

INTEGRAMED'S NETWORK

MEMBERSHIP
HAS ITS
BENEFITS

The IntegraMed Effect™ – experience it and watch your practice grow.

Join the IntegraMed Network and experience The IntegraMed Effect™. We can talk with you about becoming an Affiliate and accessing select, proven tools for your practice, or becoming a Partner and experiencing the full benefit of what we can do for your center.



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Serving the infertility community since 1985

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TOOLS AND RESOURCES THAT HELP . . .

PROVIDE SUPERIOR CARE

IntegraMed supports its network physicians with tools and resources that help achieve superior clinical results. We believe that good physicians, given good data, systems and support—will provide superior care to their patients.

- ARTWorks Clinical (fertility EMR)
- Center for Preimplantation Genetic Diagnosis (reference lab)
- Council of Physician and Scientists
- Laboratory Standards Review
- Best Practices Benchmarking

ATTRACT AND RETAIN PATIENTS

IntegraMed's comprehensive set of Field Sales, Internet, Direct-to-Consumer Marketing and Consumer Services can energize your existing marketing activities and provide you with the ammunition to achieve your growth objectives.

Marketing and Field Sales Support Programs

- Competitive Analysis
- Marketing Action Plan
- Proven Referral Development Marketing Programs
- Staff Recruitment Support
- Practice Development University (professional training, coaching and development for the sales team)
- Customer Relationship Management Database Program
- Award-winning Collateral Library
- In-house Ad Agency Support
- Automated Decision Support Reports for key practice indicators

Direct-to-Consumer Marketing

- Powerful Internet Marketing Program
- Public Relations Programs
- Direct-to-Consumer Media Advertising Program
- Direct-to-Consumer Collateral Program
- Automated Patient Satisfaction Survey Program

Consumer Services

- IVF Shared Risk™ Refund Program
- Treatment Financing Programs
- Drug Benefit Verification Program

To learn more about joining the IntegraMed Network, give us a call:

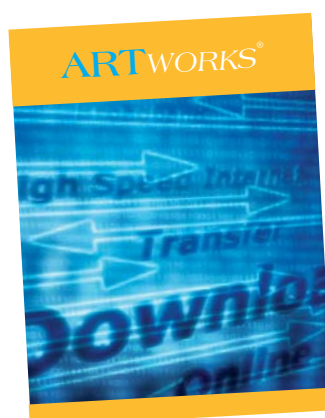
800.458.0044



SELECTED BENEFITS OF MEMBERSHIP

IntegraMed has been supporting fertility practices for over 20 years, helping some of the most prestigious practices in the country achieve their success. How? By listening to our physicians and actively partnering with some of the most admired fertility specialists in the US. We have learned that the most successful, growth-oriented centers continually concentrate their efforts on four critical competencies:

• Providing Superior Care



Most Widely-used Fertility Clinical and Financial IT System

• Attracting and Retaining Patients



Improved Patient Outcomes Improved Practice Income

• Managing The Business



Control Risk Control Malpractice Costs

• Planning for Long-Term Growth



More Fertility Centers Developed Than Anyone

Practices that focus their resources and attention on these four areas are positioned to achieve success in an environment of slow growth, increased competition and declining profit margins.

IntegraMed has invested heavily in developing a portfolio of support services specifically designed to help fertility physicians improve performance in these four critical competencies. Our information systems provide the data you need to provide superior patient care and run an efficient operation; our proven marketing programs help you attract and retain an increasing number of new patients; and, our business tools and financial resources help you take your practice to the next level of success. We package our products and services into a variety of offerings—so you can control the level of your network participation and access the programs your center needs.

It's what we call the IntegraMed Effect™

RESULTS for IntegraMed's Network:

- Centers experience up to 3 times faster growth in IVF volume than the average US fertility center.
- Physician incomes are among the highest in the field—with almost twice the national average in revenue per physician.
- Superior care and increased efficiency are achieved via the most-used and field-tested Electronic Medical Record in the fertility field.



Largest portfolio of proven fertility marketing programs

- Attract and Retain Patients

TOOLS AND RESOURCES THAT HELP . . .

MANAGE THE BUSINESS

At the core of IntegraMed's practice support programs are a set of powerful tools to streamline operations, increase efficiency, leverage group buying power and make data-based decisions. Now you can take advantage of what some of the most successful fertility centers in the US already know.

Efficiency Improvement and Expense Reduction

- ARTworks Clinical IS (fertility EMR)
- ARTworks Financial IS (practice management system)
- National Data Center
- National Users Group
- IT Security, Help Desk and Infrastructure
- Automated Accounts Payable System
- On-line Accounting & General Ledger
- Financial Reporting
- Financing Accounts Receivable
- Billing and Collections Support/Training
- Human Resource Management
- Automated Payroll Administration
- HR Information System
- Employee Benefits Administration
- Recruiting for Key Managers
- ARTIC (captive insurance company)
- Risk Management Program
- In-house Legal Counsel

PLAN FOR LONG-TERM GROWTH

IntegraMed has more experience than anyone in the industry when it comes to working with practices to plan and execute big changes and sustainable growth. No one has executed and funded more mergers or managed more build-outs.

Investment and Development

- Academic-to-Private Practice Transition
- Facility Design, Development and Funding
- Real Estate Searches/Architect Recruitment/Lease Negotiation
- Strategic Plan/Demographic Analysis
- In-market Mergers/Consolidation
- Physician Recruitment Subsidies
- Physician Retirement Planning
- Succession Planning
- Annual Budget Planning
- Forecasting
- Financial Benchmarking

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