

# StoryMD Point of Care (POC) Initiative

## Accord Healthcare Sponsorship Advanced Prostate Cancer

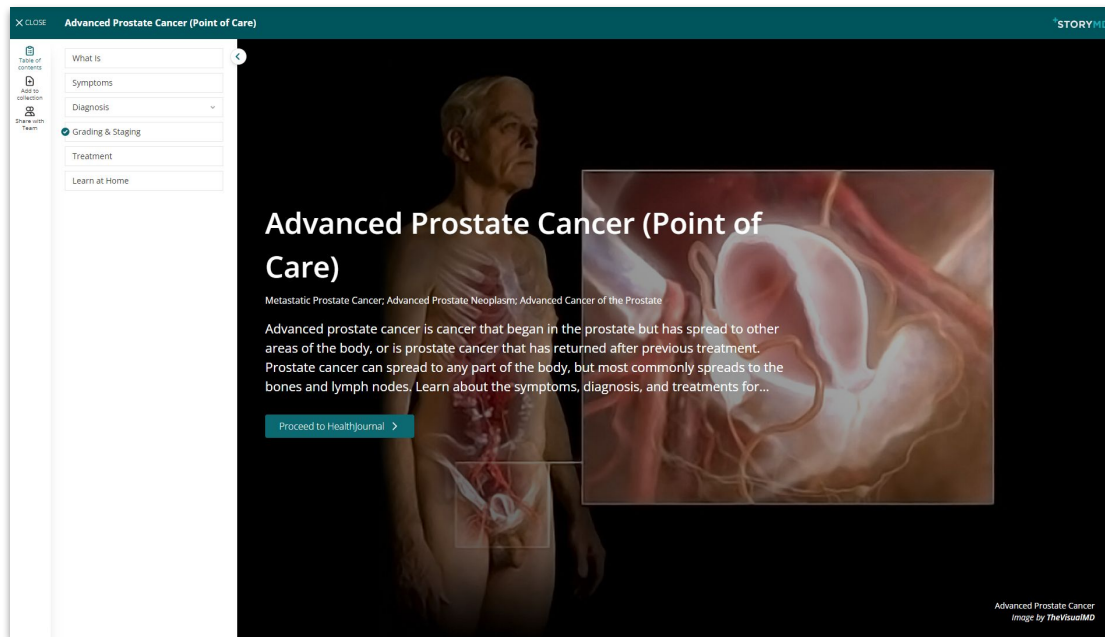


# Part 1: Product

StoryMD's Point of Care initiative is a seamless educational experience between the physician and patient, branded by you. It's the ultimate tool to speak to your target market, the doctor.

# Point of Care Initiative - Bulleted List for Your Salespeople

1. Free, highly-visual Point of Care (POC) HealthJournals to quickly explain a topic to a patient at point of care
2. Doctors easily can share the POC HealthJournal with their entire staff
3. Long-form version of the HealthJournal can be sent to the patient to review at home



# Point of Care and Long-Form HealthJournals

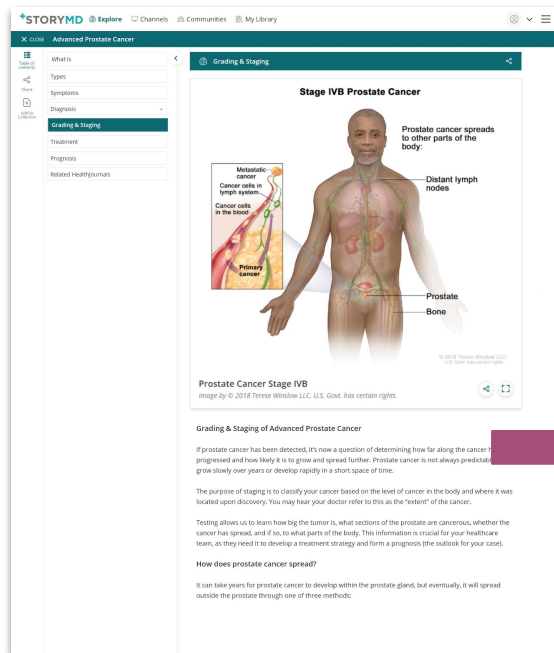
## WHAT IS A POINT OF CARE HEALTHJOURNAL?

