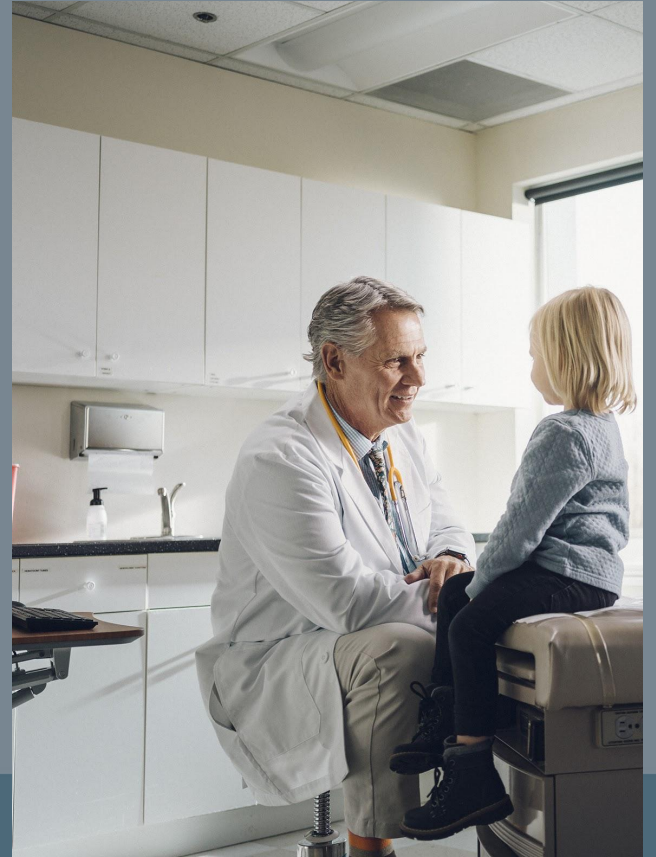


# Podium + Healthcare



# Podium is modernizing local business

Our Investors:



Accel

SUMMIT PARTNERS



Combinator

Our Awards:



# Patient expectations are rapidly changing.

Healthcare Practices increasingly differentiate themselves through their patient experience and the online/offline models each offer unique approaches to stand-out with patients

## OFFLINE

- Ability to provide immediacy
- Unique experiences
- Deeper relationships

## ONLINE

- Increased convenience
- Better analytics
- Ability to personalize



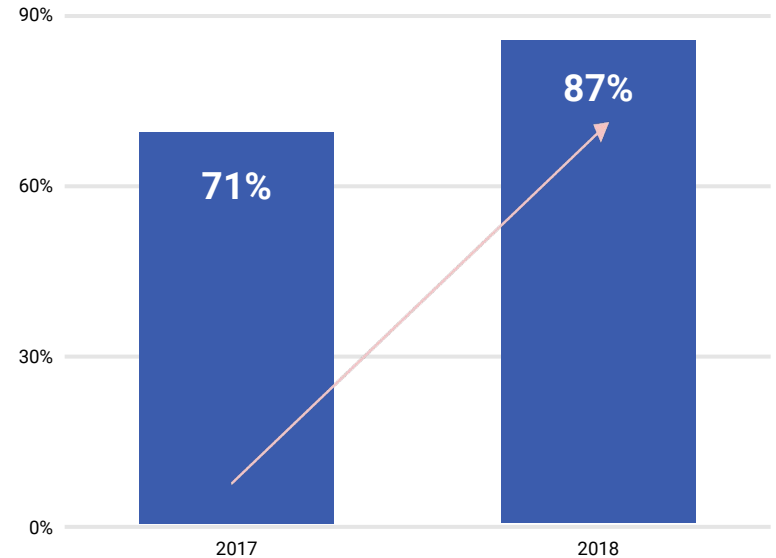
## Healthcare Organizations need to engage patients online to drive clinic revenue.

Healthcare Organizations need to proactively manage their online presence

Smartphones are making it easier to research providers online before making an appointment or purchase

