



▶ **Brandofino Communications Properties...Now On The iPhone and iPod Touch!**

**Block Your Competition With Specialty-Exclusive Sponsorship of the FREE Doctor's Digest iPhone/iPod Touch Application**



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## Brandofino Communications Properties...Now On the iPhone and iPod Touch!



“Christine Chang, a New York-based healthcare analyst for the British research firm Datamonitor, is generally bullish on mobile devices because of their potential to break down the barrier that a computer in the exam room might create between physician and patient. She believes that Apple’s decision in early 2008 to allow third parties to develop applications for the iPhone could lead to greater adoption of EHRs and clinical decision support.

“The iPhone stands out from the rest of the currently available devices because of its functionality, ease of use, and, quite frankly, appearance,” Ms. Chang wrote in a March commentary sent to clients. With a screen larger and with greater resolution than that of the typical PDA or Smartphone, and with built-in Wi-Fi and cellular Internet connectivity, the iPhone can replace the standard cellphone, BlackBerry, pager, PDA, and tablet PC that a mobile physician might otherwise carry.

“With no little buttons to push, the iPhone’s touch screen brings easy-to-use technology to even the most technophobic provider,” Ms. Chang wrote. She also indicated that the ability to zoom in on images and move through screens easily would speed entry and retrieval of patient information.

“The iPhone’s functionality is undisputed—as a phone, camera, media device, and Web browser all in one device—who needs anything else?” Ms. Chang asked rhetorically”.

*Doctor’s Digest - Technology for Patient & Practice. - July/August 2008*

Brandofino Communications is dedicated to bridging the gap between the business of medicine and the practice of medicine. We have published many single-topic reference guides on subjects vital to healthcare today, written in consultation with thought leaders and experts. Our publications are very highly read, saved for future reference and passed along to other prescribers in physicians’ practices. Doctor’s Digest was cited as “the best read new publication launched in the past 10 years” by PERQ/HCI.

Over 800 experts have contributed to our editorial; our content has been disseminated by 28+ medical schools, universities and associations to its students and members and has been chosen as a preferred content provider for web portals of some of the top Pharma companies.

Brandofino Communications has been an innovator in adapting new technologies and media: **All our properties are available in print and e-applications, podcasts, Vodcasts, and radio segments-- Now On iPhone and iPod Touch!**

Our publications include:

- ❖ Doctor’s Digest for PCPs and Cards
- ❖ Single-sponsored editions of Doctor’s Digest
- ❖ Syndicated spinoffs featuring original editorial such as Doctor’s Digest for Oncologists. We will soon launch a Hospitalist version.
- ❖ Clinician’s Digest for NPs/PAs
- ❖ Pharmacist’s Digest
- ❖ Patient’s Digest, an interactive waiting room publication with dedicated patient website
- ❖ Front Desk Digest, for physician office staff

## We also created several practice management tools:

- ❖ MEMO Snap™ Medical Memo & Coding Management patient consult coder, a point-of-service system for facilitating optimal clinical disease state communications, providing more complete medical records and increasing the possibility of receiving third-party reimbursement. Available in print form and e-application for iPhone/iPod Touch, PDAs (MEMO-Snap™ Mobile).
- ❖ MEMO-Snap™ Message Mates, customized personal planners with an educational component for MD office staff
- ❖ MEMO-Snap™ Patient Reminders, a DTP compliance program

All are available in print and e-applications--Now On iPhone and iPod Touch!