It is a web-based educational resource on a specific topic made up of compelling visualizations, curated content, and straightforward language for a healthcare professional to use while speaking with the patient.

## WHAT IS A LONG-FORM HEALTHJOURNAL?

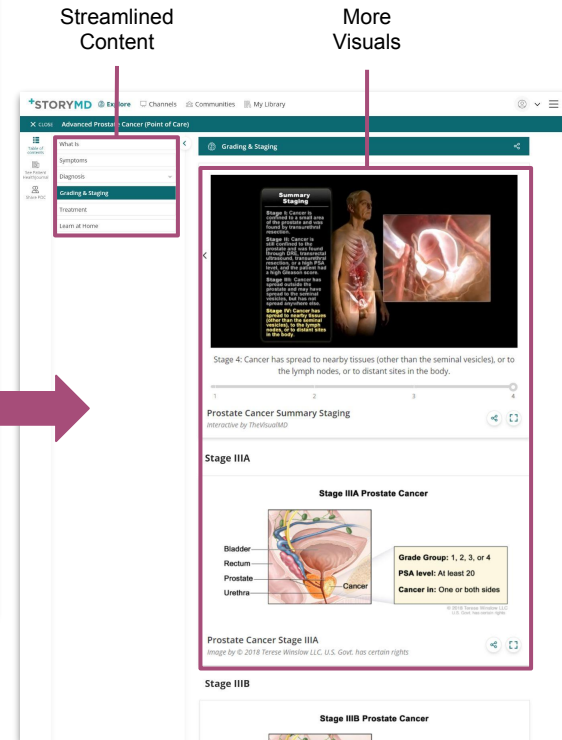
After the initial shock of the diagnosis dissipates, the patient is able to fully review the diagnosis using a longer form HealthJournal when they get home. These HealthJournals contain more information than the POC versions so that the patient truly can understand their condition.

View our [Point of Care video](#) for more information.



Long-form HealthJournal

View the [Advanced Prostate Cancer long-form HealthJournal](#)



Point of Care version of the same HealthJournal

View the [Advanced Prostate Cancer POC HealthJournal](#)

# Point of Care and Long-Form HealthJournal - Features

## Point of Care HealthJournal (@POC)

Doctor presents to patient (in Office)

- Highly-visual with straightforward language to explain advanced prostate cancer to patients in 5 minutes
- At the end of the POC HealthJournal there is a short form to email the patient a link to the long-form version that they can review at home
- Simple, internal sharing of the POC HealthJournal across your team
- Branded by Accord
- Embeddable

## Long-Form HealthJournal (@Home)

Doctor shares with patient (at Home)

