



**The largest online patient acquisition and directory listing platform for all Concierge Medicine and DPC doctors in the US.**



[www.findmydirectdoctor.com](http://www.findmydirectdoctor.com)

[info@findmydirectdoctor.com](mailto:info@findmydirectdoctor.com)

# Index

Pages

1	Executive Summary
2 - 3	About FindMyDirectDoctor
4 - 5	Mission and Vision
6 - 8	Website Metrics
9	Patient Leads
10 - 18	Sponsorship / Advertisement Opportunities
19	Data Intelligence / Market Insights
20	Contact Us

# Executive Summary

*FindMyDirectDoctor is a staunch advocate of direct patient care / free-market health care industry.  
Our mission is to help patients find better healthcare, and support the growth of direct patient care industry.*

- ✦ FDD is the largest online patient acquisition and directory listing platform for all Concierge Medicine and DPC doctors in the US. We are No.1 in this category.
- ✦ What 'YELP' is for restaurants, 'FindMyDirectDoctor' is for the free market direct care providers (Concierge + DPC)
- ✦ Ranking on the 1st page of Google search results for more than 50 keywords like 'find concierge doctor near me'.
  - >13,000 direct care providers (~10,900 Concierge & ~2,100 DPC) are listed on FindMyDirectDoctor.
  - >20,000 average monthly website traffic from potential patients (potential patients that are looking to find a direct care provider, or looking for products/services in the direct care industry).
- ✦ State of the art SEO implementation allows for increased online visibility of all the website pages, there by passing on the benefits to the providers and vendors listed on the website.
- ✦ Providers that signup their profile on FindMyDirectDoctor will benefit from advanced SEO online visibility & would also qualify for vendor discounts from our strategic partners.
- ✦ FDD has strategic partnerships with several key vendors in the direct care / free market health care niche, that include but are not limited to Bonita Pharmaceuticals, Spruce Health, Medmo, etc.

# About FindMyDirectDoctor

01

## Increase direct care awareness among patients

- FindMyDirectDoctor is a physician-owned platform designed to exponentially grow direct patient care model [[Concierge Medicine](#) and [Direct Primary Care \(DPC\)](#)] awareness among patients.

02

## Connect patients to direct care doctors

- We aim to create a thorough and up-to-date directory of all the Concierge Medicine and Direct Primary Care doctors in the US as online listings on FindMyDirectDoctor.com website.
- Patients will thereby be able to access and assess all the Concierge Medicine and Direct Primary Care providers under one roof.
- FindMyDirectDoctor thrives on improving the health and well-being of patients by connecting them with their best suited Concierge and Direct Primary Care doctors via our online directory.

# About FindMyDirectDoctor

03

## Largest online directory of direct care doctors

- We are the largest online patient acquisition and directory listing platform for all Concierge Medicine and DPC doctors in the US.
- We understand that every patient has a different set of health care needs and we firmly believe that primary care is meant to make you feel secure, taken care of, and at ease.
- With Concierge Medicine and Direct Primary Care, you are not just another number waiting to be called at the doctor's office.

04

## Physician-owned & operated

- Founded by a medical professional who is a staunch advocate and loyal ally of Concierge Medicine and Direct Primary Care, FindMyDirectDoctor.com is owned and operated by Harsha Moole, MD, a physician-scientist, entrepreneur, investor, and author / principal investigator of more than a hundred peer-reviewed research articles published in NEJM, US Department of Health, and NHS, among others.
- We are confident that no-frills, direct patient care is the best alternative (and solution) to insurance-based, fee-for-service health care.

# Mission & Vision

## 01

### AWARENESS & EDUCATION

- To exponentially increase the awareness about Concierge Medicine and Direct Primary Care among patients.
- Educate patients about the benefits and long-term health implications of this relatively new style of practice.
- We plan to achieve this by:
  1. Publishing high-value educational content on our website, readily available for patients.
  2. Sharing educational content by interacting with patients on online and offline forums / meetings / seminars / conferences; in group settings and one-to-one settings.

## 02

### ACCURATE DIRECT CARE DOCTOR DIRECTORY

- To create a thorough directory of all the Concierge and Direct Primary Care doctors in the US, explaining their practice, pricing, value, along with patient reviews.
- We aim to keep our online listings accurate, up-to-date, and user-friendly for patients.

## 03

### BENEFITS OF DPC / CONCIERGE MEDICINE

- To assist patients in realizing the hidden benefits of Concierge Medicine and Direct Primary Care; thereby, increasing the number of patients who could utilize these boutique medical services.



# Mission & Vision

04

## CONNECT PATIENTS WITH DIRECT CARE DOCTORS

- To connect patients with their best suited Concierge / Direct Primary Care doctors on our user-friendly online directory of Concierge / Direct Primary Care physician listings.
- We aim to be Google or Yelp type of search engine for patients to find physicians that are providing direct care.

05

## PROMOTE PATIENT HEALTH & WELL-BEING

- Improve health and wellness of patients by promoting medical practices that focus on patient-centered approach, disease prevention, improving quality of life, shared decision making, and patient longevity.

