



MARKETING PLAN

October 2016

MARKETING EFFORTS TO DATE



- Development of social media following on Facebook, Twitter, Instagram, and Medium – limited paid marketing to promote posts
- Promotional pop-up clinic presence at events like IDEAS Los Angeles & Tech Day LA, as well as at retail sites like Cardio Barre Santa Monica & Moon Juice Silver Lake
- Local outreach to LA business leaders via chambers of commerce
- Promotional visibility as one of the winners of 2015 Women Founders Network Fast Pitch Competition
- Feature article in East West Bank's *Reach Further*

VISION: MAXIMIZE RETURN ON MODEST PRE-FUNDING MARKETING SPEND

LARGE & GROWING MARKET



- US home healthcare represents \$100 billion annually (growing 4.8% per year due to pop growth, aging pop, in-home trends)
- 141 million people in US suffer from chronic condition (growing to 171 million by 2030)
- Current in-home visits total 847 million annually (more than once per week per person)

TARGET PATIENT: CHRONIC CARE

- Aging in place
- Not highly mobile, want to avoid travel
- Costly to re-admit to primary care
- Willing to pay privately

TARGET PATIENT: WELLNESS

- Health conscious, want to maintain excellent health
- On the go and need to function at optimal levels
- Want custom services (e.g., IV wellness drips)
- Willing to pay privately

MASSIVE OPPORTUNITY TO SUPPORT & GROW IN-HOME CARE MARKET

VALUE PROPOSITION



PATIENTS & CONSUMERS	EMPLOYERS
<ul style="list-style-type: none">• Access to fast safer healthier care on location• Less hassle, more convenience• Cost savings• Continuity of care	<ul style="list-style-type: none">• Quicker medical care for sick employees• Better advice/interventions• Reduction/prevention of employee absenteeism• Employee perks and wellness benefits
HEALTHCARE PROVIDERS	NURSES
<ul style="list-style-type: none">• Case management• Continuity of care• Reduction/prevention of readmissions	<ul style="list-style-type: none">• Ability to care for patients in a more relaxed environment and spend as long as needed to provide care• Ability to make more money with more flexible hours

PRICING & POSITIONING



- Nurse visits are priced at \$150 per hour, cheaper than an ER visit and more convenient than repeat doctor visits – high value visit, with ability to receive multiple treatments and have multiple questions answered during a full hour
- Wellness visits and events (e.g., vitamin shots, IVs) are priced competitively to retailers, with the added convenience of in-home or in-office visits

COST-EFFECTIVE ALTERNATIVE TO ER, URGENT CARE, OR REPEAT MD VISITS

DISTRIBUTION & CUSTOMER OUTREACH



- Reaching customers directly ...
 - Social media
 - Advertising
 - Retailers (e.g., pop-up events)
- ... or via trusted advisors
 - Hospitals, Physicians, and Nurses
 - Care Managers
 - Wealth Managers
 - Assisted Living Centers
 - Skilled Nursing Facilities
 - Surgery Centers
 - Home Care Companies
 - Insurance Companies
 - HHA Companies
 - Employers (e.g., office wellness visits)



PROMOTIONS STRATEGY



- Public relations: position NAYD as healthcare leader and innovator in LA area via press, to build general awareness
- Conference & tradeshow marketing: build awareness with consumers, healthcare providers (physicians and nurses), and referral networks
- Event marketing: leverage pop-up events as revenue generators as well as promotions for in-home visits to same audience or their loved ones (e.g., sell shots to individuals, get referred to their aging parents for in-home visits)
- Online marketing: see next slide

PLANNED APPROACH: REACH CONSUMERS BEFORE & DURING TIME OF NEED

ONLINE MARKETING STRATEGY



- Leverage Yelp, Google, and Facebook advertising to generate traffic and convert to first-time customers
- Develop SEO/SEM strategy designed to make NAYD part of every online search
- Continue social media promotions, with an emphasis on consumer and caregiver engagement
- Develop online promotions strategy designed to create trials (e.g., contests, discounts)

PLANNED APPROACH: MAINTAIN MINDSHARE WITH CONSUMERS & REFERRERS

PARTNERSHIP STRATEGY



- Expand referral networks with physicians and other caregivers, including referral discounts or loyalty programs
- Continue to identify retail locations that can support pop-up vitamin shot events along with ongoing referral programs
- Leverage influencer networks (e.g., Market.com) to drive new consumers to NAYD in a cost-effective manner
- Identify celebrity or prominent endorsers

PLANNED APPROACH: GROW BUSINESS VIA REFERRALS FROM TRUSTED ADVISORS

RETENTION STRATEGY



- Build lasting relationships with both wellness and illness customers through targeted emails as health resource
- Create loyalty program that provides discounts for repeat visits and for referrals
- Offer wellness follow-ups to illness customers
- Create opportunities for scheduled follow-up appointments and long-term patient/nurse relationships

PLANNED APPROACH: MAINTAIN TOP-OF-MIND PRESENCE WITH HAPPY CUSTOMERS

MARKETING BUDGET



- Initial spend has been nominal
- Growth spend is budgeted at \$10-15K per month, to support next \$1M in revenues
 - Test initiatives with course correction built in
 - Success fees where possible (e.g., Market.com referrals)
- Additional marketing budget will be allocated only based on successful growth from launch strategy