



JOIN INTEGRAMED[®] – THE FERTILITY COMPANY

*IntegraMed has spent over 20 years working with some of the most prestigious fertility centers in the US. We know that the most successful, growth-oriented centers continually focus their efforts on four critical competencies: **Providing Superior Care, Attracting and Retaining Patients, Managing Their Business** and **Planning for Long Term Growth**. Today, IntegraMed provides an array of products, services and resources that help meet those specific needs to a network that combined, performs over 20% of all IVF cycles in the US.*

IntegraMed Affiliate Program

You can become an Affiliate in the IntegraMed Network by accessing our entry-level offering: a bundle of services that will assist you with the core activities that drive new patient growth while improving efficiency and enhancing practice revenue within your *exclusive territory*. You will have access to the programs and services that have enabled IntegraMed practices to grow at approximately three times the national average.

Attracting and Retaining Patients: *As competition in our specialty intensifies, practices need to do more than ever to attract and retain new patients. Be the exclusive provider of the following services in your marketplace:*

IntegraMed™ Shared Risk® Refund Program – Is our powerful, proven patient recruitment and retention tool. Our 6 cycle program offers patients improved outcomes; you get improved practice income compared to traditional fee-for-service by keeping patients in treatment longer. Combining your treatment with our marketing and administration, you get more patients and a guaranteed fee – *regardless* of the outcome.

IntegraMed Financial Services – The number one reason patients do not proceed with needed fertility treatment is cost. For patients without infertility insurance coverage or prescription benefits, IntegraMed's flexible, affordable payment plans allow your practice to attract and retain more patients. We can handle financing for the entire treatment – including drug therapies, so you get more patients and immediate payment for your services, without having to deal with collections issues or financial risk.

Benefit Verification – Drug therapy is a cornerstone to the success of your treatment plan. Patient education, compliance and affordability also play a role in successful outcomes. Our program is an easy-to-use, price-competitive way for your patients to obtain their medication, state-of-the-art injection education and comprehensive drug benefit verification. It allows you to provide your patients with a hassle-free experience at competitive prices.

“Having access to IntegraMed's products and services - especially their Shared Risk Refund Program - is the perfect complement to my practice. They provide the tools I need to help me achieve my growth goals.”

- Rodney Lyles, MD Reproductive Resource Center of Greater Kansas City



Internet Marketing Program – IntegraMed promotes your practice by investing heavily in a sophisticated, aggressive internet marketing program. This powerful program *guarantees* you will get qualified consumers who convert to new patients for your center:

- **On-line visibility** – we'll increase awareness of your practice via homepage promotions, seminar listings and center news updates. Our proven internet advertising and marketing investments put your practice on the web where potential patients can find you. And we'll do it at a fraction of what it would cost you to launch your own campaign.
- **Patient Leads** – we generate qualified patient inquires, appointment requests and loan applications and route them directly to your practice 24/7.
- **Donor Egg Recruitment** – if your practice has a donor egg program, IntegraMed's internet marketing portal can drive local applicants directly to your website, enabling your practice to treat more patients and shorten your recipient waiting list.
- **Conceptions eNewsletter** – not all visitors to your website are ready to make a treatment decision. To help you develop a relationship with potential patients until they are ready for treatment, we offer a subscription to our bi-weekly eNewsletter featuring fertility news and unique opportunities to promote your center – keeping potential patients informed, engaged and interested in you.

National Marketing Support – To help you effectively communicate your unique consumer offerings to potential patients, IntegraMed provides an array of award-winning marketing materials, ready for your practice logo. Educational CDs, brochures, flyers, ads, mailers and proven promotional campaigns are all part of your Affiliate Implementation Program.

Helping You Provide Superior Care: For more than two decades, IntegraMed has provided our physicians with tools and resources to support the excellent clinical work their practices have become known for. Affiliates now have access to some of those same resources:

PGD – Expand your service offering with access to our Center for Preimplantation Genetic Diagnosis reference lab, run by one of the top scientists in the field, William Kearns, PhD. IntegraMed Affiliates receive comprehensive training and preferred pricing. You can enhance both your clinical services *and* your profitability.

Council of Physicians and Scientists (COPS) – IntegraMed's Network membership is comprised of the best and brightest in the field, so our forum for sharing best practices, clinical breakthroughs and ethical dilemmas is a very interesting place to be. IntegraMed Affiliates are invited to attend this annual meeting to truly experience the *IntegraMed Effect*[™].

"We signed up to be an Affiliate because we saw the true benefits of offering The IntegraMed[™] Shared Risk[®] Refund Program, along with access to the network of physicians and powerful web marketing expertise. We have gotten great value - in fact, we decided to get even more services from IntegraMed. We are very pleased ."

- Bob Colver, MD Midwest Fertility Specialists

Want to learn more? For more information regarding the features, benefits and costs of joining the IntegraMed Network as an Affiliate, call 1.800.458.0044 or email scott.soifer@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 enable them to improve overall performance by increasing patient volume, providing superior care, increasing efficiency and achieving long term growth.

Experience The IntegraMed Effect[™]