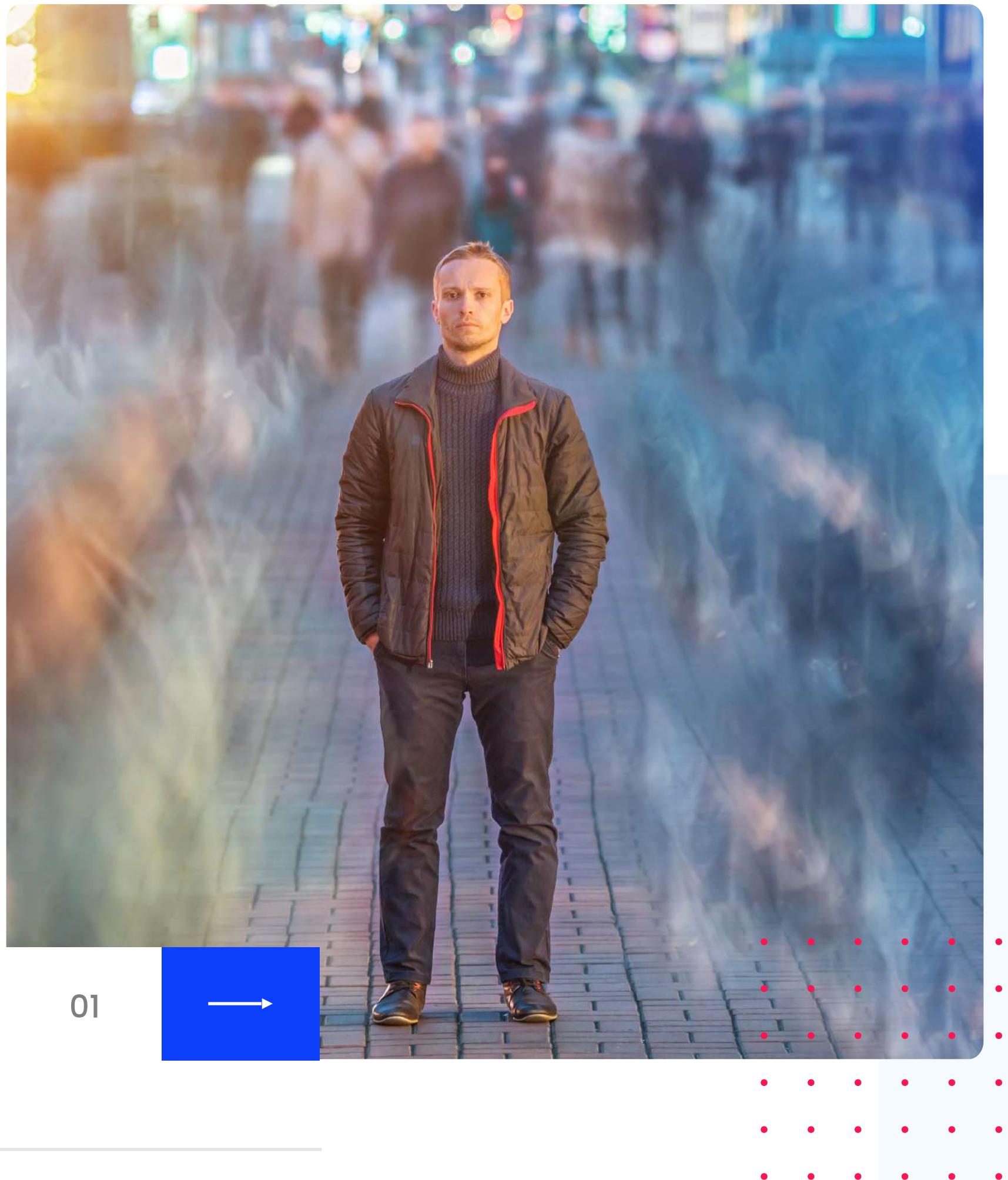


# ENTCare: Optimized Patient Acquisition for Your ENT Practice.

A performance-driven marketing program managed by BornTM, in collaboration with Medtronic — designed to help your practice attract and connect with more patients.



Discover the detail on our social media :



# BornTM – Focused on Results, Not Just Advertising

BornTM is a Performance-based marketing agency with over 12 years of experience helping businesses and professionals grow through clear, measurable strategies.