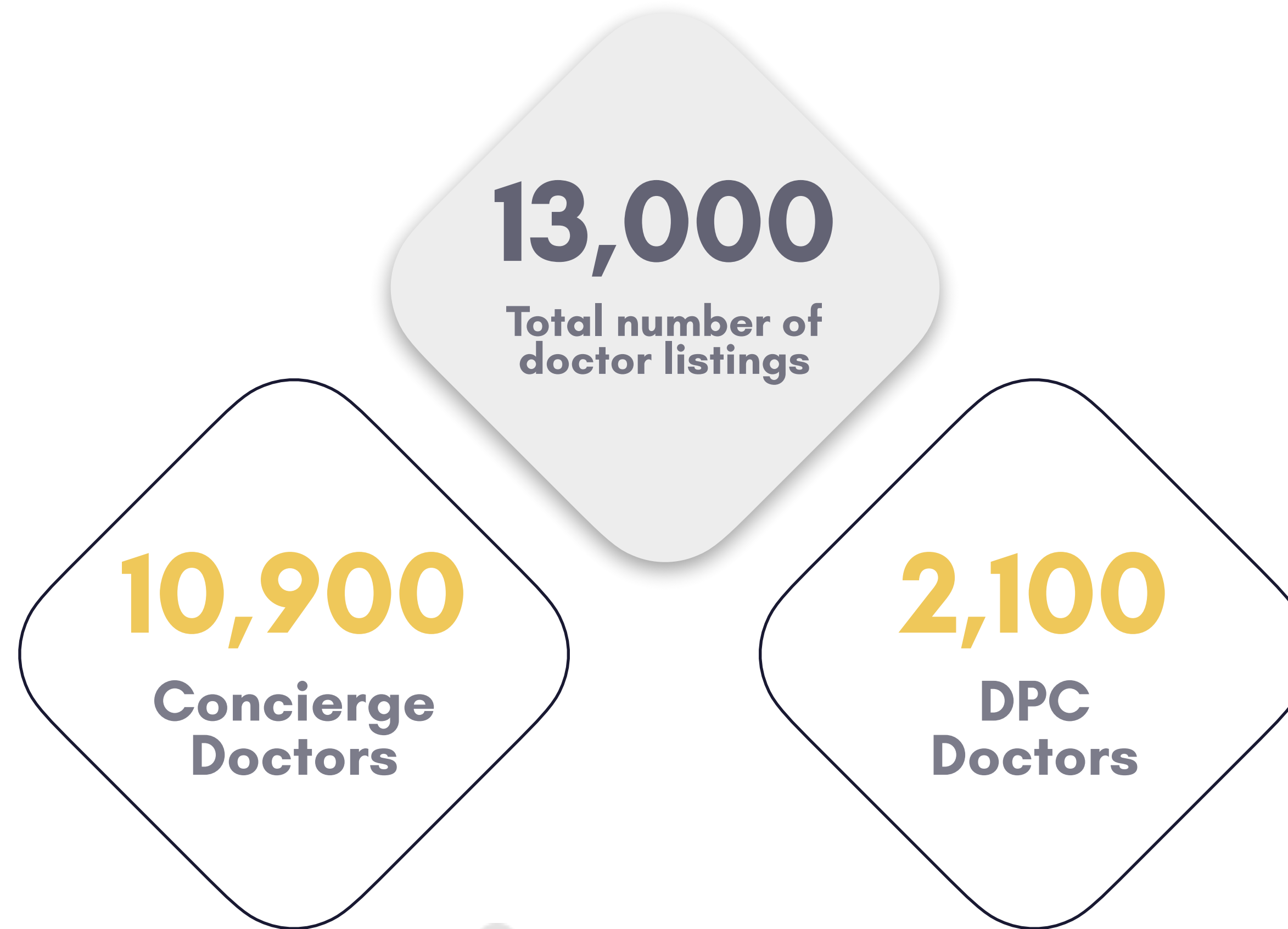
06

## JOB LISTING BOARD FOR DIRECT CARE DOCTORS

- Create a job listing board for Concierge / Direct Primary Care physicians and practices.
- Create a networking platform for all direct care providers and vendors serving the direct patient care industry.

# Overview of Website Metrics - 1

Largest online patient acquisition and directory listing platform for Concierge Medicine and DPC Doctors





# Overview of Website Metrics - 2

Largest online patient acquisition and directory listing platform for Concierge Medicine and DPC Doctors

## Ranking on First Page of Google

Top Keywords on Google Search Results

- ◆ 'find concierge doctor'
- ◆ 'concierge pediatrician near me'
- ◆ 'boutique doctor near me'
- ◆ 'concierge doctor near me'
- ◆ 'concierge primary care near me'
- ◆ 'concierge gastroenterology'
- ◆ 'concierge dr near me'
- ◆ 'find concierge doctor near me'
- ◆ 'concierge physician near me'
- ◆ 'boutique doctors near me'
- ◆ 'concierge doctors near me'
- ◆ 'concierge practice near me'
- ◆ 'concierge physicians near me'
- ◆ 'concierge healthcare near me'
- ◆ 'concierge medicine near me'

# Overview of Website Metrics - 3

Largest online patient acquisition and directory listing platform for Concierge Medicine and DPC Doctors



>3.3million

Monthly Impressions



>36,000

Average Monthly Traffic

# Patient Leads will Increase Doctors' Revenue

## Benefits of Buying Patient Leads

- ◆ **Thousands of patient leads generated:** FindMyDirectDoctor generates thousands of patient leads via state of the SEO optimization, which doctors can buy to potentially increase their business revenue. Millions of online impressions of FindMyDirectDoctor result in increased online visibility of physician's profile page, and turns healthcare shoppers into patients.
- ◆ **Increased patient volume:** FindMyDirectDoctor's patient leads can help doctors increase their patient volume, which can help them achieve better financial stability and long-term viability.
- ◆ **Increased revenue potential:** By buying patient leads from FindMyDirectDoctor, doctors can increase their revenue potential as they get access to a steady stream of new patients who are already interested in direct patient care.
- ◆ **High-quality leads:** FindMyDirectDoctor's patient leads are high-quality leads because they are sourced from patients who are already looking for free market providers (concierge and direct patient care physicians).
- ◆ **Competitive pricing:** FindMyDirectDoctor offers competitive pricing for its patient leads, making it easier for doctors to affordably acquire new patients and increase their revenue potential.