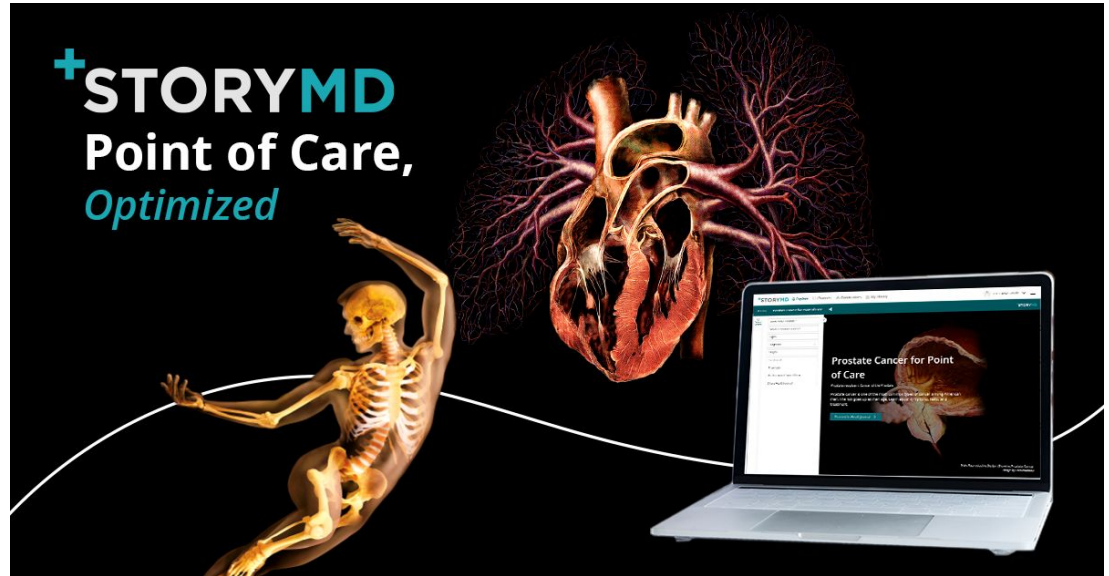
- Rich assets and additional information for the patient to review at home when they're ready
- Easily send this to the patient after their in-person visit
- Patient can seamlessly share the HealthJournal with family and loved ones
- Branded by Accord
- Embeddable

## Part 2: Digital Media Outreach

# Sales and Media Initiative - Executed by StoryMD or Your Agency

## Sales and Media Initiative

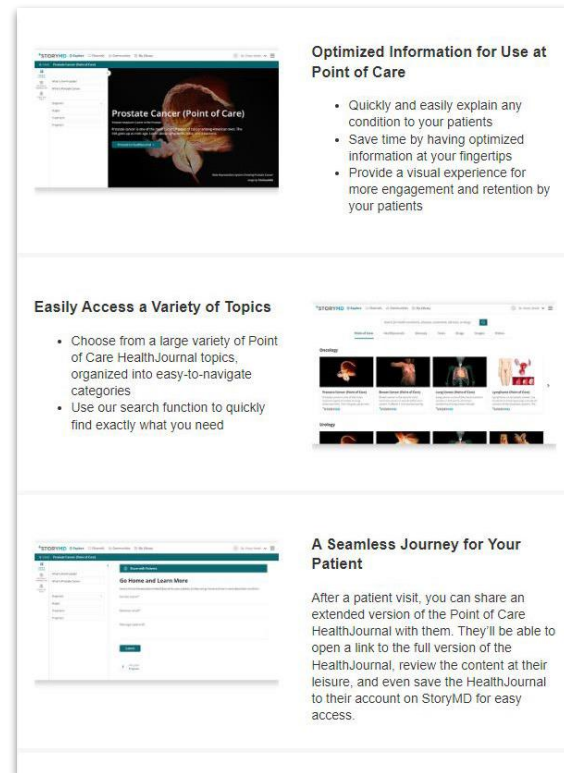
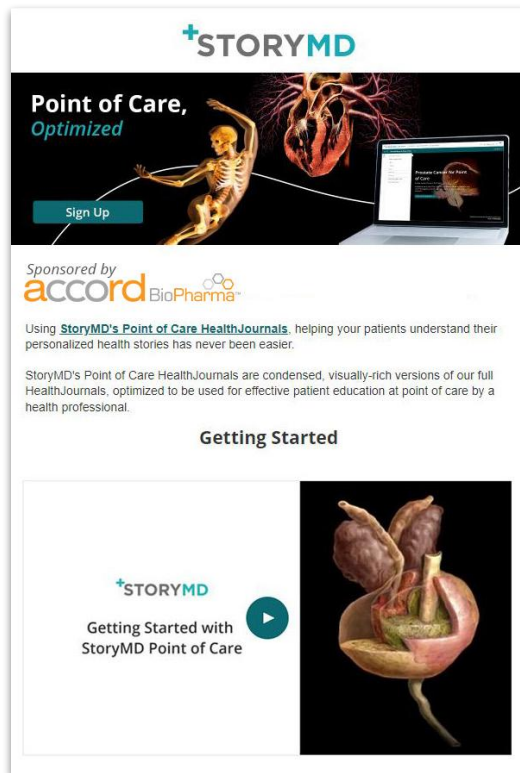
1. Sales package
2. Newsletters
3. Social media



# 1. Sales Package

## Sales Package

- Branded information package your sales team can deliver to health care professional by email or printed hard copy..
- Materials to explain how the health professional can best use the Point of Care HealthJournals for patient education.