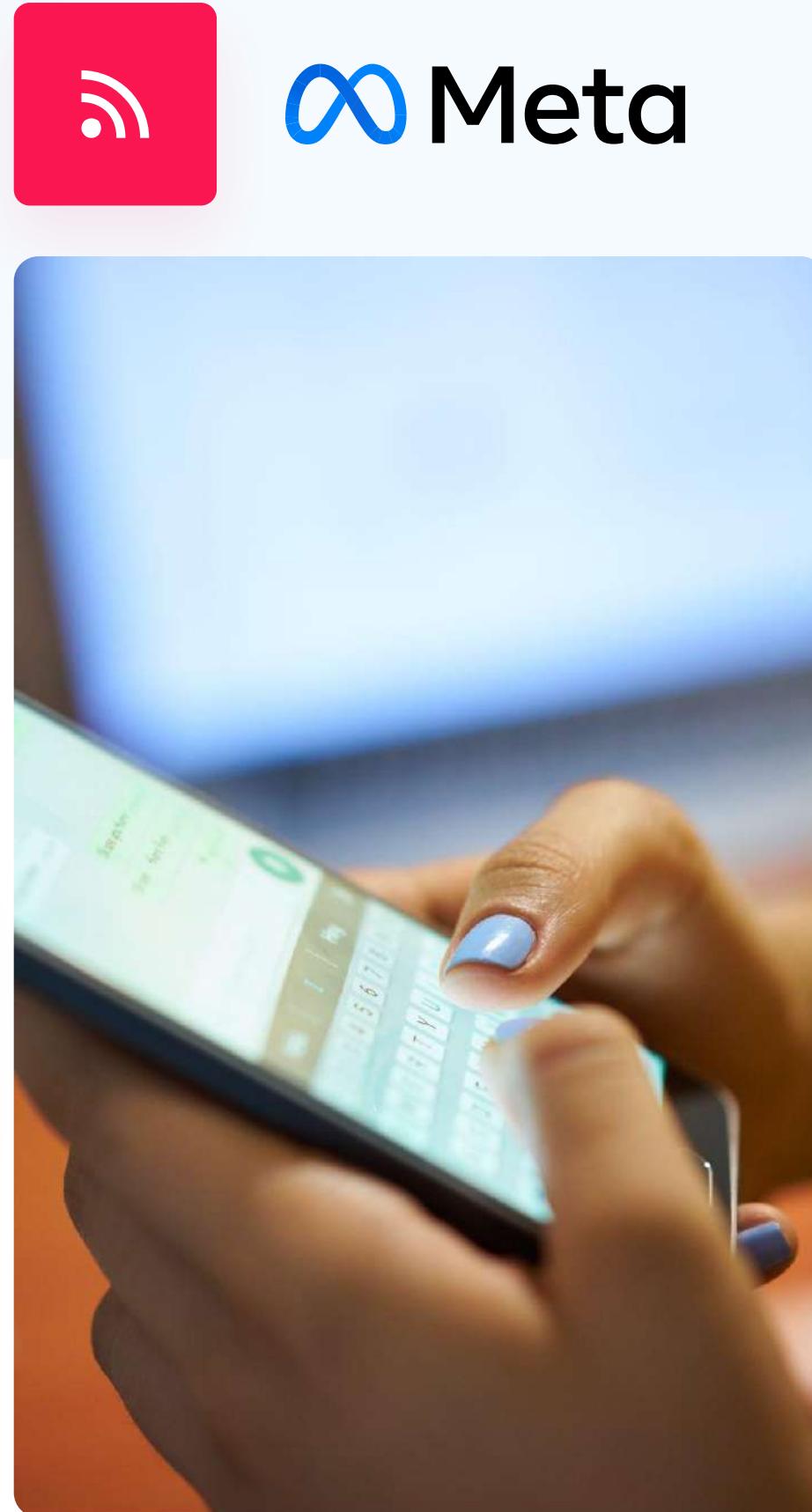
We create digital campaigns designed to generate real results, not just clicks or online visibility.

Our team manages everything – from website setup and ad creation to tracking and optimization – so you can focus on your patients while we take care of your marketing.

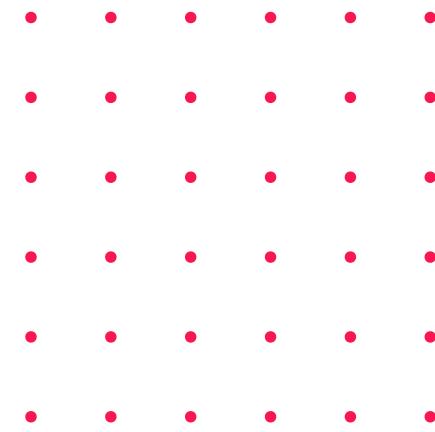
# Your Roadmap to Growth.