# Sponsorship / Advertisement Opportunities - 1

## Benefits - Sponsored Physician Profile

- FindMyDirectDoctor's state of the art SEO (Search Engine Optimization) will drastically increase your online presence, with potential to be on the 1st page of Google and Bing search engines.
- Increases your profits, potentially! Increased online exposure -> more leads -> more patient sign ups -> more revenue.
- Competitive advantage over other Concierge / DPC practices in your area.
- Turn healthcare shoppers into your patients, and cultivate new patient relationships.
- Promote your boutique services on FindMyDirectDoctor.com.
- Leverage online reviews from patients to gain social trust.
- Increases your online reputation (achieved by a detailed listing page of your practice, voluntary blog post contributions, brand exposure, & patient reviews).

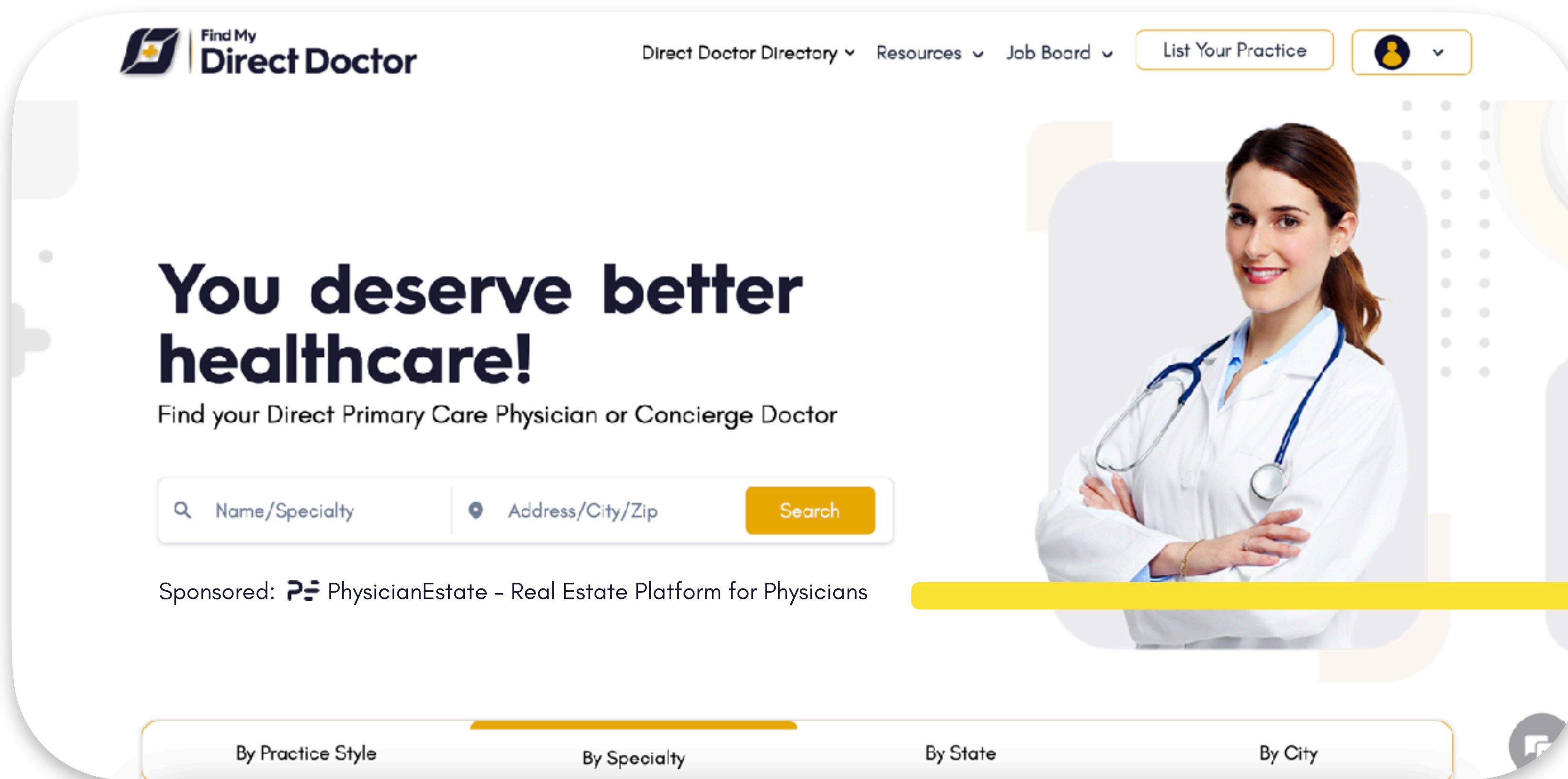
## Benefits - Sponsored Vendor

- Increases your profits, potentially! Increased online exposure -> more leads -> more revenue.
- Competitive advantage over other vendors in your vertical.
- Turn healthcare shoppers into your clients, and cultivate new relationships.
- Promote your boutique services on FindMyDirectDoctor.com & gain social trust.
- Increases your online reputation & brand exposure.