All categories will be impacted by this trend

Share of customers starting their research online



Source: Publicis.Sapient & Salesforce, August 2018



● hospital near me  
Search term

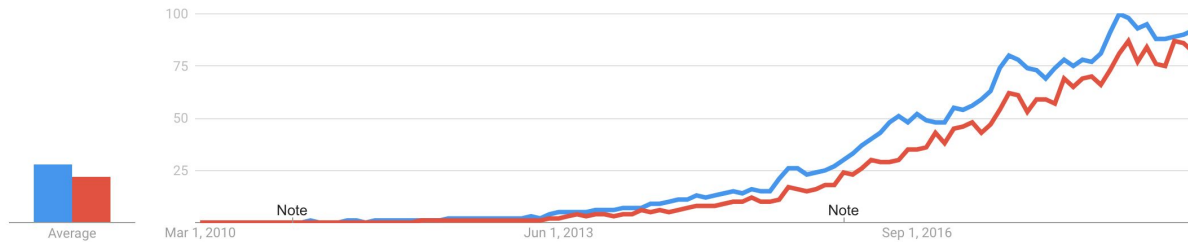
● doctor near me  
Search term

+ Add comparison

United States | 2/6/10 - 3/6/19 | All categories | Web Search

Interest over time

Download, Zoom, and Share icons



# Local Search: “Near Me” & “Best”

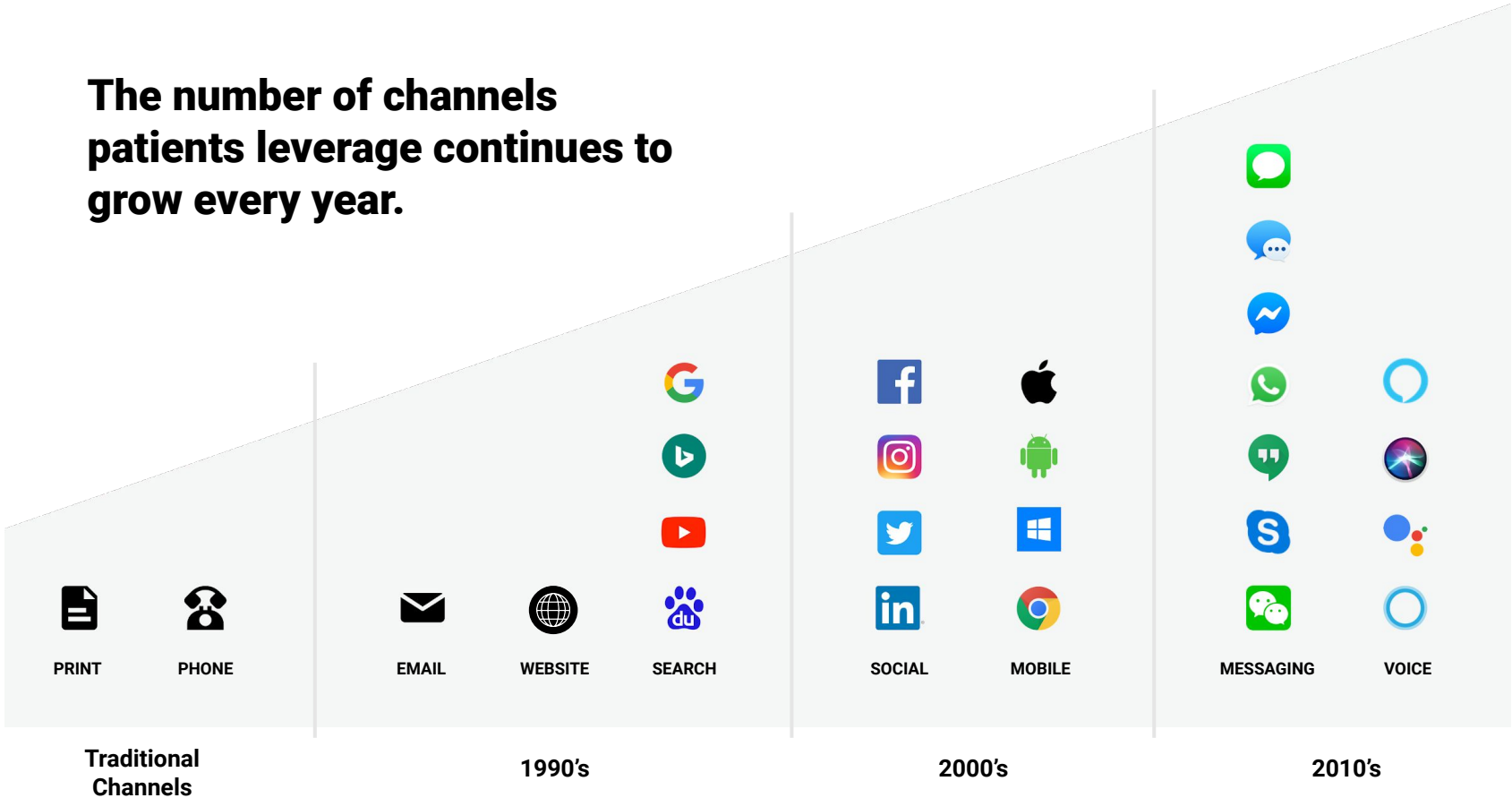
Potential patients **searching** have risen exponentially.