Branded sales package

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## 2. Email Newsletters

### Email Newsletters

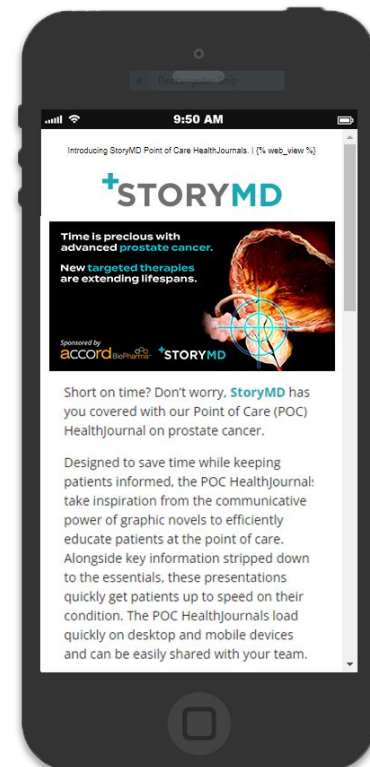
- StoryMD uses Klaviyo for sending email campaigns.
- StoryMD sends out daily and weekly newsletter with our Story of the Day to those who have subscribed.
- StoryMD can also send out POC specific newsletters to health professionals who have subscribed.

### Options

- Newsletter template can be integrated directly into your marketing CRM or can be converted into HTML code and you can send it out.



Branded newsletter



### 3. StoryMD Social Media (Organic and Paid)

#### Social Media

Promote the Accord/StoryMD partnership/educational initiative on all StoryMD's organic and paid social media using a StoryMD media buy

#### Options

- Run paid ads with StoryMD
- Boost your sponsored post
- StoryMD provides you with the copy/creative to post on your accounts or for your agency to use

#### Ads can be targeted by:

- Location
- Profession
- Interests



# Part 3: Performance

# Key Performance Indicators (KPI's)

## Key Performance Indicators (KPI's)

StoryMD will track and report the following KPI's:

### Web traffic

- Traffic to sponsored landing page
- Traffic to sponsored Story of the Day page
- Traffic to channel
- Traffic to sponsored HealthJournals

### Analytics on sponsored POC HealthJournal

- POC HealthJournal opens
- Who accessed the sponsored POC HealthJournal
- Shares of POC HealthJournal
- Emails to patients with HealthJournal link

All of these KPIs will be implemented into a [Report](#) that will be sent to you weekly  
Page view traffic is measured using Google Analytics 4

# KPI's for Newsletter and Social Media

## Newsletter and Social Media KPI's

With StoryMD Newsletter/Media Buy option we will also track and report:

### Newsletter

- Open rate
- Click rate

### Social Media

- Reach
- Post clicks

If you chose not use StoryMD for your media buy, be sure to request KPI's from you agency to ensure ad performance

Ad set name	Reach	Impressions	Amount spent (USD)
<b>Broad - Global</b>	<b>400126</b>	<b>508107</b>	<b>102.68</b>
<b>Broad - India / SEA</b>	<b>263745</b>	<b>308665</b>	<b>51.46</b>
Post: "A few weeks ago, Ramsay Hunt syndrome was not in..."	3998	4301	30.00
Post: "The struggle between the research world and..."	3840	3985	30.00
Post: "Whether you call it molly, ecstasy, or just MDMA,..."	3127	3328	30.00
Post: "'Black Or White' was Michael Jackson's – The King..."	3028	3065	30.00
Post: "What's it like living with sickle cell disease?..."	1048	1088	29.99
<b>PREVIOUS TOTAL</b>	<b>1,144,831</b>	<b>1,420,214</b>	<b>373.04</b>
<b>TOTAL</b>	<b>669,567</b>	<b>832,539</b>	<b>304.13</b>