***“Essential Practice Tips” from Key Opinion Leaders and contributing experts of Doctor's Digest will be delivered twice weekly to iPhone and iPod Touch subscribers. These powerful tips will educate HCPs on patient communications, reducing errors, patient compliance and more. You also have the option to include clinical disease abstracts designed to provide information for your related disease state.***

## **Benefits of Sponsoring Doctor's Digest, Clinician's Digest, Pharmacist's Digest on the iPhone**

### **\* NEW Genre Tab on the iPhone and iPod Touch – “Medical”**

- \* New Technology - Reach Early Adopters
- \* **“Essential Practice Tips” from hundreds of “Key Opinion Leaders”**
- \* 104 electronic uploads with “Essential Practice Tips” per physician annually
- \* **Call to action, click for sampling, PI and link your brand website add your Video URL**
- \* Delivered content vs. search and find
- \* HCP opt in for newsletters and other brand communications
- \* Therapeutic-category exclusive per medium ( Essential Practice Tips, Podcasts, Vodcasts)
- \* **Physician Specialty & Therapeutic targeted exclusivity (block competition)**
- \* Easily formatted with Splash Screen and sponsor information
- \* Include a link on your website directly to your sponsored Application (App)
- \* Expandable by product i.e. Newsletter etc
- \* Consistent pulsing of new content
- \* Seamless integration to all Doctor's Digest, Clinician's Digest e-library
- \* Premiere technology Vendor - Apple®
- \* Future i-compatibility with Google (Android phone technology)
- \* iTunes App stats for the iPhone

Apple® market research indicates there will be almost **80 Million iPhones and iPod touches** in use by the end of 2009. Apple® is committed to providing applications to physicians and other healthcare practitioners who own iPhones by dedicating an App category to them “Medical” and another App category for consumers interested in their health: “Healthcare and Fitness”. Here’s how it works:

