



DigiMed Australia

MOBILE CAMPAIGNS THAT MOVE WITH YOUR PATIENTS

PR. GP Events. Mobile Websites. Videos. SEO.

Whether it's a website upgrade, custom video or a polished GP e-newsletter, DigiMed Australia will make your practice stand out in the medical landscape.

Personalised messages from you can recruit patients 24/7.

Call us for a complimentary quote in your rooms on 0403 824 833



PHOTOGRAPHY



PR



GP E-NEWSLETTERS

WEBSITES

Your website is the storefront of your business.

All DigiMed websites include:

- **Mobile Optimisation** - Today there are 6 billion mobiles; in 2020 there will be 20 billion according to Gartner. Google rewards mobile-friendly websites in its rankings and penalises those that are not.
- **Useful Patient forms** - Hospital Online Admission, Medicare Claim Forms, New Patient Forms
- **SEO** - We'll make sure Google can find you. Our "best practice" SEO will help you rank by location and patient searches - we tie in to your hospital websites too.
- **Conversion Optimisation** – Tri-tier page breakdown for an enhanced customer journey
- **24/7 bookings** - Engage your patients on the train, at work, at home any time of the day or night
- **Domain name purchase; one year of free hosting**
- **Google Analytics** – to track what interests your patients the most
- **Staff training** – So you can blog and update your website

OTHER SERVICES

Google AdWords

GP E-newsletters

Social Media Strategy

Public Relations

Photography and Video

Video Editing

Custom Logos

Local Media Stories



DIGIMED WEBSITE PACKAGES

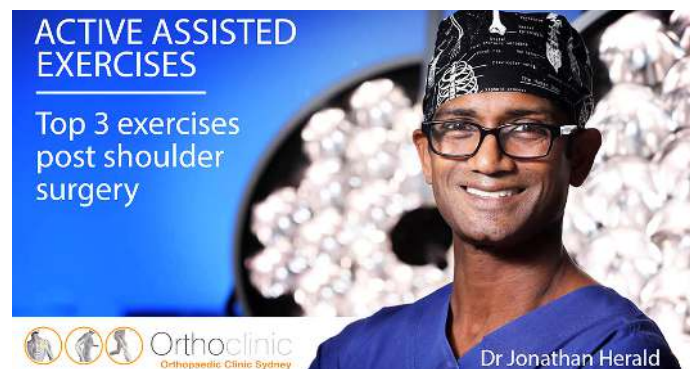
SILVER WEBSITE	GOLD WEBSITE	PLATINUM WEBSITE
8-12 page website 5 stock shots Hosting Basic SEO	13-20 page website 10 stock shots Hosting Intensive SEO	21-40 page website Up to 15 stock shots Hosting and intensive SEO Theatre & rooms photography 2 custom videos
\$3300 plus GST	\$5400 plus GST	\$7400 plus GST

*All website and video requires 50 per cent advance payment; rest within 2-4 weeks upon site completion.

DR WHO?

6 WAYS VIDEO CAN DRIVE YOUR MEDICAL BRAND

1. Today more videos are uploaded globally every month than all three US cable networks combined have created in 60 years
2. Short, sharp one to two minute “how to” videos can reassure patients post-surgery – 24/7.
3. The rollout of 5G in 2018-2020 means a 2-hour high definition movie will download instantaneously, rather than in a few minutes
4. Video drives organic website rankings
5. Video embedded in an email increases click through by 300 per cent according to Forrester Research.
6. Instagram has increased video play time from a few seconds to a minute – a great way to marry what you do with what your patients need

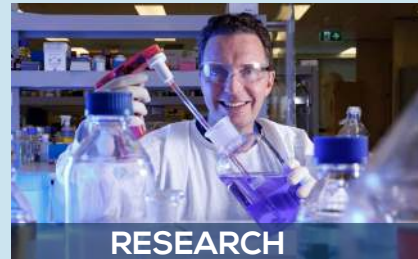


CUSTOM VIDEO IS POWERFULLY PERSONALISED MEDICINE - REINFORCING SURGICAL CONSULTS 24/7

GROUP VIDEO PACKAGE	VIDEO (DISCOUNT BUNDLE)	FULL DAY VIDEO PACKAGE
For min 3-10 doctors/AHPs 3 x practice videos Individual doctor webpage Theatre & rooms photography	1 x Meet The Doctor video 5 x Procedure videos 2 x GP Education videos Professional Stills 30 stock shots, scripting, editing, autocue	Min 2 doctors Two 4k videos each Rooms & Theatre photography Script, Editing & Autocue
\$2800-\$1500 per person plus GST (*Price reduced with more doctors)	\$1600 per quarter plus GST (Minimum 12 months)	\$1400 per doctor plus GST \$2200 single doctor (3 videos) plus GST

Please call us today for a complimentary consultation in your rooms on 0403 824 833

WHAT'S YOUR MEDICAL STORY?



ABOUT US

JANE WORTHINGTON

Previously Sydney Metro Marketing Manager for Ramsay Health Care, Jane has provided strategic marketing advice to dozens of VMOs, produced 100+ videos and has also been a staff reporter for the Australian and Daily Telegraph newspapers. In 2017, she hosted the Australian Financial Review Future of Health Roundtable – for key opinion leaders.

XAVIER MURTAGH

Digital strategist Xavier Murtagh specialises in finding untapped online opportunities for GP practices, surgeons and group websites – all underpinned by Google's "best-practice" SEO (Search Engine Optimisation).

Xavier can help your practice rank not just for patient key search terms, but location and key service areas. Better online outcomes = better practice incomes.



DigiMed Australia

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