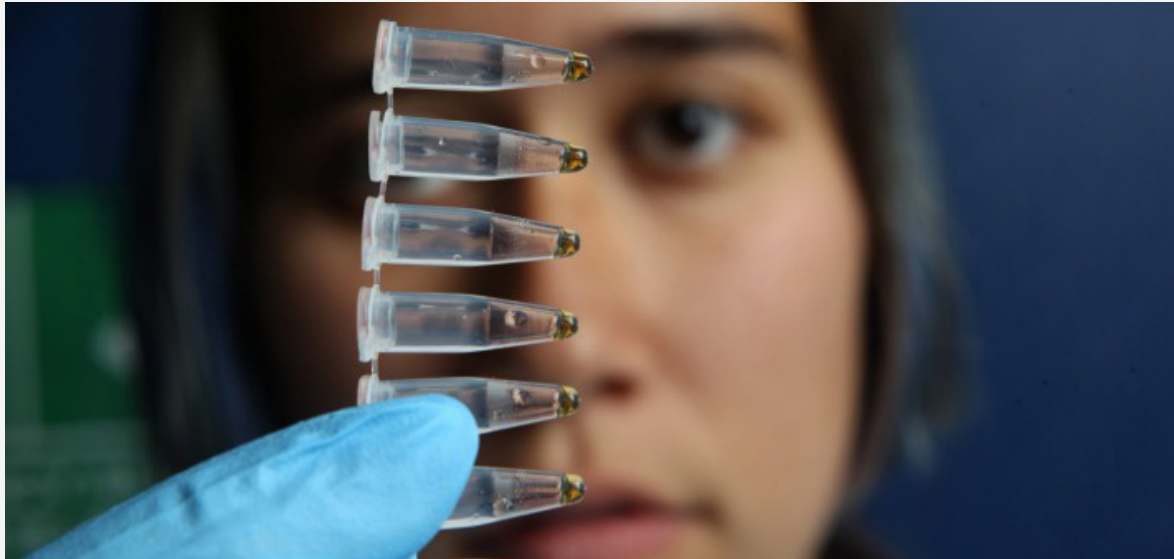
Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

MOODBOARD



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 WRITING

\$1500 + GST

- Includes research, hyperlinks, image selection and resizing, writing, editing, two rounds of changes.

PRESS RELEASE DISTRIBUTION

POA + GST

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

PITCH WRITING, PROOF READING, VIDEO UPLOADING, CORRECTIONS

\$120ph + GST

DIGIMED BUNDLES



Strategy & Growth

- New Doctor Set Up
- Virtual Receptionist

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 NEW DOCTOR PACKAGE

\$660pm +GST

- Silver website
- SEO setup (online and offline)
- Photography rooms OR theatre 2 hours
- GP newsletter (one-page written, designed)
- Logo (max 3 versions stock)
- Referral Template, Letterhead Template
- Keywords Report
- Business card design
- Patient Financial Consent Form Template
- 12 months, 3 months in advance, printing costs extra

ESTABLISHED MONTHLY GP AND COMMS PACKAGE

\$1200pm +GST

- GP database for up to 4 areas (min. 200 referrers)
- Quarterly SEO 6 hour updates
- Competition Report
- Quarterly GP Newsletter
- Minimum 12 months
- 3 posts per month social media (Facebook, Instagram, LinkedIn)
- Unlimited Stock Shots
- 2 x 1.5minute videos

NAME: _____

PACKAGE REQUIRED: _____

MOBILE PHONE NUMBER: _____

KEY MESSAGES: _____

KEY PROCEDURES TO PROMOTE: _____

KEY AREAS TO PROMOTE: _____



YOUR STORIES



YOUR RESEARCH



YOUR TEAM

SYDNEY
0403 824 833

MELBOURNE
0423 332 278