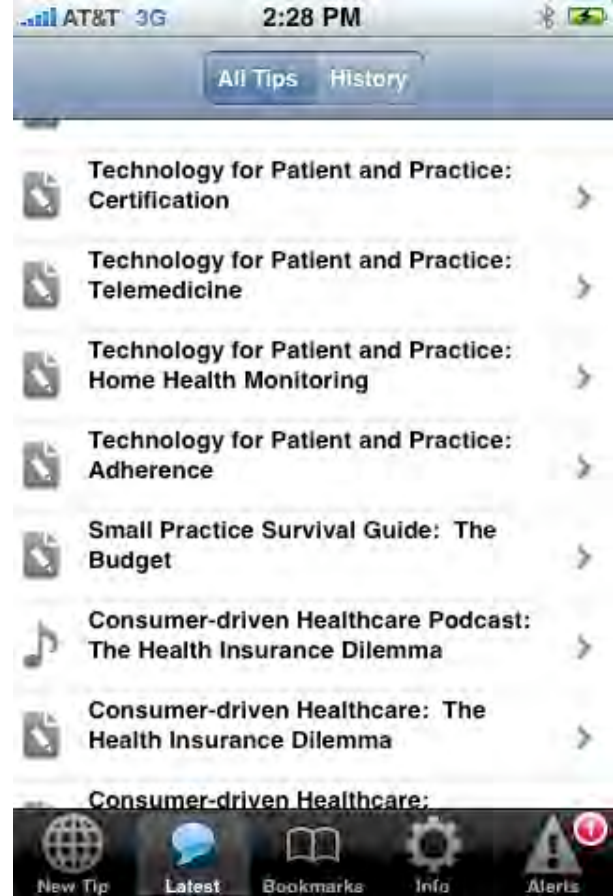
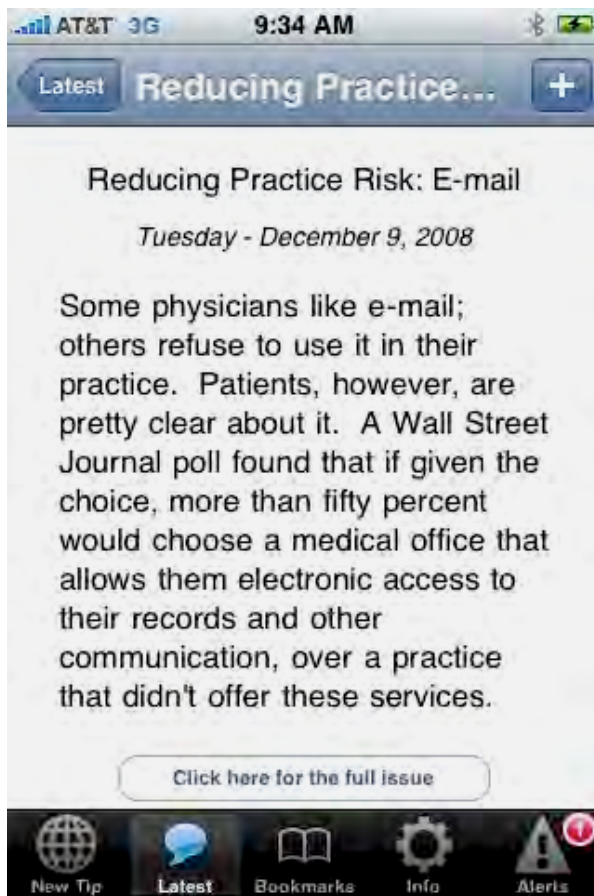
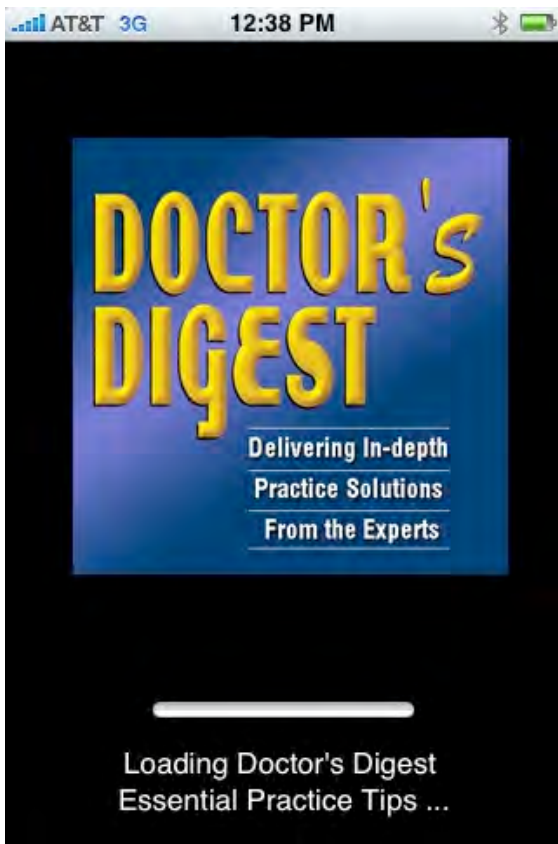
1. Medical professionals download the **Doctor’s Digest application (App) under the Medical category** in the iTunes App store <http://www.apple.com/iphone/appstore>
2. Medical professionals download the App and register by specialty, after which a Doctor’s Digest icon will reside on their phone giving them one-touch access to Doctor’s Digest offerings. Blinking and a gentle buzz (new iPhones/iPod Touch) will alert the physician that a new “Essential Practice Tip” has been uploaded. A Splash Screen comes up, containing your brand logo and 200-300 words of brand information, including a link to your website for full prescribing information and other offerings you provide, such as sales force contact.
3. Once past your brand logo Splash Screen, iPhone Users will access Doctor’s Digest Essential Practice Tips: 200-320 word practice-management content that links to an e-edition at [www.doctorsdigest.net](http://www.doctorsdigest.net), where they can learn more about that particular subject and view your brand ad embedded in the content. They will also be able to access the archive of the other issues of Doctor’s Digest.
4. Twice weekly, a new Doctor’s Digest “Essential Practice Tip” will be uploaded. Users will receive an e-mail monthly alerting them that new tips have been uploaded.
5. Your sponsorship of the “Essential Practice Tips” for your choice of specialty entitles you to a complimentary link for your brand on the iPhone website, an iPhone App sponsor link on your brand’s website and a free banner ad on [www.doctorsdigest.net](http://www.doctorsdigest.net), currently receiving 250,000 Page Views per month (a \$14,400 value).