# Sponsorship / Advertisement Opportunities - 2

## Primary Brand Sponsorship

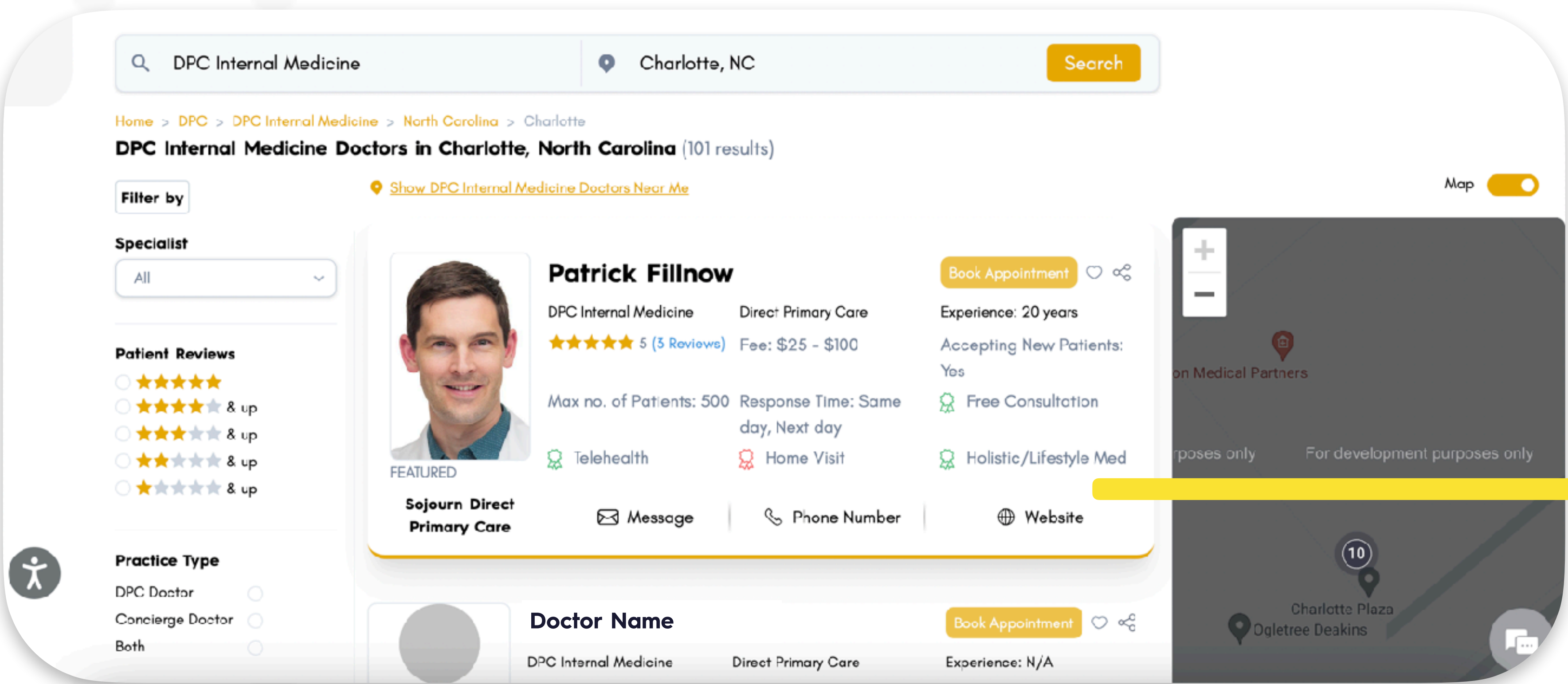


- Premium position on home page.
- Highest online visibility across the entire website.
- This is the most valued sponsorship opportunity due to its prime location on our homepage, below the search bar - where thousands of potential patients interact with our product.