**In this presentation, we'll walk you through:**

1. How the Co-Marketing Program helps your practice grow with a simple, measurable digital system.
2. What your new patient-focused website will include.
3. How Google and Meta campaigns bring real patient inquiries.
4. The tools we use to track results and ensure full transparency.
5. The shared investment model between your practice and Medtronic.
6. What the onboarding process looks like and how soon you can go live.



# Common Barriers for ENT Practices



## Limited Patient Conversions

Traffic without results is frustrating. A landing page built for conversion ensures more patients take action.



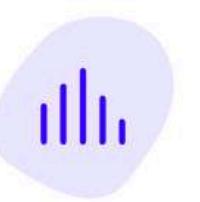
## High Cost per Lead

Paying too much for each inquiry? Optimized targeting reduces wasted spend and improves efficiency.



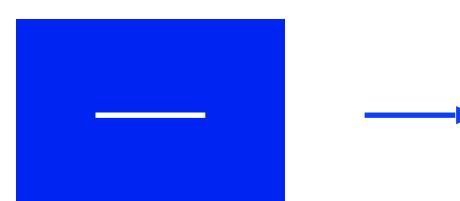
## Reaching the Wrong Audience

Clicks are meaningless if they're not from the right patients. Precision targeting brings you the people who matter.



## Unclear Growth Path

Scaling without reliable data is a risk. We provide clarity, control, and measurable growth for your practice.

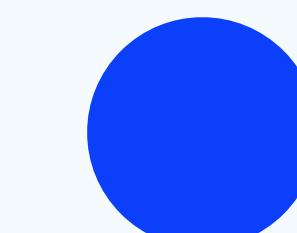




# A Marketing System Built for ENT Specialist.

The ENTCare Co-Marketing Program, is a customize system created by BornTM, a digital performance marketing agency.

We offer a complete solution that helps your practice attract patients and simplify the entire marketing process - from online visibility to appointment requests.