**400% rise in local healthcare searches since 2016**

**Reviews are a top Influencer of Local Search Ranking**



**The number of channels patients leverage continues to grow every year.**



# TODAY'S PATIENT JOURNEY



AWARENESS



REVIEWS



CONSIDERATION



WEBCHAT



APPOINTMENT



PAYMENTS



RETENTION



FEEDBACK



RECOMMENDATION



REVIEWS

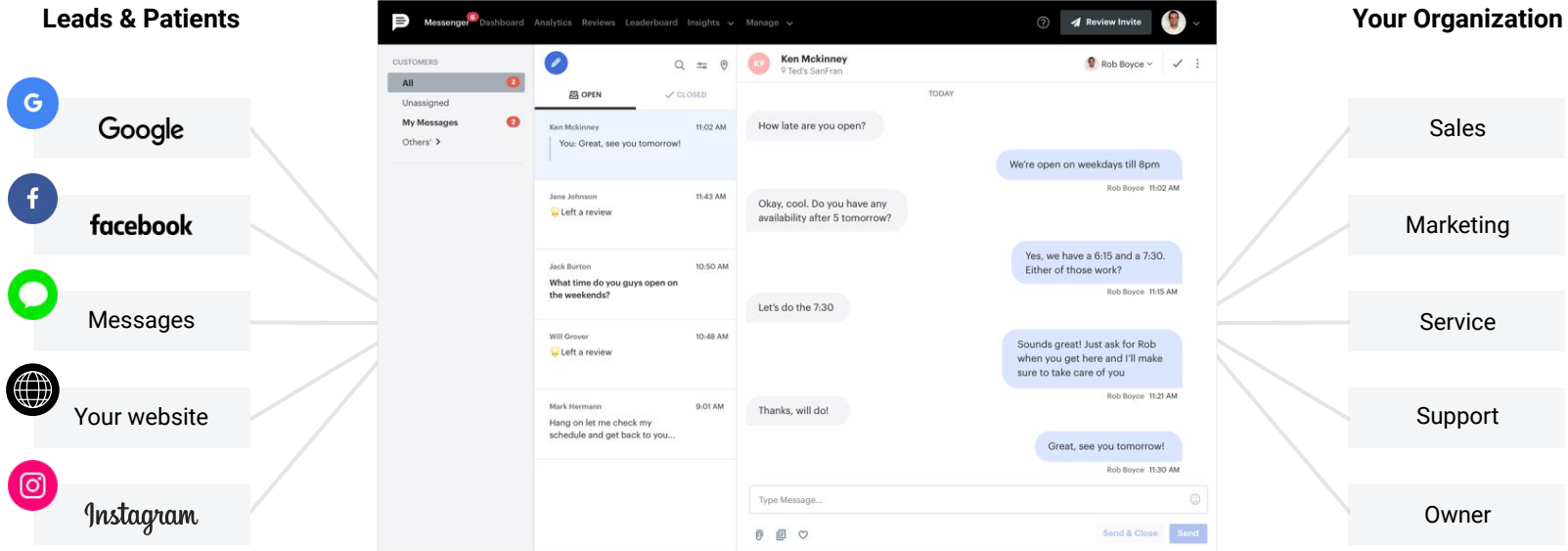


MESSENGER  
TEAMCHAT



PODIUM

# A single solution for connecting with leads, patients, and teams.





# Through simple interactions, Podium helps you:

## Get *Found*

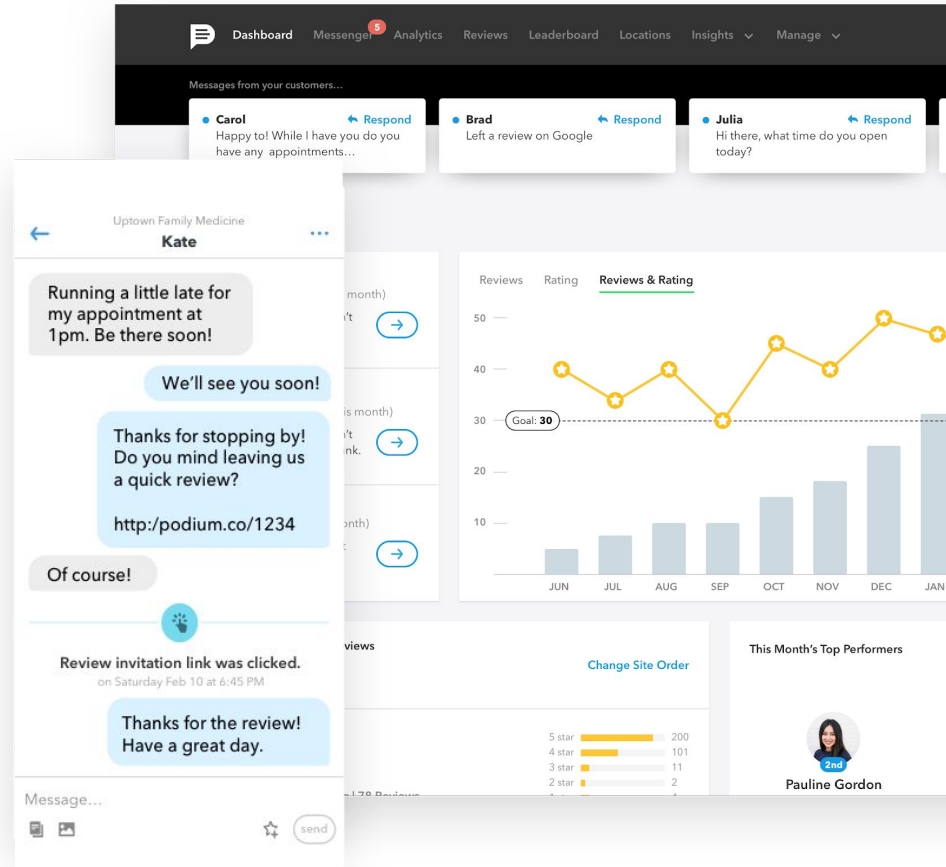
Rank higher on Google search

## Get *Chosen*

Reach patients on convenient channels

## Get *Connected*

Reach patients on convenient channels



# PRODUCT DEMO



Collect **Reviews**

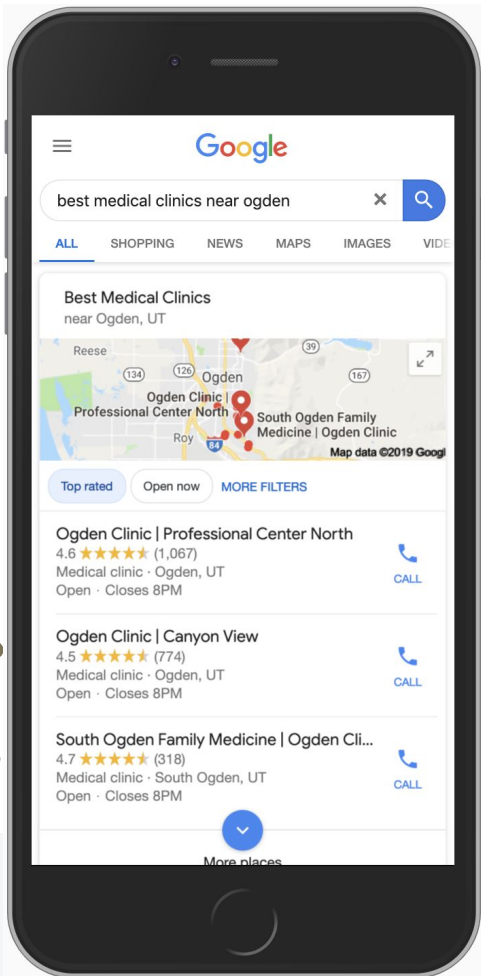


Optimize **Webchat**

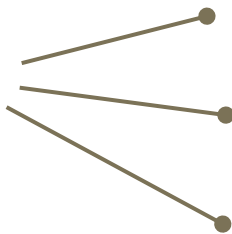


Gather **Feedback**

# Reviews



70% of clicks



# Get found through reviews.

Potential patients use the **Map Pack** to make decisions.