Contact Us for Pricing

# Sponsorship / Advertisement Opportunities - 3

## Physician Ad - Search Results Page (1st Position)



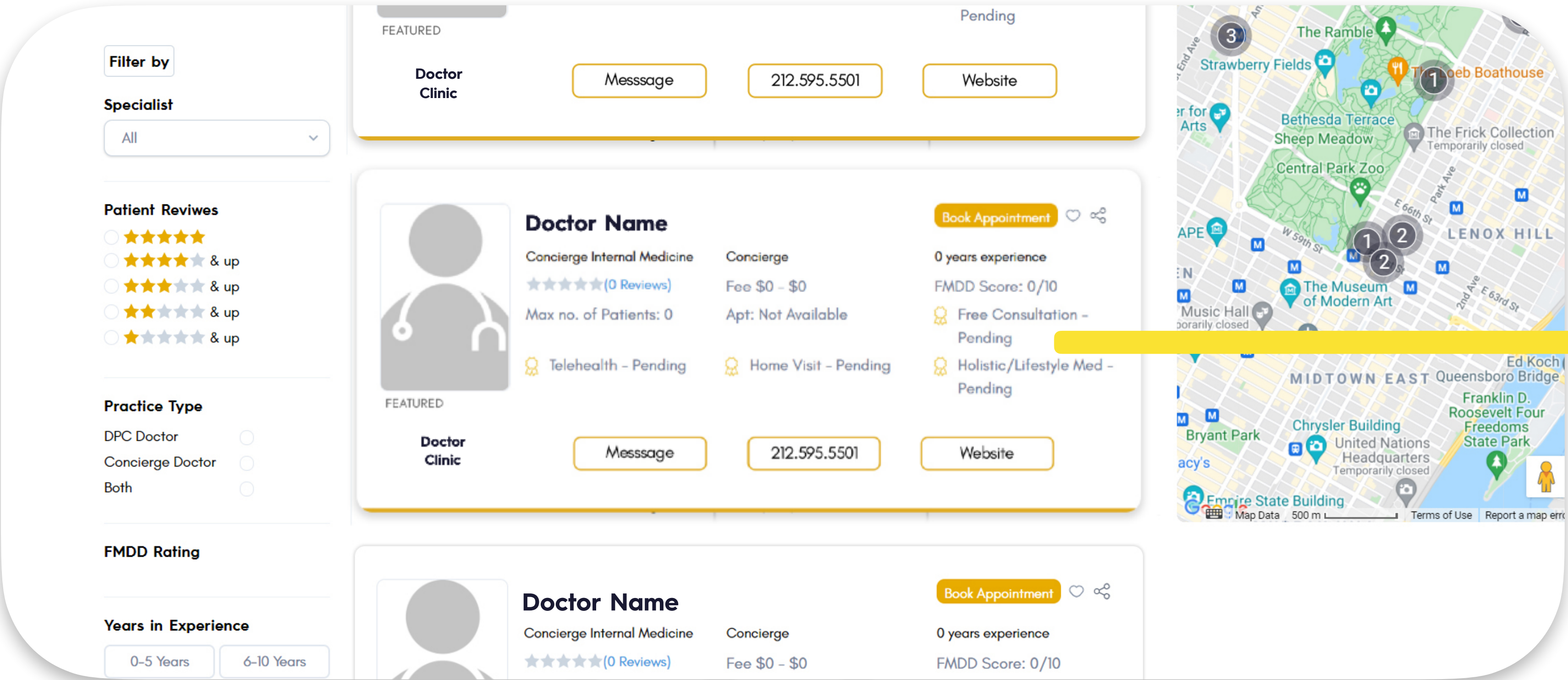
- Sponsored physician profile will be displayed in the 1st position of all search results in the physician's state.
- This ad's visibility on top of the search results will provide the sponsored physician with robust online exposure to potential patients. This will augment the sponsored physician's chances of being the preferred provider of the search engine user.
- The sponsored profile's premium branding design will highlight your listing, and capture the attention of potential patients. We will also work with you to formulate your {FMDD score}, our proprietary provider rating tool, that will add a layer of trust among potential patients.