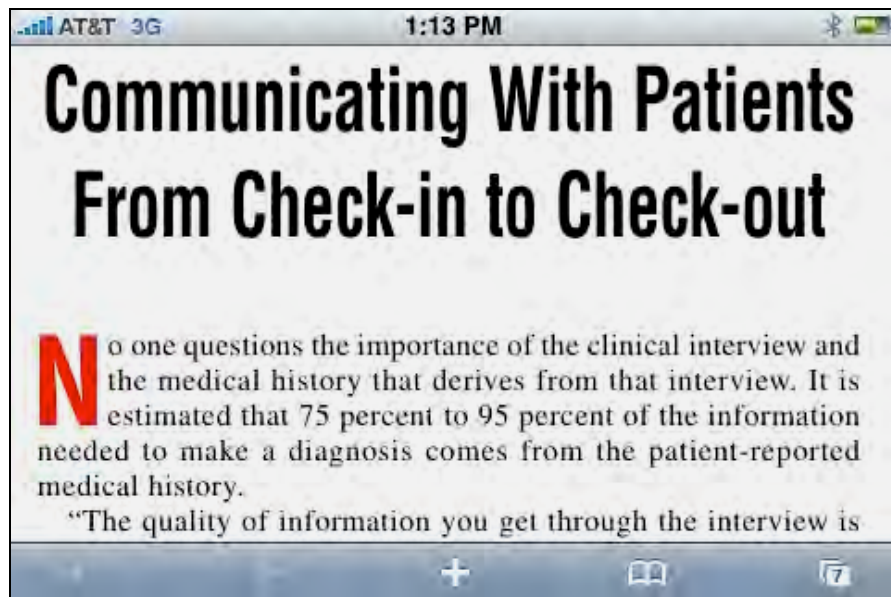
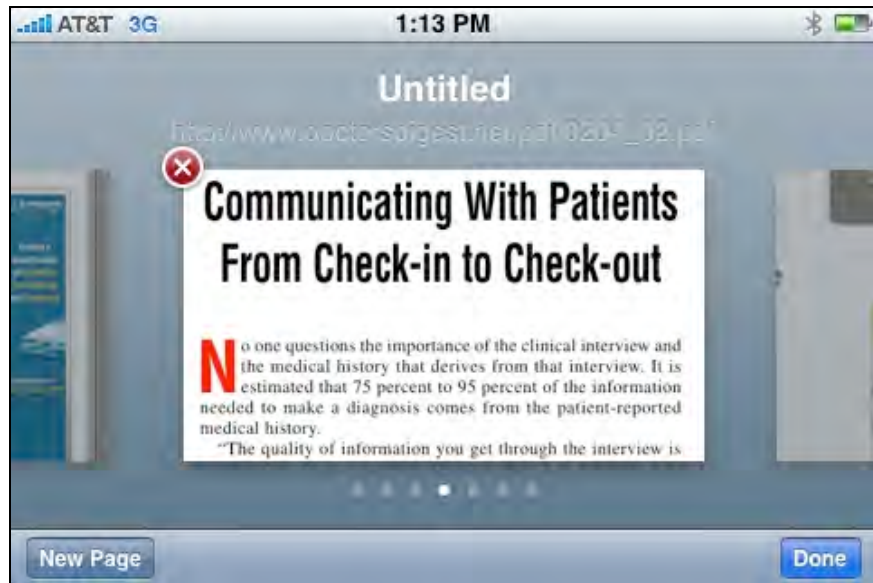
Doctor's Digest Pilot Program Discount applies: All Costs are Net