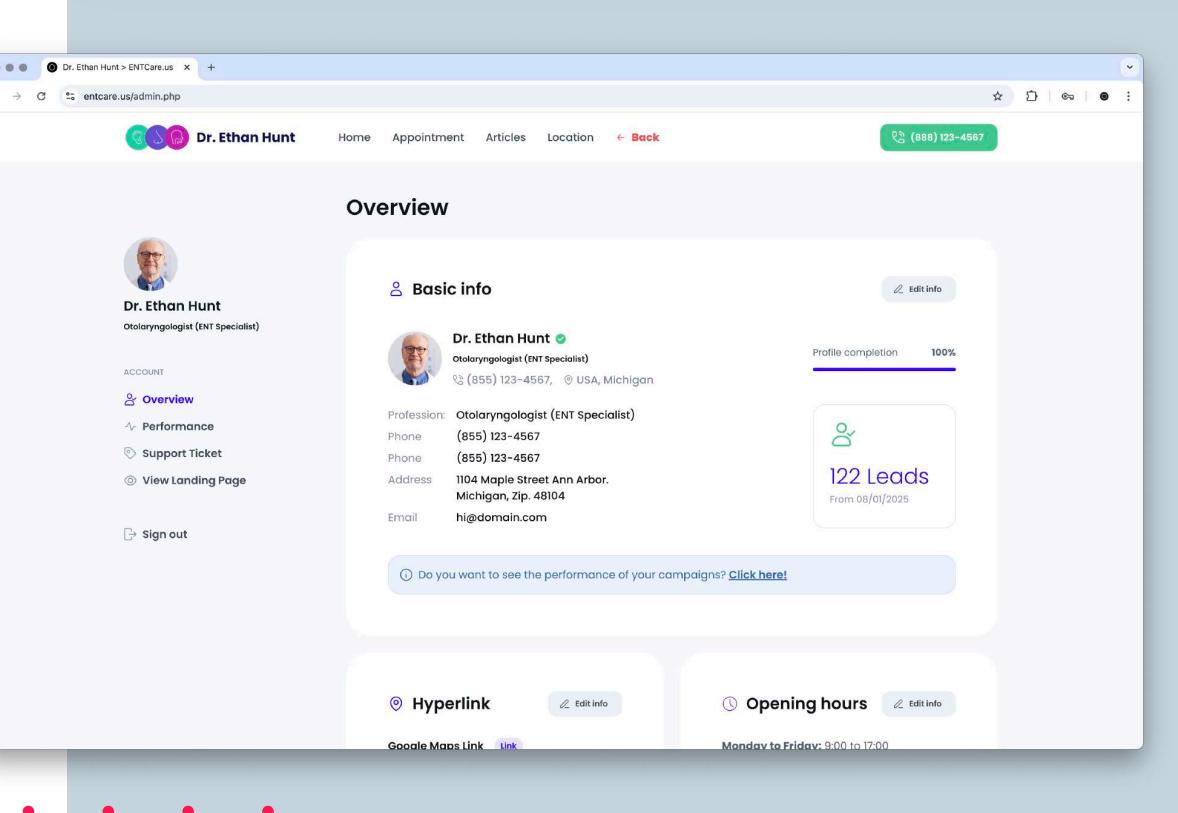


Click to video

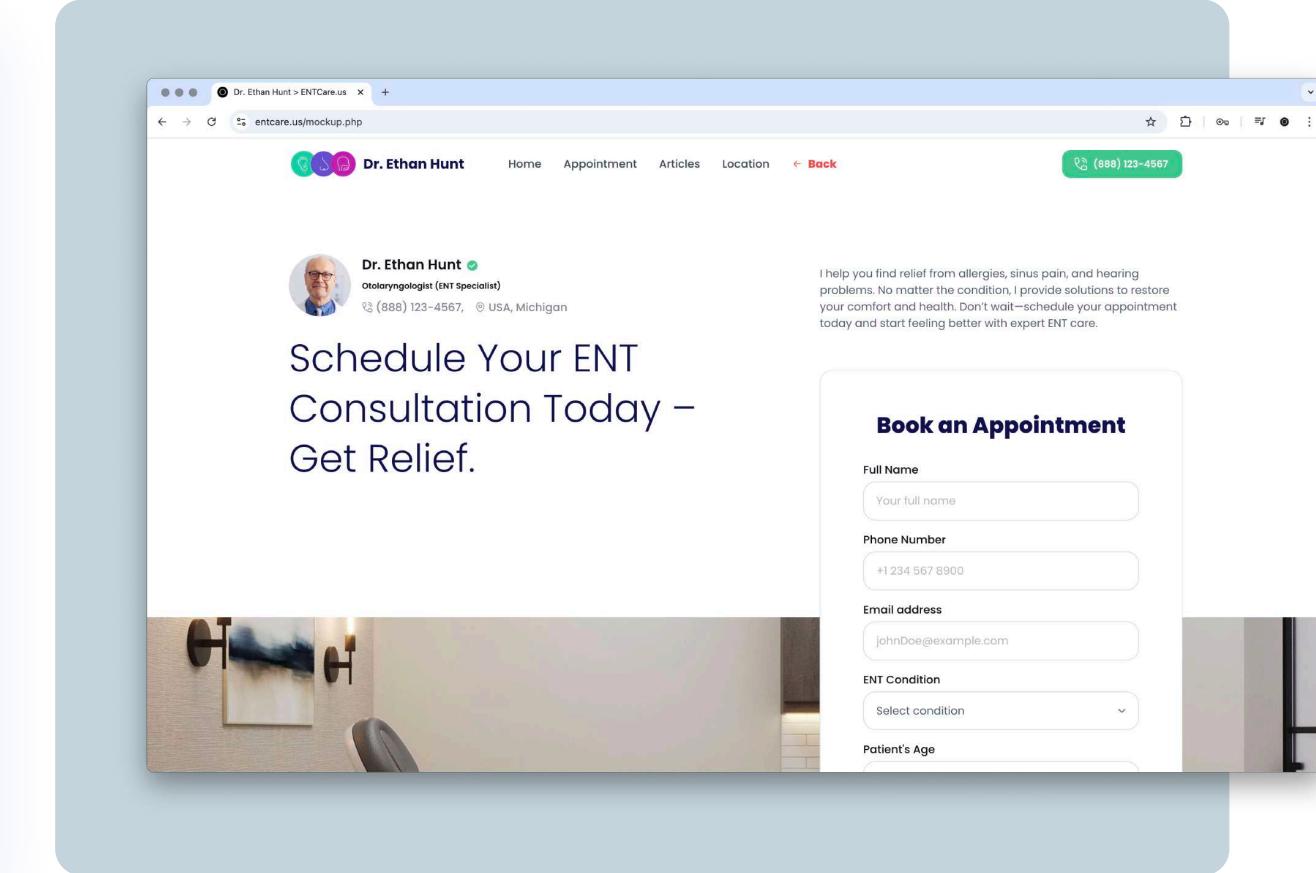
# born

Your Practice is Unique. Your Marketing should reflect that.