Sample Social Media Analytic Report

# Part 4: Pricing

\$100,000 per year fee and  
\$1.00 per doctor click and  
\$0.50 per user click

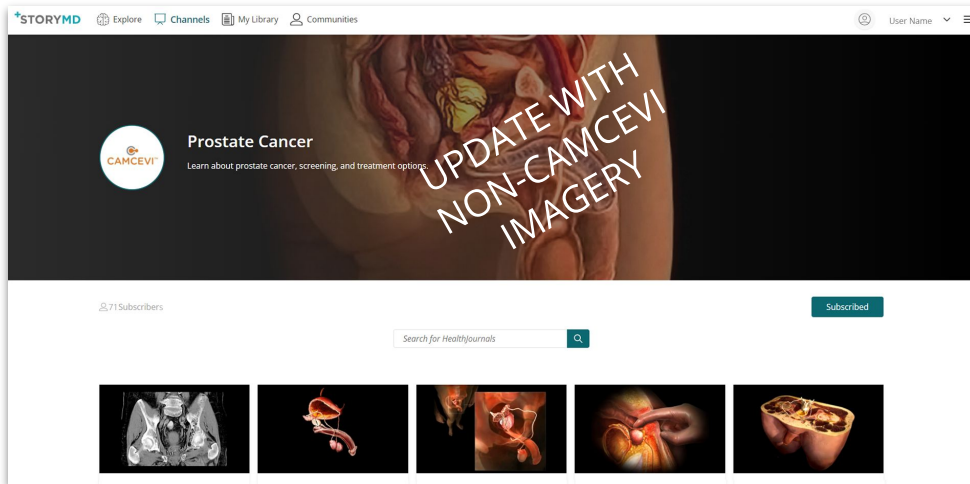
# Media Outreach Pricing

	Price	Deliverables
<b>Newsletter</b>	\$25-50 per 1,000 subscribers	Sponsored Newsletter sent to StoryMD's targeted email list You receive the template for distribution to your email list
<b>Tier 1 Media Buy</b>	\$50 per day or \$1,500 per month	Direct media buy using StoryMD content through the social media channels of your choice. StoryMD receives a 10% fee
<b>Tier 2 Media Buy</b>	\$200 per day or \$6,000 per month	Direct media buy using StoryMD content through the social media channels of your choice. StoryMD receives a 10% fee
<b>Tier 3 Media Buy</b>	\$500 per day or \$15,000 per month	Direct media buy using StoryMD content through the social media channels of your choice. StoryMD receives a 10% fee.
<b>Tier 4 Media Buy</b>	\$1,000 per day or \$30,000 per month	Direct media buy using StoryMD content through the social media channels of your choice. StoryMD receives a 10% fee.

# UNUSED SLIDES

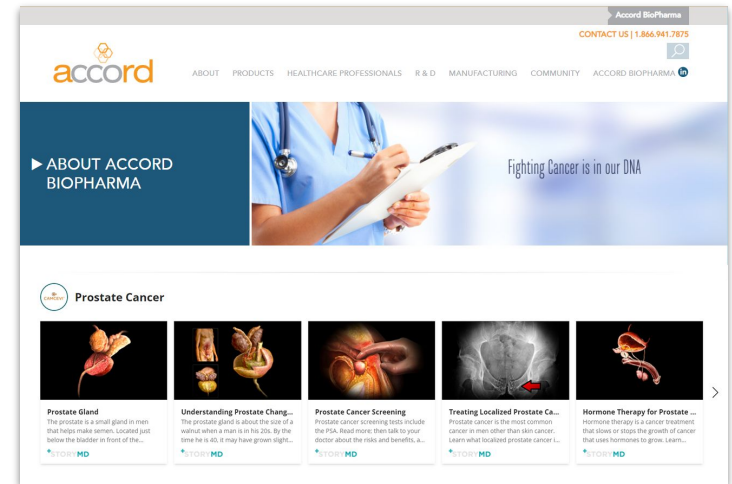
## 2. Embeddable, Accord-Branded Channel