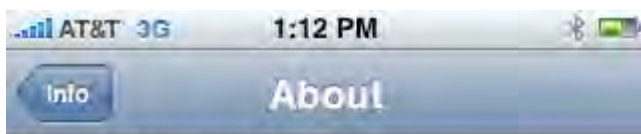
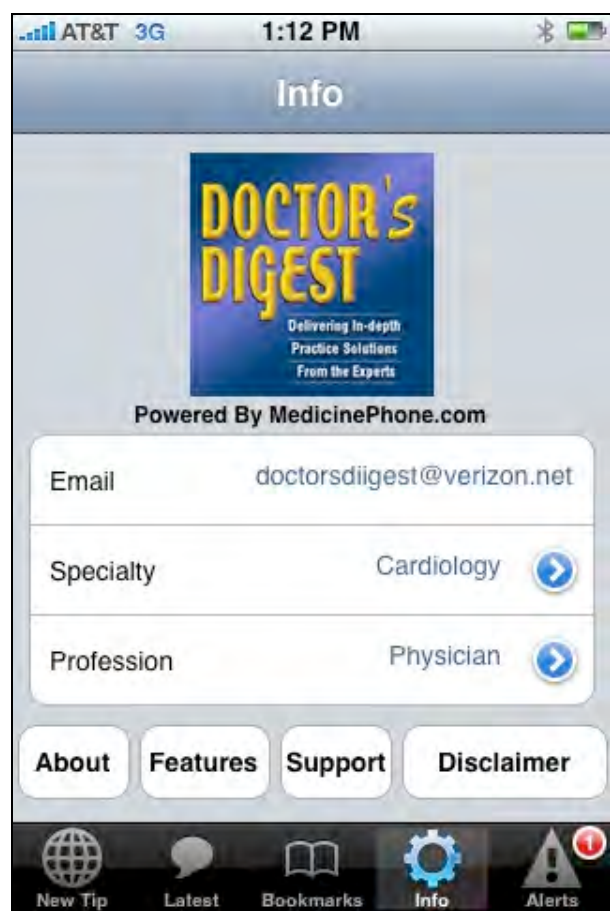
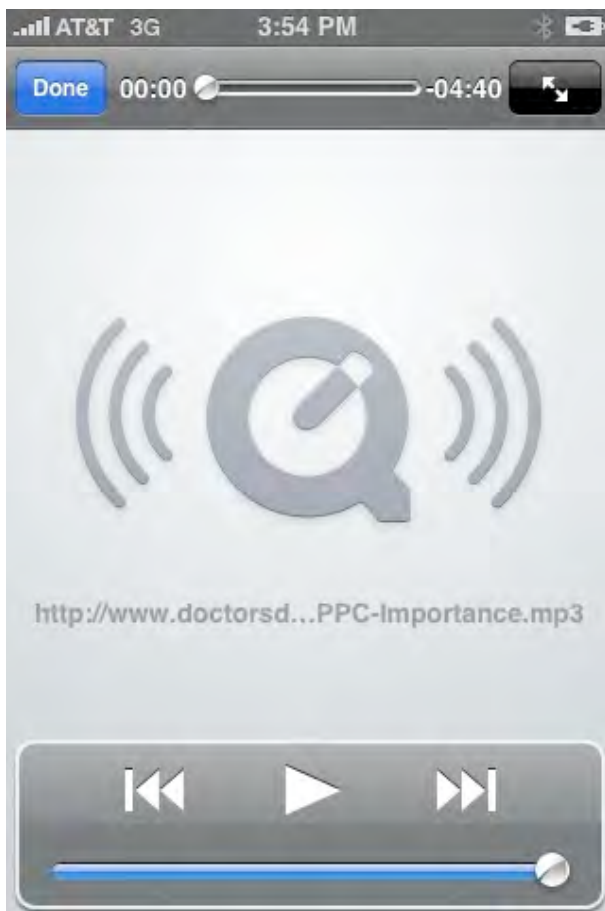
Specialty Qty	Cost	Discount	Discounted Cost
15,000	\$12,000	Less 25%disc.	\$9,000
20,000	\$15,600	Less 25%disc.	\$11,700
25,000	\$19,500	Less 25%disc.	\$14,625
30,000	\$23,500	Less 25%disc.	\$17,625
35,000	\$27,300	Less 25%disc.	\$20,475
40,000	\$31,200	Less 25%disc.	\$23,400
45,000	\$35,100	Less 25%disc.	\$26,325
50,000	\$39,000	Less 25%disc.	\$29,250
55,000	\$42,900	Less 25%disc.	\$32,175
60,000	\$46,800	Less 25%disc.	\$35,100
70,000	\$54,600	Less 25%disc.	\$40,950
80,000	\$62,400	Less 25%disc.	\$46,800
90,000	\$70,200	Less 25%disc.	\$52,650
100,000	\$78,000	Less 25%disc.	\$58,500
125,000	\$97,500	Less 25%disc.	\$73,125
150,000	\$117,000	Less 25%disc.	\$87,750
175,000	\$136,500	Less 25%disc.	\$102,375
200,000	\$156,000	Less 25%disc.	\$117,000
225,000	\$175,500	Less 25%disc.	\$131,625
250,000	\$195,000	Less 25%disc.	\$146,250
275,000	\$214,500	Less 25%disc.	\$160,875
300,000	\$234,000	Less 25%disc.	\$175,500