Front-End. User Landing Page.



Back-End. Doctor Dashboard.



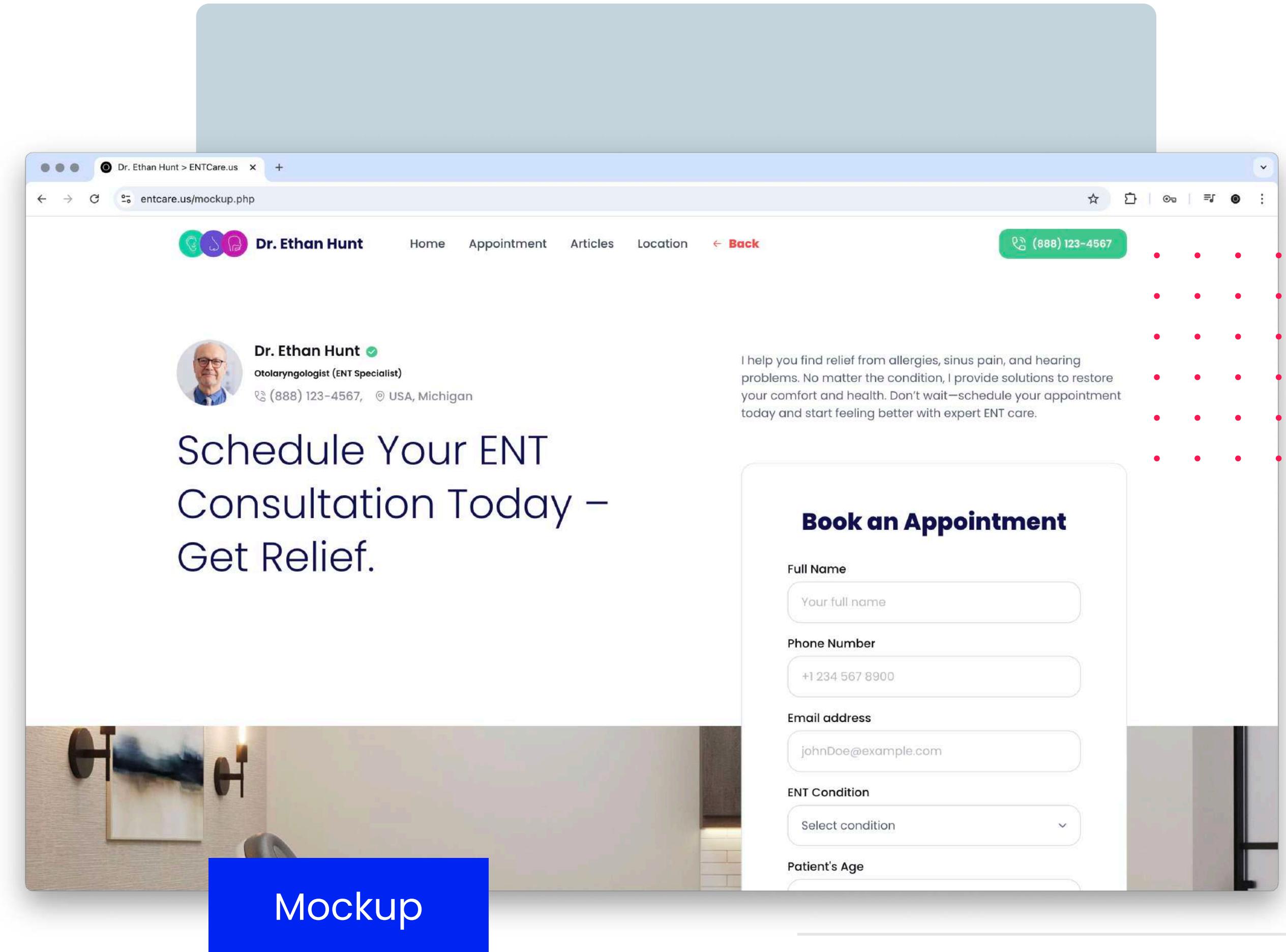
+ ENTcare.us

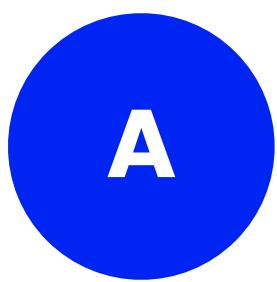
A

## Wed Design and Development

**Custom Website Designed to Bring You More Patients.**

- **Tailored design** focused on generating patient inquiries (calls and form submissions).
- Built with **best practices**: clear action buttons, mobile-friendly layout, and fast loading speed.
- *Includes a central **blog section** for ongoing updates and patient education.*
- Secure contact forms (HIPAA-compliant) seamlessly integrated for safe lead collection.