Contact Us for Pricing



# Sponsorship / Advertisement Opportunities - 4

## Physician Ad - Search Results Page (2nd/3rd Position)

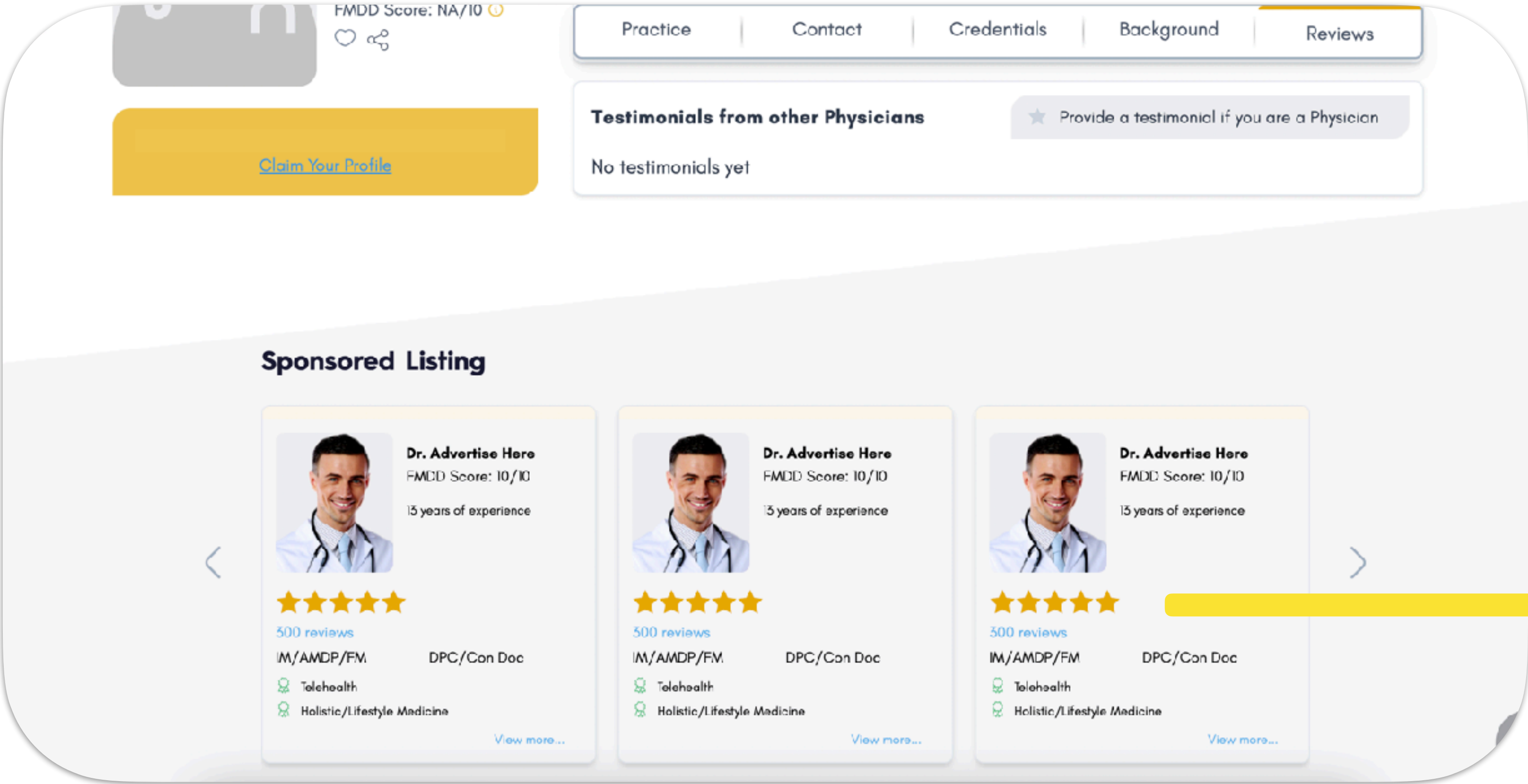


- Sponsored physician profile will be displayed in the 2nd or 3rd position of all search results in the physician's state.
- Being visible in 2nd or 3rd position of the search results will increase the chances of being noticed by potential patients', thereby more potential patient leads.
- The sponsored profile's premium branding design will highlight your listing, and capture the attention of potential patients. We will also work with you to formulate your {FMDD score}, our proprietary provider rating tool, that will add a layer of trust among potential patients.

Contact Us for Pricing

# Sponsorship / Advertisement Opportunities - 5

## Physician Ad - Provider Listing Page (Below The Fold)



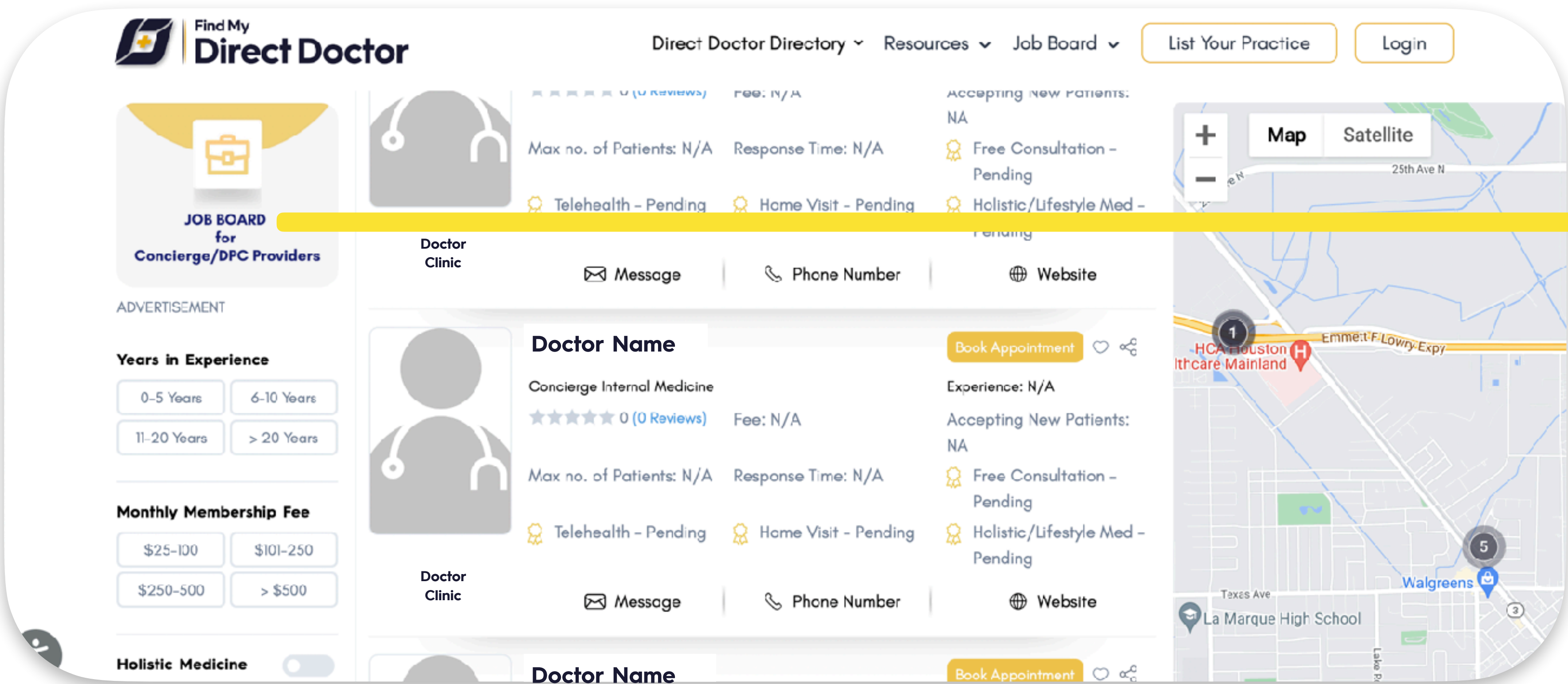
- Sponsored physician profile will appear below the fold of an already searched physician profile.
- This promotion will appear on any other physician profiles that were searched in your state.
- The sponsored profile's premium branding design will highlight your listing, and capture the attention of potential patients. We will also work with you to formulate your {FMDD score}, our proprietary provider rating tool, that will add a layer of trust among potential patients.

