

## Finding and Reaching the Right People is Critical to Success

OneMedPlace has aggregated profiles on thousands of investors, business development executives, entrepreneurs, and media professionals who have registered at our website or attended our OneMedForums. We collect profiles of their specific interests to offer them targeted information. Our member companies can access this growing database of investors and executives by keyword search to find people, resources, companies, and corporate videos.



### Distribution via Sentinel

The Sentinel is a weekly e-newsletter tracking major trends and developments in healthcare and medicine and the companies and technologies involved with links to member company profiles.

The Sentinel also includes our *New Companies & Technologies Report* which lists little known companies with promising technologies from around the world.

The Sentinel is a powerful research and business development resource for those engaged in finding, funding, and building companies. It is a powerful vehicle to gain global exposure to the right audience.

#### Why the Sentinel?

- Publicizes less-known and often overlooked company news and developments every week
- Yahoo Finance and Google News often list Sentinel articles with top results
- Since 2007, the Sentinel has written over 1000 stories focused on emerging healthcare and life science companies

### Targeted Distribution via Email

OMP can execute a focused email campaign to reach those we believe would be interested in specific technologies or companies.

Personalized emails delivered with high quality video can be very effective and lead to viral distribution.

#### Why Targeted Distribution?

- Investment opportunities delivered to those business development executives and investors that have expressed interest in your specialty.
- Packaging your message in video format encourages viral distribution.

### Social Media Services

New vehicles are changing the marketing landscape. OneMedPlace helps member companies develop strategies to properly utilize new digital platforms and tools.

**Consulting:** Conduct an audit of a company's current approach to its entire online communications strategy. OMP provides ideas, insight, best practices, and approaches to implementation.

**Implementation:** Based on the strategic objectives of your company, we develop an overall strategy and assist in the execution of a social media communications strategy.

#### Why Social Media?

- Facilitate online conversations, business connections, information sharing, and collaboration in semi real-time 24/7
- Increasingly, journalists, bloggers and VC groups search for real-time information on social media networks to find emerging growth companies



### Benefits of Distribution

Capitalize on the OneMedPlace Network to reach the right audience effectively. Email [info@OneMedPlace.com](mailto:info@OneMedPlace.com) to learn more.