- Branded channel to showcase all the prostate-related HealthJournals
- Stage your initiatives from your Accord channel



Accord Channel

- Easily embed your Channel on your website and provide easy access to your customers



Accord Channel embedded on the Accord website

# Examples for Instagram and Facebook

## Sample Instagram Carousel with Sponsored Logo

**Copy:** Hearing your doctor say “cancer” might be scary, but not all diagnoses are the same. In fact, there’s a whole spectrum from genesis to full maturity, and we categorize each part in stages. Doctors use testing to figure which stage you’re at, and this way, they can give you an accurate prognosis and suitable treatment strategy.

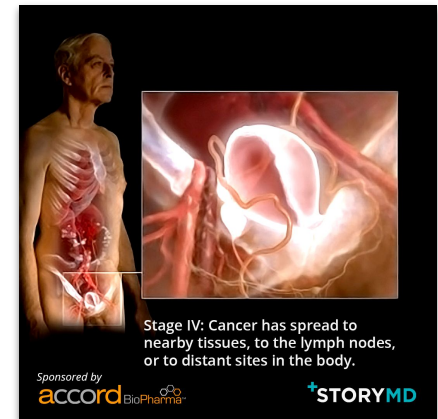
Learn more about each stage...

**Stage I:** Early in its development, the cancer is confined to a small area of the prostate at this point. Doctors typically find and remove the cancerous part of the prostate through an operation called transurethral resection.

**Stage II:** The cancer is still confined to the prostate, but it is more advanced. Several types of tests can find it including digital rectal exam (DRE), transrectal ultrasound, transurethral resection, and PSA testing.

**Stage III:** Now the cancer has spread outside the prostate, possibly to the glands that produce seminal fluid (seminal vesicles). Total removal of the prostate gland is a common treatment strategy.

**Stage IV:** The cancer has spread to nearby tissues (a common site being the lymph nodes) or to distant sites in the body like the bones or liver. Treatment options including slowing the spread and managing symptoms, but the disease is not curable at this point.