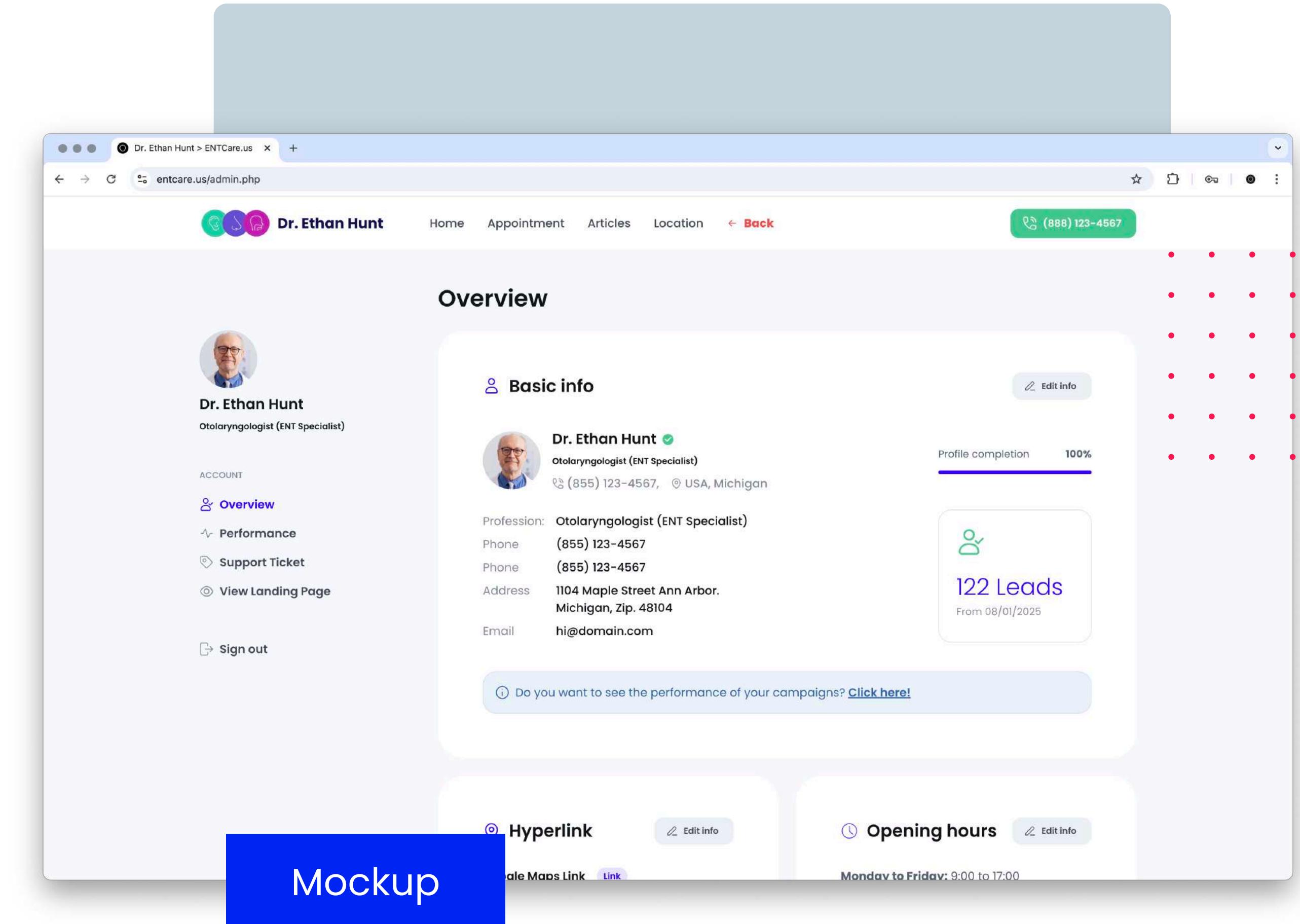




## ENTCare Dashboard

**Everything you need, all in one place.**

- Update your **practice information** address, contact details, and hours of operation.
- Review your **campaign performance** see how many calls and leads are coming in.
- Access your landing page preview or **suggest updates** anytime.
- Submit **support requests** get help directly from the BornTM team.