***Doctor's Digest iPhone and iPod Touch Application Screen Shots***

Your ad with three URL links appears in the splash screen below





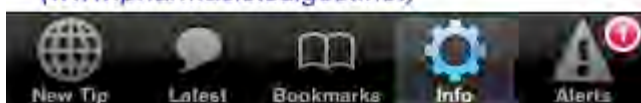


## About Doctor's Digest

Doctor's Digest is dedicated to bridging the gap between the business of medicine and the practice of medicine. These bimonthly single-topic reference guides on subjects vital to practice management today are written in consultation with thought leaders and experts. Over 800 key opinion leaders have contributed to our editorial; our content has been disseminated by 28 medical schools, universities and associations to its students and members. Please view our Reader Reviews and 2009 Editorial Calendar at [www.doctorsdigest.net](http://www.doctorsdigest.net).

Other Brandofino Communication publications and properties include:

- Clinician's Digest for NPs/PAs ([www.cliniciansdigest.net](http://www.cliniciansdigest.net))
- Pharmacist's Digest ([www.pharmacistsdigest.net](http://www.pharmacistsdigest.net))



## Features

Each "Essential Practice Tip" was based on information from an issue of Doctor's Digest. For expanded information from that chapter or for more expert practice management solutions, go to [www.doctorsdigest.net](http://www.doctorsdigest.net) to the e-subscriber login box in upper right-hand corner and type DIGEST for username and DIGEST for password. Use our new "Key Word Search" feature to find even more information!

Congratulations! You have been given a free e-subscription to Doctor's Digest with the upload of this application. With your free e-subscription, you will receive bi-monthly e-alert notification of new issue uploads and you can access Doctor's Digest e-library of single-topic practice management solutions, Podcasts and Vodcasts at any time, 24/7.

Complimentary e-Subscriptions for Your Colleagues:



### Other Options for Your Brand:

Your brand will have several other opportunities to capitalize on HCP iPhone/iPod Touch usage. Please note you will be given right of first refusal on these other sponsorship options for your specialty. If you do not choose to sponsor them, don't worry—we will not sell them to another brand in your therapeutic category for that specialty.

### Additional options include:

- Sponsor “Essential Practice Tips” Podcast s and Vodcasts on iPhone. Cost: TBD
- Clinical Disease abstracts (supplied by client) Cost: TBD
- Sponsor a Bimonthly opt-in Doctor's Digest e-newsletter to be delivered via iPhone/iPod Touch. Doctor's Digest will broadcast your e-newsletter to your brand's targeted e-mail list at no additional cost. Cost: TBD

Please ask us about custom Apps for:

- ❖ Clinician's Digest
- ❖ Pharmacist's Digest
- ❖ Hospitalist's Digest
- ❖ Dentist's Digest
- ❖ Patient's Digest
- ❖ Front Desk Digest
- ❖ And **MEMO-Snap™** for the iPhone and iPod Touch!

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