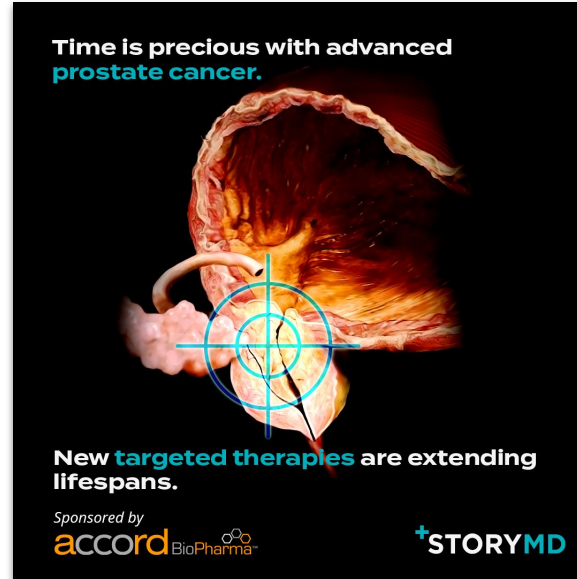


# Examples for Instagram and Facebook

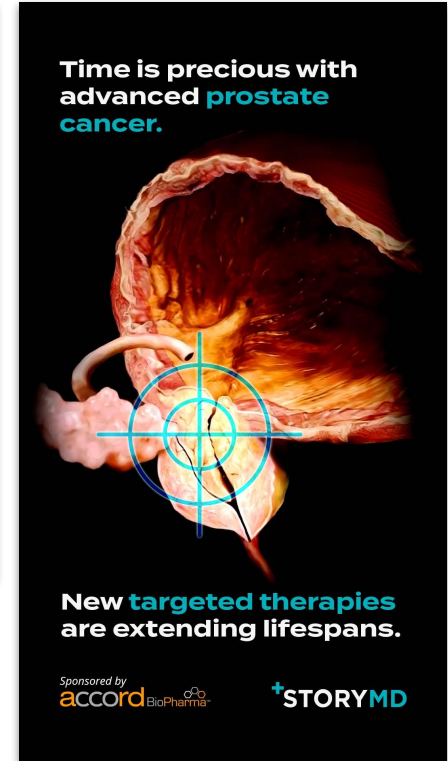
## Sample Instagram/Facebook posts and stories with sponsor logo

Copy: Catching prostate cancer early can make all the difference, and scientists are looking into how AI and bacteria could act as canaries in the coalmine.

Link: <https://storymd.com/story/pqD6PB3t3o>



Instagram/Facebook posts



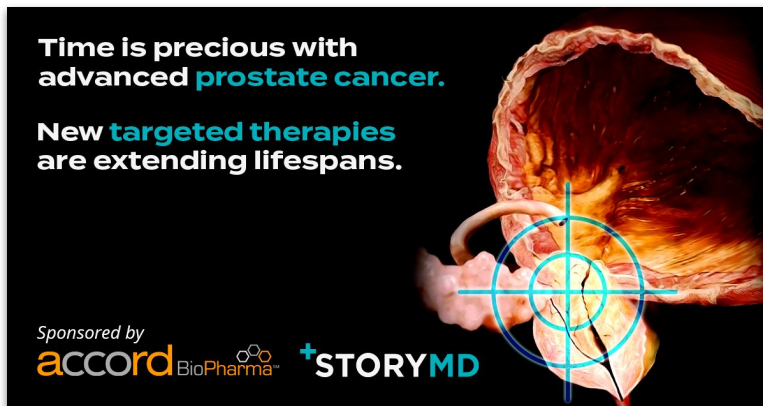
Facebook and Instagram stories

# Examples for Twitter, LinkedIn and Pinterest

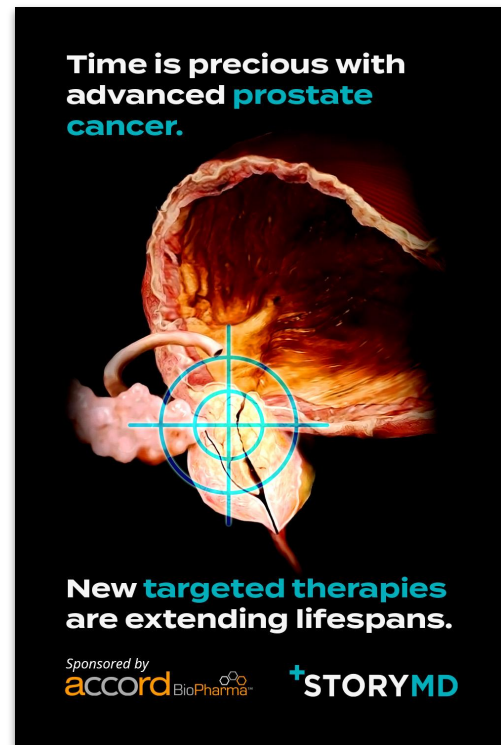
## Sample Twitter/LinkedIn/Pinterest posts with sponsor logo

Copy: Catching prostate cancer early can make all the difference, and scientists are looking into how AI and bacteria could act as canaries in the coalmine.

Link:  
<https://storymd.com/story/pqD6PB3t3o>



Twitter/LinkedIn post



Pinterest post

# Point of Care Initiative - Overview

The POC initiative includes:

1. Accord-branded long-form and Point of Care HealthJournals
2. Embeddable, Accord-branded Channel