**B**

# Paid Media Management

## Paid Media Management.

Our paid media strategy focuses on bringing the right patients from your local area directly to your website – helping you turn clicks into new appointments.

### 01. Smart Campaign Setup

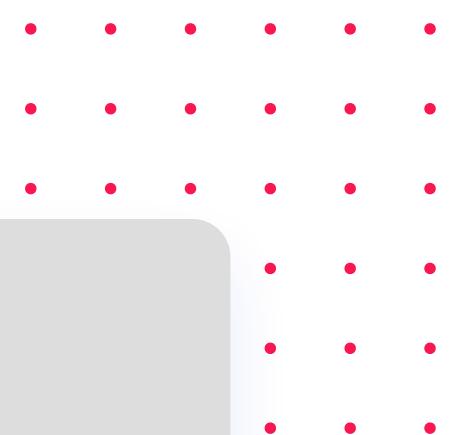
We handle everything from **audience research and ad creation to ongoing** improvements – ensuring your campaigns reach the right people at the best possible cost.

### 02. Local and Service Targeting

We'll target your **ideal audience** in your **local area**, focusing on the specific medical services you want to promote.

### 03. Transparent Results

You'll receive **clear reports** showing how your **budget is used** and which campaigns generate the best performance.

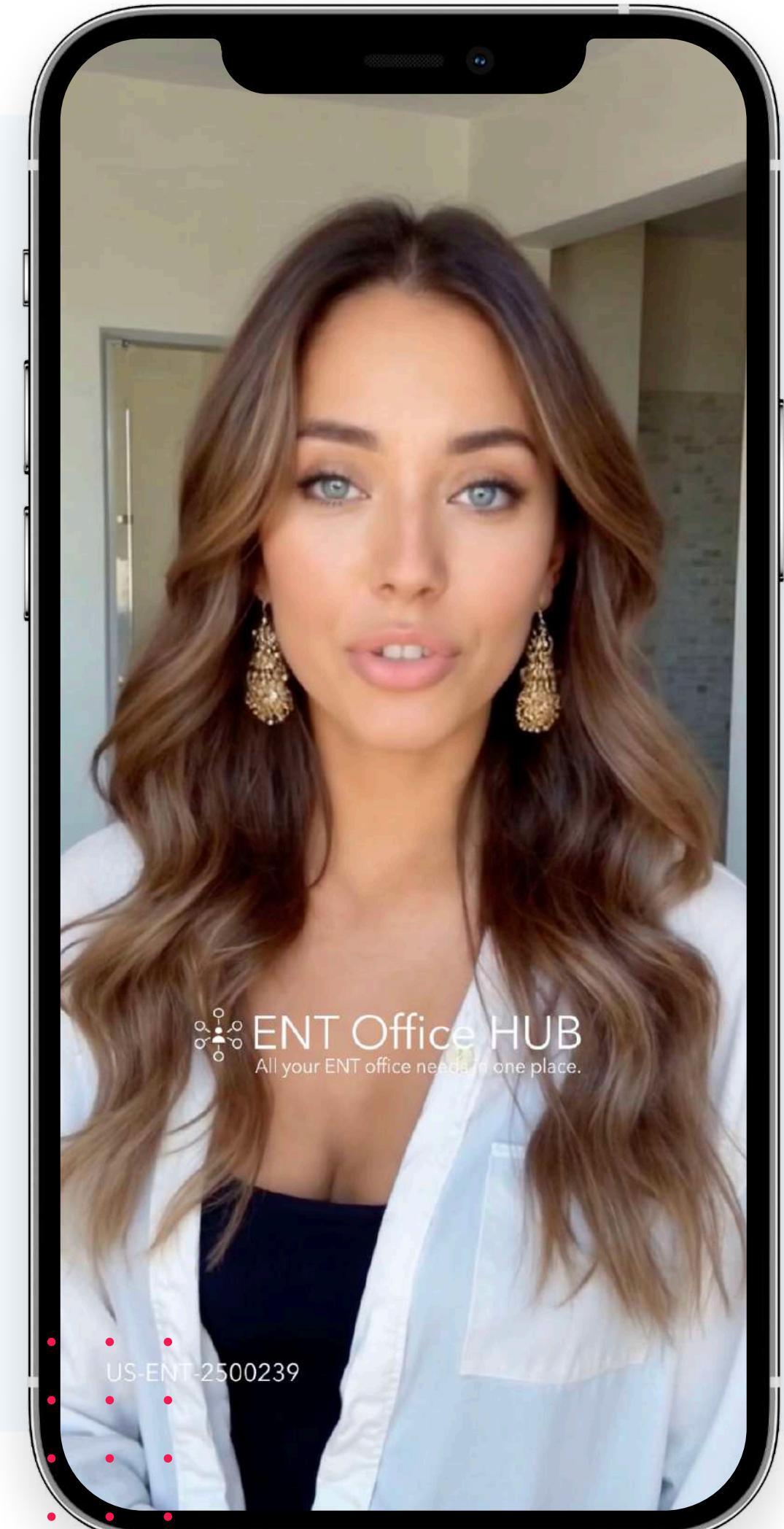


# Creative Production

## All-in-One Creative Production for Your Practice

- **Complete Ad Creation:** Videos, images, copy ads and other creative materials built to get real results.
- **Fast & Professional Delivery:** We use advanced tools and licensed stock assets to ensure quick turnaround and consistent quality.

Example UGC Video Content



**Benefit:** You work with a single agency that handles every step — saving you time and simplifying your marketing.

*To ensure rapid delivery, design, video, and creative assets are generated using AI technology. All photography utilizes licensed Stock images. This approach optimizes response time.*

# Flow Summary

Our simple three-step process takes you from setup to seeing real results.

## Start

Build, Attract, Launch,  
Measure & Grow.

First

### Build Your Online Presence

We design a modern,  
patient-focused  
website that  
becomes the heart  
of your online  
presence — where  
people discover,  
trust, and contact  
your practice.

Second

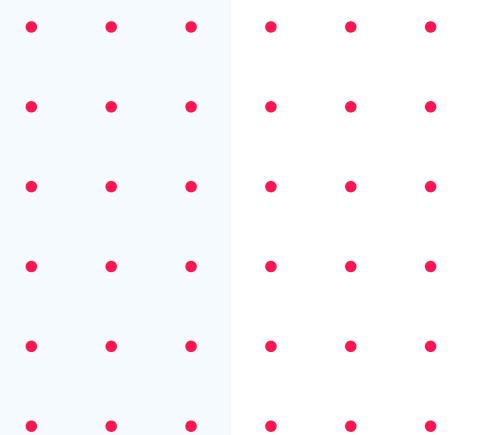
### Attract the Right Patients

Through targeted ads  
on Google and Meta,  
we reach people  
actively searching for  
your services in your  
area — turning clicks  
into real appointments.

Third

### Launch, Measure & Grow

Your campaigns go  