**98% of searches include a Map Pack**

**34% of the Google Algorithm is based on reviews**



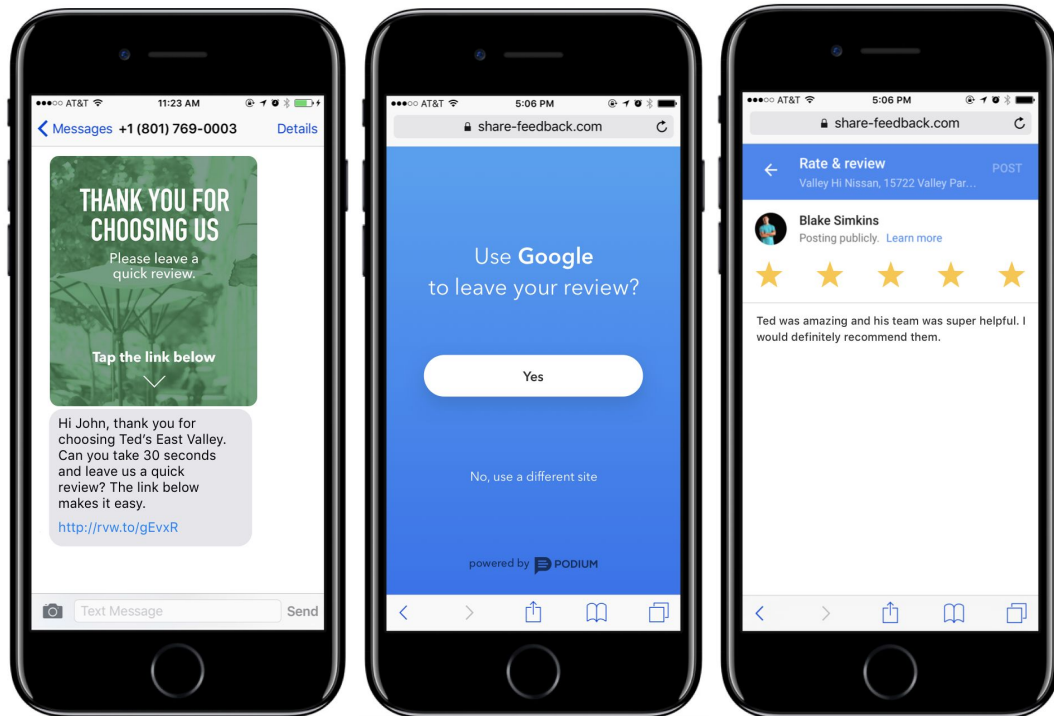
# Reviews



*Collect thousands of reviews and take control of your online reputation.*

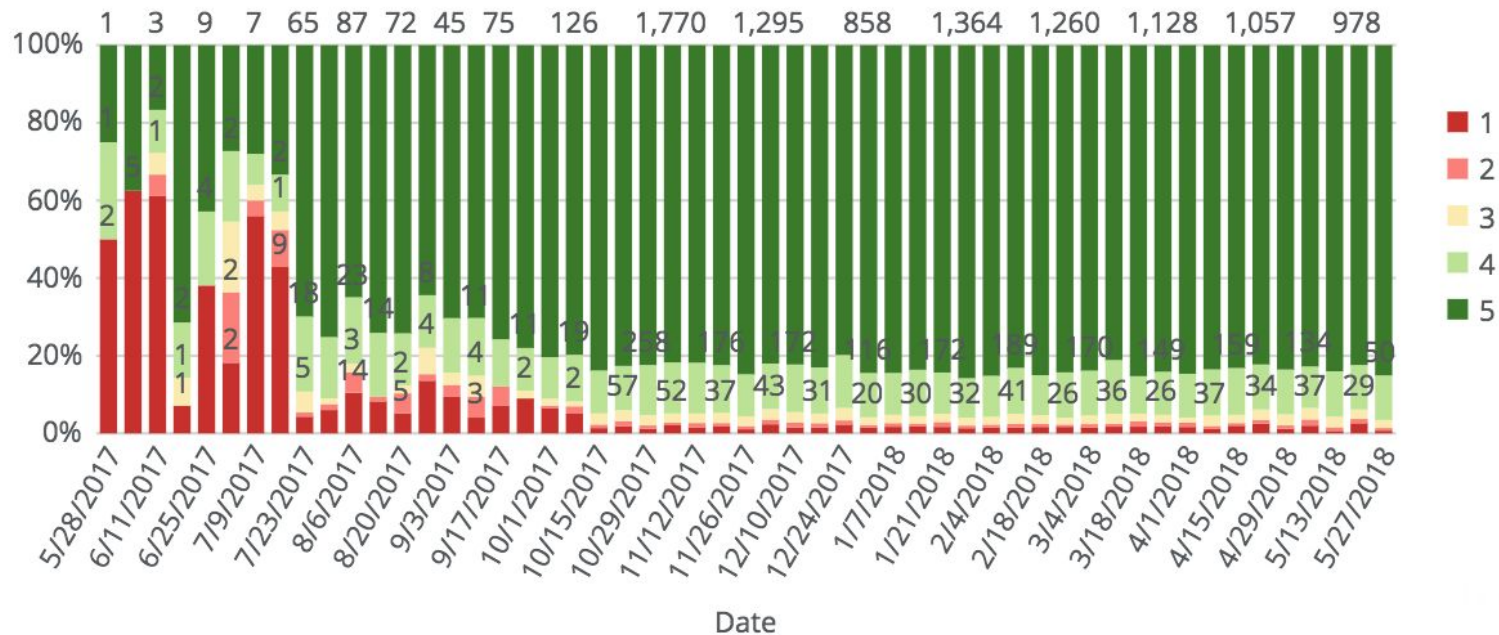
- Automated Text Message Invites
- Proprietary Review Flow
- Capture Reviews on Google & other sites
- Increase Local SEO Ranking
- Drive new patient acquisition