Contact Us for Pricing



# Sponsorship / Advertisement Opportunities - 6

## Vendor Ad - Search Results Page (Left Top Position)

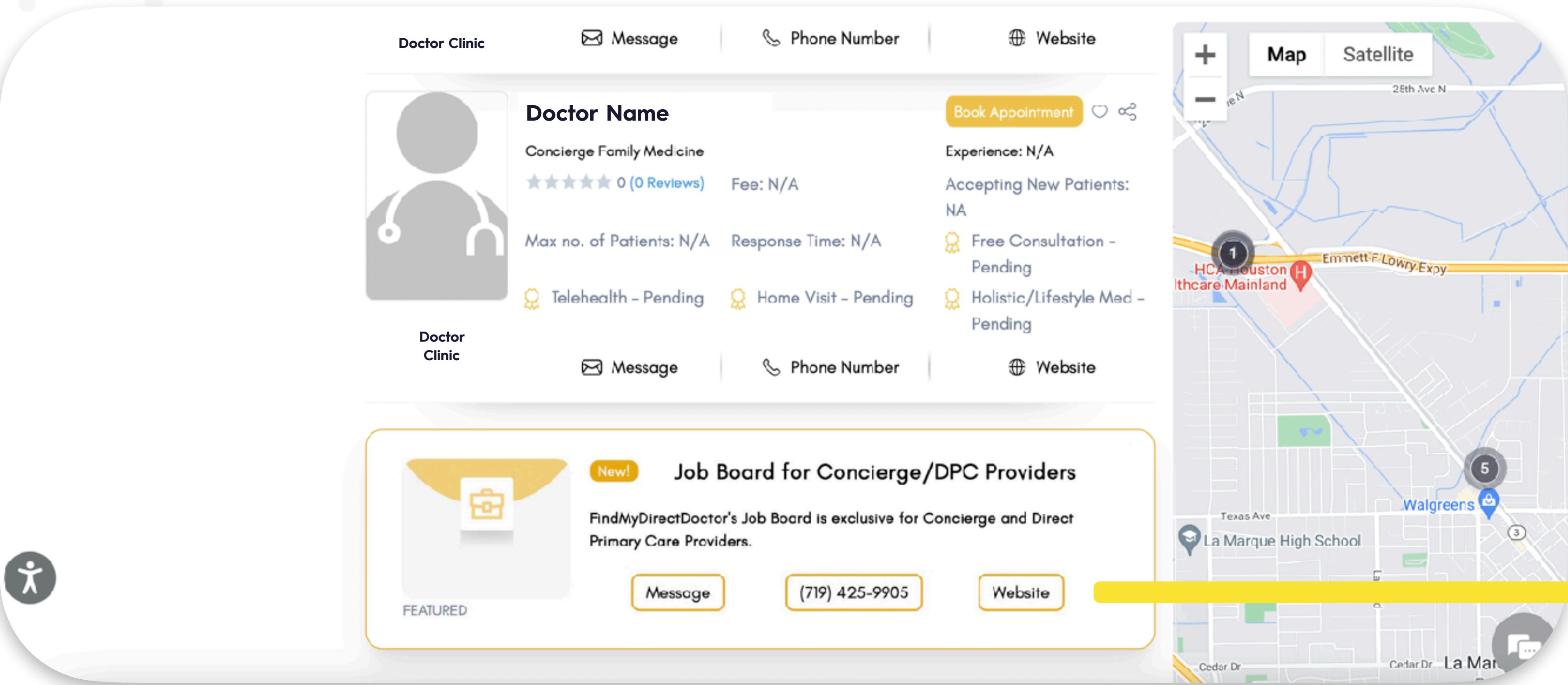


- The ad will appear on the left top position of all the search results pages in a particular state/s.
- This is a prime spot to feature Vendor products and/or services. Securing this Ad position will significantly increase vendors online brand exposure to their potential market.
- This ad will display a custom made image (size: 300x250) provided by the vendor. The image will be hyperlinked to vendor's profile page on FindMyDirectDoctor.com. The image can have business logo, description, contact info.

Contact Us for Pricing

# Sponsorship / Advertisement Opportunities - 7

## Vendor Ad - Search Results Page (Below The Fold)



- The ad will appear below the fold among the search results in all the search result pages of a particular state/s.
- This ad space will highlight vendor's products/services along with a short description.
- The sponsored ad's premium branding design will highlight your company details, and capture the attention of potential patients. The entire ad space will be hyperlinked to vendor's profile page on FindMyDirectDoctor.com.



# Sponsorship / Advertisement Opportunities - 8

## Vendor Ad - Blogs Page (Right Column)

The screenshot shows the Find My Direct Doctor website. The header includes the logo, navigation links (Direct Doctor Directory, Resources, Job Board), and buttons for 'List Your Practice' and 'Login'. The main content area features a blog post by Harsha Moole, M.D., MBBS, dated May 25, 2021. The blog post title is 'What is a Primary' (partially visible). The text discusses the importance of primary care physicians. To the right of the blog post is a sidebar with 'Most Popular Blog Posts' and an 'Advertise Here' placeholder with a 'Click for details' link. A yellow arrow points from the 'Advertise Here' placeholder to the right, indicating where a vendor ad would be placed.

Find My Direct Doctor

Direct Doctor Directory ▾ Resources ▾ Job Board ▾ List Your Practice Login

May 25, 2021 Harsha Moole, M.D., MBBS

There's no denying that health is everyone's utmost concern. However, it would be best to have a trusted professional to reach out regarding your medical issues. This is someone who can provide you with treatment, give you the best health care advice to nurture your overall health and keep catastrophic illnesses at bay.

**Primary care** is what you need to address all your healthcare concerns. This is because primary care physicians play such a crucial role in our health and well-being.

In this blog, we share everything you need to know about what primary care physicians do, what role they play in your health care journey, and why it is fundamental to have a primary care physician you can trust.

**What is a Primary**

**Most Popular Blog Posts**

Concierge Medicine: A Patient Centered Care Model

What is Direct Primary Care (DPC)?

Why Your Primary Care Physician is the Secret to Lasting and Optimal Health?

**Advertise Here**  
Click for details

ADVERTISEMENT

- The ad will appear in one of our most visited blog posts, on the right column.
- This ad will display a custom made image (size: 300x250 or 300x400) provided by the vendor. The image will be hyperlinked to vendor's profile page on FindMyDirectDoctor.com. The image can have business logo, description, contact info.