live, and we keep  
optimizing weekly to  
bring you more  
qualified patients and  
measurable growth  
month after month.



**Medtronic's  
Contribution  
\$1,700**

**Total Investment: \$3,400**



**Doctor's  
Contribution  
\$1,700**

# Investment Structure

**A True Partnership for Growth**

**100% allocated to Google Ads and Meta Ads media buying.**

The campaign will be active for **approximately three months** or until the allocated budget is fully utilized, whichever occurs first.

**IMPORTANT → All included — at no additional cost to your practice:**

- Custom website and landing page design
- Campaign management and reporting dashboard
- Creative design and ongoing support

***All fully provided and managed by BornTM***

# Next Steps & Requirements

Once this meeting is completed, you'll receive a follow-up email requesting the following information to move forward.

## 01. Onboarding Form.

To be completed by your team.



## 02. Dashboard Access.

Email that need access to dashboard.



## 03. Lead Delivery Email.

The email address where all campaign leads will be sent.



## 04. Authorized Signer.

Contact person responsible for signing the Co-Marketing Program Agreement.



## Post-Campaign Review and Optional Continuation Agreement

**At the end of the initial three-month campaign, we'll review performance and key insights together. If your practice decides to continue, a new Service Agreement will be executed between the involved parties to define:**

- 1. The next media investment amount,**
- 2. The BornTM management fee, and**
- 3. The scope of services based on campaign results and goals.**

*Continuation is entirely optional and based on mutual agreement. Our goal is to give your practice full control and the data needed to make confident decisions about scaling patient acquisition.*



# Start Your Patient Growth Program Today

Partner with BornTM to turn your marketing into a consistent, results-driven system – designed to attract new patients and grow your practice sustainably.

**Born TM LLC**

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