

MARKETING & FIELD SALES SUPPORT PROGRAM FOR INTEGRAMED AFFILIATES

Get the Marketing & Field Sales Support You Need For Sustainable Growth.

*IntegraMed's Network is comprised of the fastest growing and most successful fertility centers in the country. Sustained growth is a result of a multi-disciplinary practice marketing strategy that includes both referral development and Direct-To-Consumer outreach that enables our practices to consistently **Attract and Retain Patients**. IntegraMed Affiliates can gain exclusive access to the field sales and marketing programs that have helped achieve unparalleled results.*

Take the action you need to stand out and increase patient volume in the face of competition and a maturing fertility marketplace.

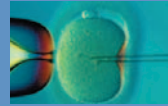
Competitive analysis – Get all the tools, training and materials required to professionally research your competition and develop the Action Plan to gain or grow your leadership position. Gain strategic insight about how your practice stacks up against your competition, and how to focus your resources where they can have the greatest impact.

Marketing Staff Selection and Coaching Program – Recruit the *right* person for the on-site marketing role your high-growth, high-performing fertility center needs. Ensure you have focused, motivated and skilled leadership to execute your Action Plan. IntegraMed equips you with everything you need to recruit the right person to expand your referring physician base and drive practice growth. We'll then help train your manager with our comprehensive training program to ensure their performance.

Proven Marketing Programs – Execute your Action Plan using the proven Field Sales, Market Development and Local campaign programs you need to increase your visibility and attract more patients. And do it with lower costs and more convenience – why invest time and money in developing “trial and error” approaches when our programs are proven effective, expertly designed and include the training and tools you need to execute them perfectly?

“The recruiting process to identify and hire our practice marketing manager alone made it clear that IntegraMed knows marketing, knows the fertility industry and knows what it takes to lead. It was different than anything we've experienced.”

- John Schnorr, MD Southeastern Fertility Center



The Collateral Material Library – Access award-winning flyers, brochures, direct mail letters, and ad campaigns proven across the IntegraMed Network. Each can be customized with your practice logo and information. Adding a new physician? Promoting a Patient Seminar? We can help – so you can use top-quality materials quickly and for less money than designing them yourself.

Practice Development University – Your marketing manager will get ongoing training and education, as well as a steady stream of marketing “best practices” ideas to continually grow your center. Group training retreats and regular teleconferences with marketers and sales staff from across our Network keep skills sharp, marketing staff motivated and your practice growing.

In addition, Affiliates that use IntegraMed’s Marketing and Field Sales Support tools can also get Public Relations support. Increase your visibility using this powerful program. Good PR happens by design – not by chance. Story ideas, journalist relationships, media kits and text writing all require an investment of time and expertise that you can get from us. Our professional PR team are seasoned experts in generating reproductive news. We can help you stay “top-of-mind” in the audience your practices need to influence – without incurring all the cost.

“IntegraMed understands what local marketing and field sales are all about. Their training and guidance has enabled our practice development manager - which they helped recruit - deliver the results we were looking for.”

- Bradford Bopp, MD *Midwest Fertility Specialists*

“Between the marketing manager they recruited, to the programs and tools they equipped her with, we have seen our numbers increase dramatically. I can't imagine not having this level of marketing support anymore.”

- Nancy Teaff, MD *Reproductive Endocrinology Associates of Charlotte*

Do I have to become a Partner in the IntegraMed Network to get Marketing & Field Sales Support? No – practices that successfully implement our basic Affiliate products & services can sign up for our Marketing & Field Sales Support Program. Please see our information sheet: “Join IntegraMed”, or contact IntegraMed for more details.

Want to learn more? For more information regarding the features, benefits and costs of IntegraMed’s Marketing & Field Sales Support program, call 1.800.458.0044 or email ekatzman@integramed.com.

Who are we? IntegraMed, Inc. (NASDAQ: INMD) has over 20 years’ experience providing products and services to the fertility community. Fertility centers contracting with IntegraMed have access to a variety of products and services that will enable them to improve overall performance by increasing patient volume, providing superior care, increasing efficiency and achieving long term growth. For more information about joining the IntegraMed Network, please call 1.800.458.0044 or email don.wood@integramed.com.

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