# Sponsorship / Advertisement Opportunities - 9

## Vendor Ad - Email Newsletter



Together with [Sponsored Vendor]

TOGETHER WITH [SPONSORED VENDOR]

**Lorem Ipsum is simply dummy text**

LOGO

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

- The sponsorship will be displayed in the email newsletter that we send out to >8000 Concierge Medicine / DPC providers.
- This sponsorship will include your logo + company name at the beginning of the email, along with a brief description of the sponsor below the fold.



Contact Us for Pricing



# We Provide Data Intelligence - Market Insights



Thousands of potential patients are visiting FindMyDirectDoctor.com every month, to get in touch with their preferred Concierge / DPC doctor.



This allows us to accumulate and analyze market trends based on highly specific user search patterns.

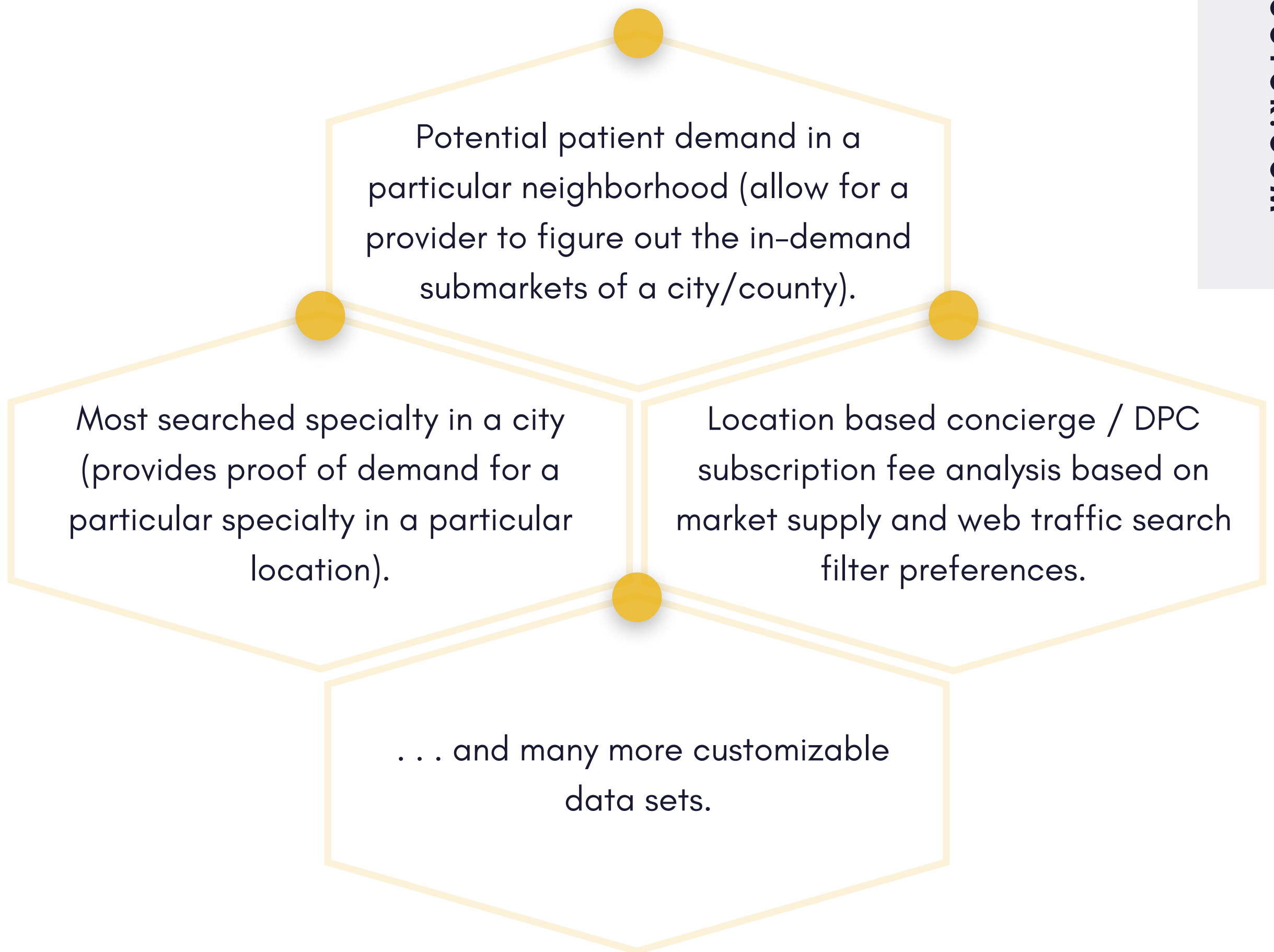


If you are looking for information that can help you make critical business decisions on Concierge / DPC business, we are confident that you will find our data valuable.



Inquire about what data you can buy - [info@findmydirectdoctor.com](mailto:info@findmydirectdoctor.com)

## Sample Data Sets:



# Contact Us

We look forward to connecting with you.

Feel free to reach out to us for business enquiries, partnerships, and potential synergies.

Let us work together to spread the word about direct care models!

**Email:** [info@findmydirectdoctor.com](mailto:info@findmydirectdoctor.com)

**Website:** [www.findmydirectdoctor.com](http://www.findmydirectdoctor.com)



[www.findmydirectdoctor.com](http://www.findmydirectdoctor.com)

[info@findmydirectdoctor.com](mailto:info@findmydirectdoctor.com)