**Get Found & Chosen**



# We Capture Your Promoters Voice

Average Podium Rating = 4.7

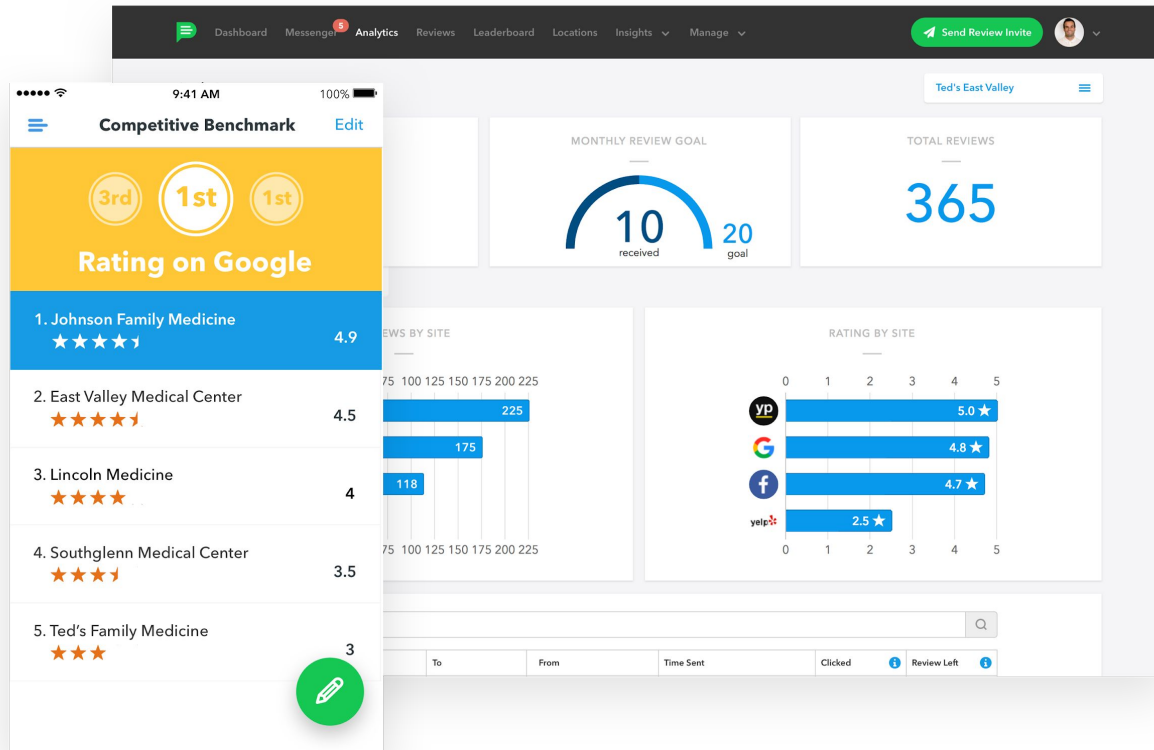


PODIUM

The screenshot displays the Podium Reviews dashboard. At the top, a navigation bar includes links for Dashboard, Messenger (with a notification badge of 6), Analytics, Reviews, Leaderboard, Locations, Insights, and Manage. A 'Send Review Invite' button and a user profile icon are also present. Below the navigation, the 'Reviews' section is active, showing 'All Reviews' and 'Needs Response (4)'. A 'Generate Reports' button is visible. The main review card shows a 4-star rating from Cameron Boone, posted 30 minutes ago. The review text reads: 'Overall Ted's was super helpful. However, I was a little put off by the wait time. I got there around noon and ended up waiting about 30 minutes before I was taken care of. On a positive note, the location is very convenient, the staff was friendly and very helpful, and the service was quick after interacting with one of the employees. Overall, I'd recommend Ted's. My wife and I have been going to various locations in California and New York for the past few years and I wouldn't go anywhere else. I'm pretty sure that the wait time was a fluke since it hasn't happened before.' Below the review is a text input field 'Respond as Ted's East Valley' and a 'reply' button. On the right, a 'FILTERS' sidebar contains a search bar and three dropdown menus: 'Min Rating' (set to 1), 'Max Rating' (set to 5), and 'Date Range' (set to All Time).

