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Purpose Launch

Dear Mike:

I decided to draft this letter to let you know how pleased I am with having gone along with the concept of starting a web page and also what you call in-bound marketing, all of which was very unfamiliar to me. I have been involved with you now for approximately 14 months and starting from the day you got here, so that means we had to get the web page up and going and everything, so there is obviously quite a bit of time which this thing wasn't effective yet, but from the day you walked into the office until today which is 14 months, there has been a significant increase in the number of new patients as compared to the 14 months before that. This is quite surprising to me as I didn't think this thing would work. Now I clearly advised my office staff that we are not going to be involved in non-paying HMOs or Medicaid, so none of these new patients are a non-payer; they all pay.

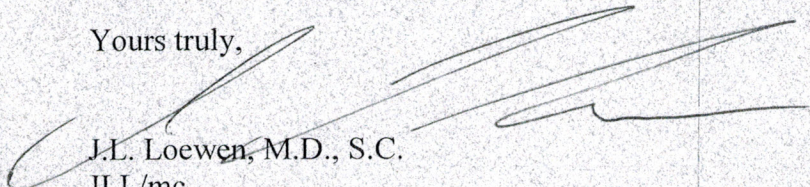
So the numbers are as follows: I used to add approximately 2-3 new patients a week to the practice in the 14 months before you were here. Now we are adding 3-6 new patients a week since we have gone with Purpose Launch. But that isn't the only thing that is amazing. The office staff have kept track of all the people that call the office to come in and, even though we only accept about 3-6 a week, we are averaging around 5 people a day that call the office and want to come in that we turn down because of their insurance. So there is an awful lot of exposure here. I am only taking the cream. But there is a lot of exposure that goes on besides this.

Also note that when we are referring to exposure the thing that I notice was that in the 50 miles around Niagara we are seen by 20,000 people who are in our target audience every month and of those 20,000 people there are approximately 660 potential new patients that click on to read the web page.

Also of interest is the fact that now that we are up and running and everybody can look at our web page we are now being e-mailed through Mayo and through Marshfield; they are sharing our content with their audience.

This can only increase my credibility as a physician and as a care provider. When I look at the actual dollars this is definitely profitable. There is no question that I appreciate you having brought this concept to my attention as I was of the old-school and did not imagine that people came to see a physician other than by what they heard from another person's mouth. Things have changed and now people go on-line to find out about their physician and it is pretty clear that adapting to this new concept is financially profitable for me. Thanks again Mike!

Yours truly,

  
J.L. Loewen, M.D., S.C.  
JLL/mc