

# MARKETING SOLUTIONS

FOR YOUR PRACTICE

## Clicks to Doctors

**Clicks To Doctors, Inc.** is a leader in web marketing and brand development services for surgeons and health care professionals. We host and manage websites for many of the leading bariatric and orthopedic surgeons across the United States. Our clients include many of the most recognized and well-respected healthcare providers in the world. Our mission is to create financial success for our clients and better experiences for their customers. Ultimately increasing client revenue and shaping customer relations.



### PARTIAL LIST OF HEALTH CARE CLIENTS:

- > [GastricBandForLife.com](http://GastricBandForLife.com)
- > [John Wayne Cancer Inst.](http://JohnWayneCancerInst.com)
- > [LASpinalInstitute.com](http://LASpinalInstitute.com)
- > [RxWithin.com](http://RxWithin.com)
- > [CareForTheBreast.com](http://CareForTheBreast.com)
- > [GastricBypass.com](http://GastricBypass.com)
- > [X-StopInternational.com](http://X-StopInternational.com)
- > [eSciatica.com](http://eSciatica.com)
- > [CaliforniaThin.com](http://CaliforniaThin.com)
- > [LateralAccessSurgery.com](http://LateralAccessSurgery.com)
- > [WorkCompDocs.com](http://WorkCompDocs.com)
- > [HysterectomySurgeon.com](http://HysterectomySurgeon.com)
- > [TexasThin.com](http://TexasThin.com)

WEB DEVELOPMENT

## Where Medicine and the Business of Medicine Converge

Most ad agencies are in business to market products; we're in business to empower patients and physicians. That means educating them, and helping patients find a standard of care that is consistent with more successful outcomes by utilizing the power of the Internet. And every day we're committed to putting that power to work for patients, for doctors and our valued partners. When it comes to health and the Web, **Clicks to Doctors** is the name to remember.

Each website we build is custom-developed --and each includes extensive amounts of content governed 1st by your users needs and 2nd by search engine dynamics. We create a unique and professional presentation which combines important details about your practice with helpful information on the treatments and procedures that you offer to your patients. Our website designs convey the right impression about your practice to your patients and other visitors in a professional, informative manner.

**Clicks to Doctors** hosts and maintains each website it builds. Our high-security hosting system along with our site maintenance service ensures that your website's content is always up-to-date -- all for one low monthly fee.



**Functionalism:** *An analytics, social science, philosophical, and artistic approach that stresses function, purpose, and utility as the primary determinants of organization.*

**Myth:** build a website and they would come. Well, Internet marketing isn't quite that simple. However, with Search Engine Optimization (SEO) and an understanding of the dynamic technology of the Internet, we can bring qualified traffic to your site. So take advantage of our knowledge and our commitment to our clients. Allow us to become your partner and let our technology and experience work for you. Aside from search engine compatibility, we can promote your web presence in many different ways:

- Placement your website on popular search engines and directories such as Yahoo!, MSN, Google, AOL and others.
- We position and manage *Sponsorship* and *Pay-Per-Click Links* for many practices to ensure top-of-page positioning for dozens of keywords and phrases across multiple search engines.
- We are able to place websites in national directories.
- Advertising: online and print
- Brand Development: differentiate from your competition
- E-mail marketing services

A Harris Interactive poll said that once online, **80 percent of internet traffic begins at a search engine.** A DoubleClick study reported that 41 percent of web users find brands through search rather than just typing a URL into their browser.

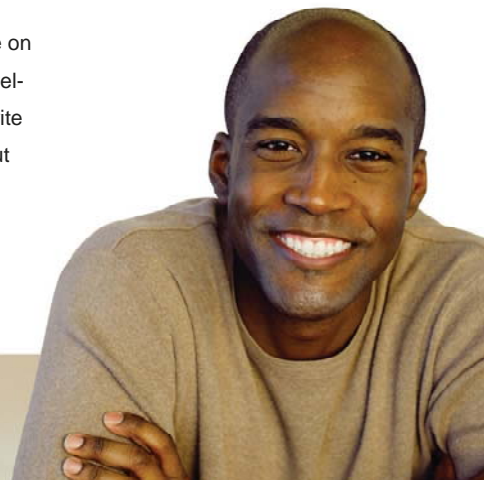


## ABOUT US

We have been in the healthcare consulting industry since 1995. We have made some practices synonymous with the service they provide. Clicks To Doctors, Inc. has been developing and hosting websites for healthcare services since 1999. We currently manage websites for healthcare providers nationwide, ranging in size from large institutes to individual medical and surgical practices. We also manage various website portals, directories and data access systems.

## Consulting for the Online Healthcare Evolution

If you're thinking about building a presence for your practice on the Internet or considering having an existing website redeveloped (approximately 50% of our jobs are redesigns), we invite you to speak with one of our consultants to learn more about our services.



> e-Consulting

> HIPAA Solutions

> SEO Services

> Content Management

> Application Development

> Website Development

> ASP Development

> e-Marketing / PR

> Support and Maintenance

**Clicks to Doctors**

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