- Respond to all reviews from a centralized dashboard
- Manage at the corporate or location level
- Receive notifications on reviews that need response





- In-depth analytics on review performance
- Rating reports across multiple review sites
- Pacing to review goal by location
- Review response in platform



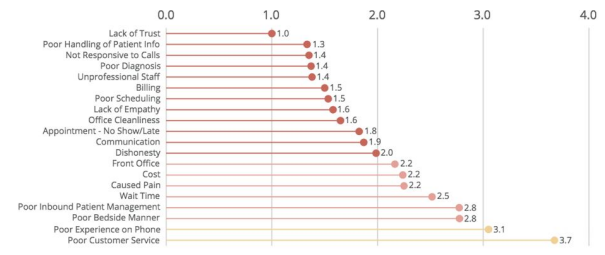


SENTIMENT ANALYSIS

Reasons for Poor Reviews



Average Rating by Issue



Reasons Over Time Trend

- Sentiment Analysis across all reviews and locations
- Rating broken down by issue
- Trends over time to track improvement on rating issues





# Nation's Largest Urgent Care Provider



**From a network rating of  
2.8 to 4.3**



**Total Number of locations  
350+**



**90% of locations  
increased local SEO rank**

# Webchat

# Centralize every lead & patient interaction.

Talk to patients on their preferred channel and manage interactions from one inbox.

Rich notifications

Assign conversations

Advanced messaging filters

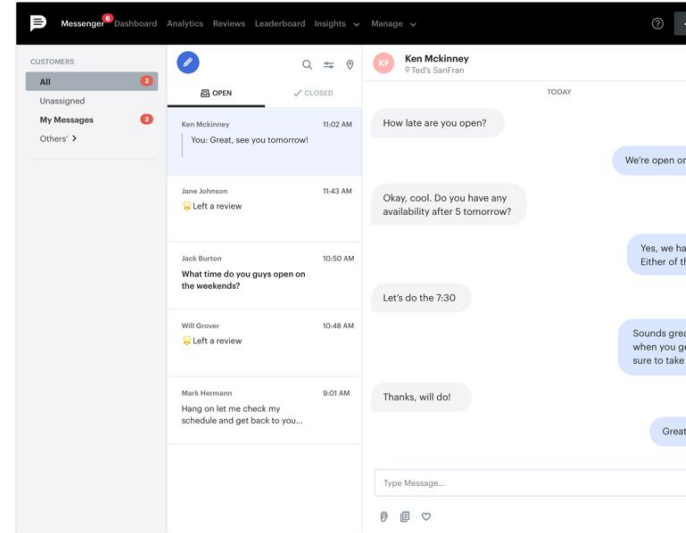
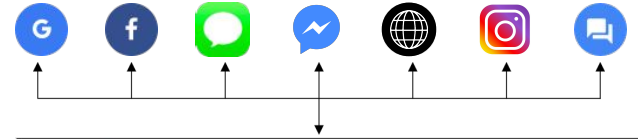
Customized templates

Google Business Messaging

Facebook Messenger

Webchat

Apple Business Chat



PODIUM

**We'll text you!**

Enter your information below and one of our reps will respond via text shortly


Name  
Thomas Grey

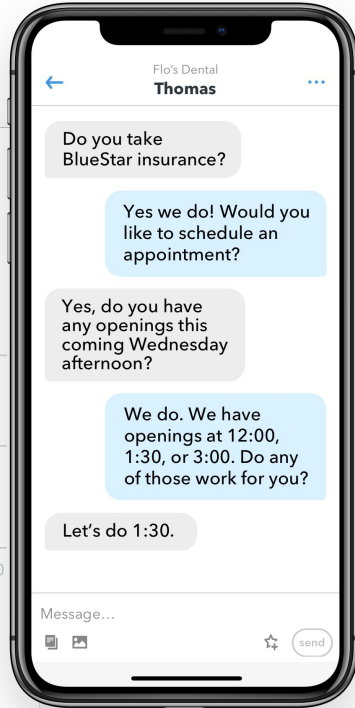
Cell Phone  
(801)-759-3239

Message  
Do you take BlueStar insurance?

97/500

**Submit**

Powered by Podium 



# Webchat

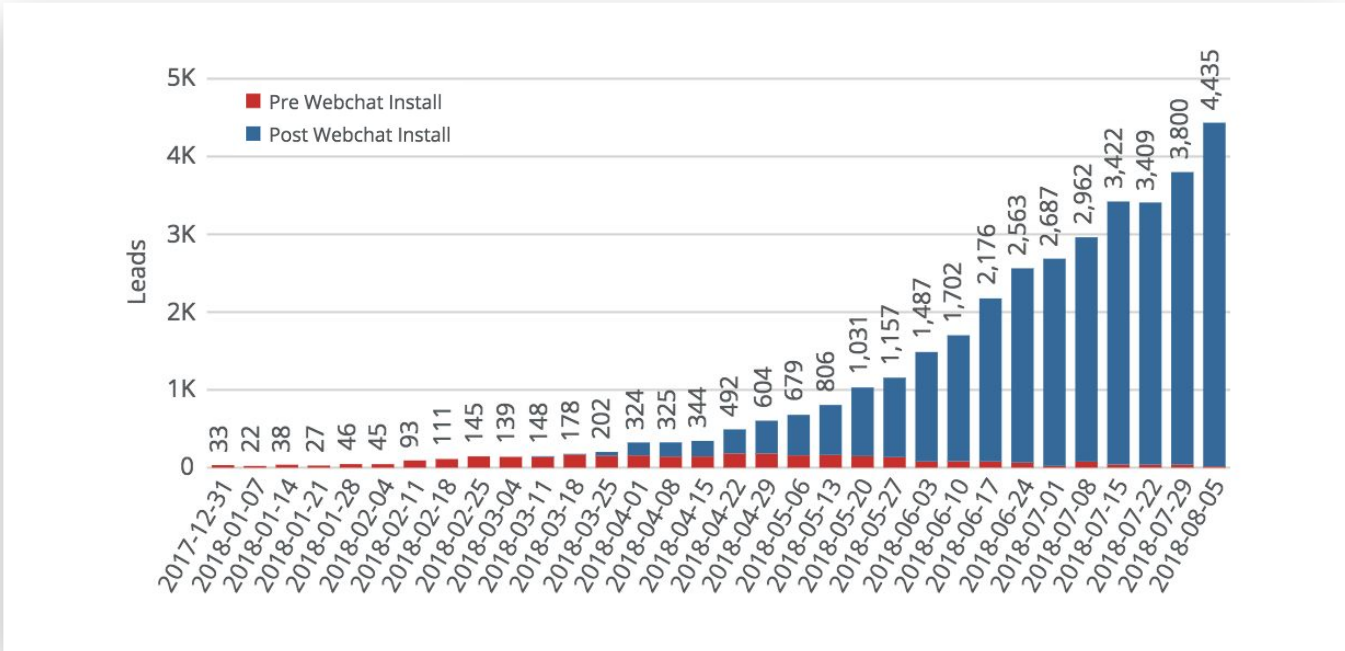
*Immediately capture leads on your website.*

- Collect visitors' names and numbers
- Take the conversation to text

**Webchat users see 8x more inbound opportunities.**



# Webchat Inbound Leads



**Podium users who added Webchat to their website saw inbound leads convert to patients at a 15% rate**



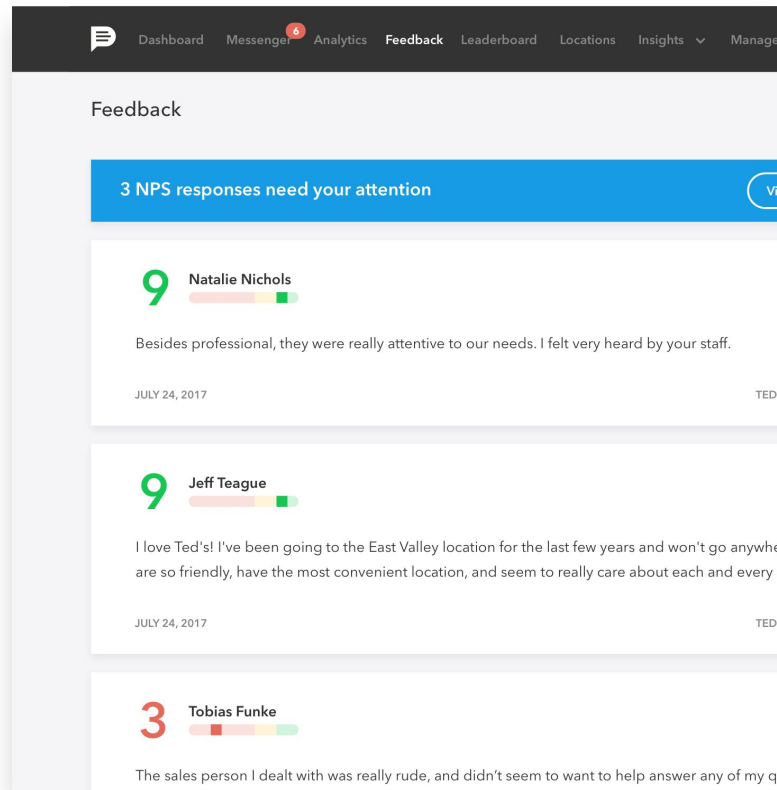
# Feedback

# Feedback

*Understand your patients and deliver a better experience.*

**40% of patients  
respond to  
Podium Feedback**

**70% of patients who  
respond do so within  
an hour**



The screenshot shows the Podium Feedback dashboard. At the top, there is a navigation bar with links for Dashboard, Messenger (with a red notification badge), Analytics, Feedback, Leaderboard, Locations, Insights, and Manage. Below the navigation bar, the page title is "Feedback". A blue banner at the top of the content area states "3 NPS responses need your attention" with a "View" button on the right. The main content area displays three feedback entries, each with a score, name, and a progress bar:

- 9** Natalie Nichols: Besides professional, they were really attentive to our needs. I felt very heard by your staff. (JULY 24, 2017)
- 9** Jeff Teague: I love Ted's! I've been going to the East Valley location for the last few years and won't go anywhere else. The staff are so friendly, have the most convenient location, and seem to really care about each and every patient. (JULY 24, 2017)
- 3** Tobias Funke: The sales person I dealt with was really rude, and didn't seem to want to help answer any of my questions. (JULY 24, 2017)



# Feedback



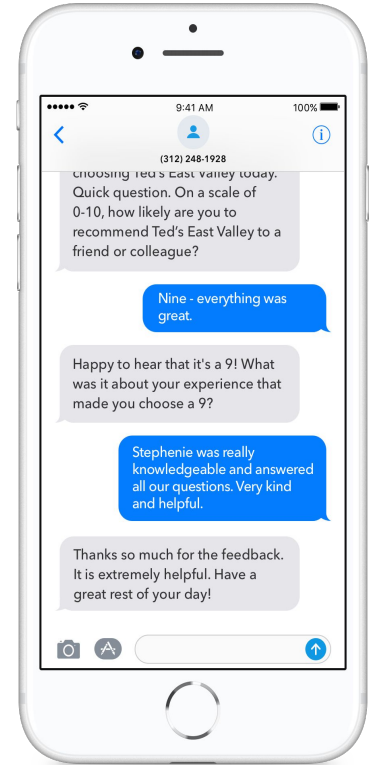
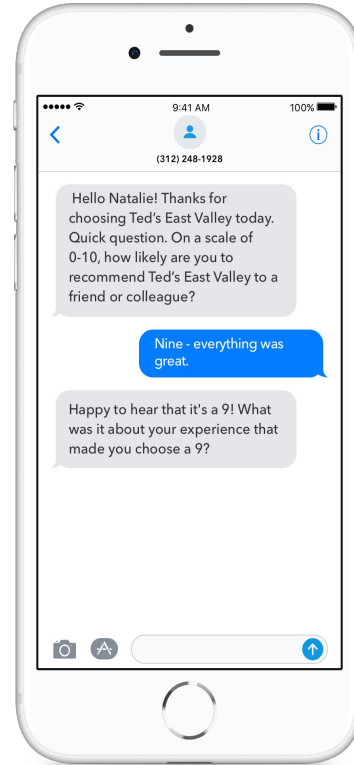
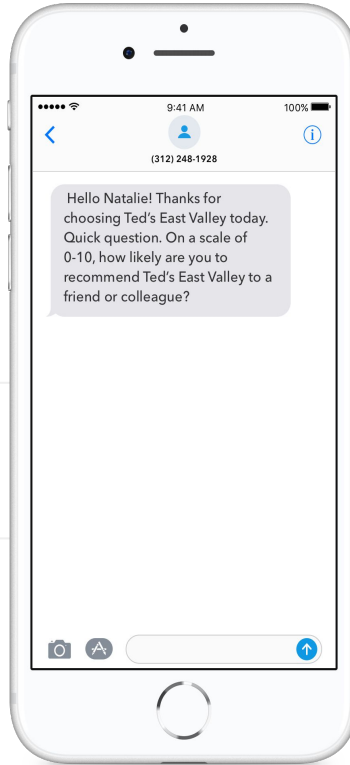
Customizable text **messages**



**No redirect link**



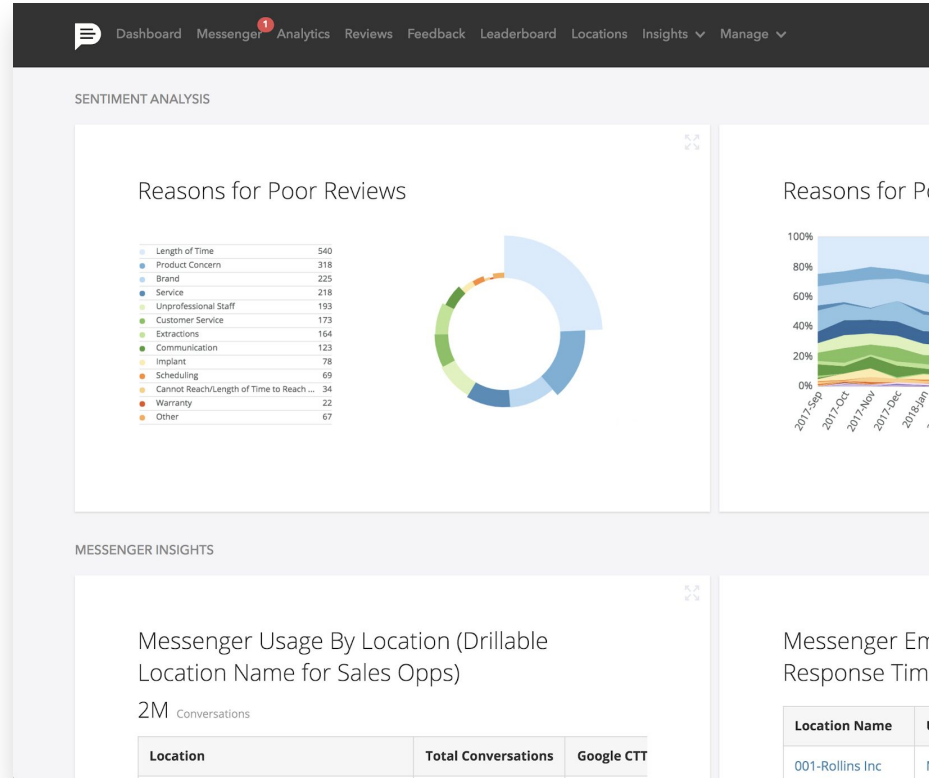
**AI technology** auto response



**Feedback**

# Gain actionable Feedback insights.

- Identify things your patients love and areas that need improvement
- See common keywords, phrases, and trends
- Organize feedback by physician, location, department, and more
- 40% avg. response rate



# PODIUM + REDOX

## Integration



### **Redox**

- Redox provides a scalable integration platform that simplifies the way healthcare organizations exchange data and adopt innovative technology solutions by creating a mid-tier abstraction layer above source systems like EHRs that provides a standardized way to send and receive data.

### **Requirements**

- Patient Name, Contact Info, Visit Provider, Visit Location, Date & Time.
- VPN connection between Redox and the Healthcare Organization
- Active outbound SIU HL7v2 feed or corresponding web service

### **Workflow**

- As patient appointments are completed at the Healthcare Organization, Redox will receive an outbound SIU HL7v2 interface message from the Healthcare Organization. Upon receipt, Redox will use the Scheduling Data Model to post the patient and appointment information to Podium.



**THANK YOU FOR  
YOUR CONSIDERATION**