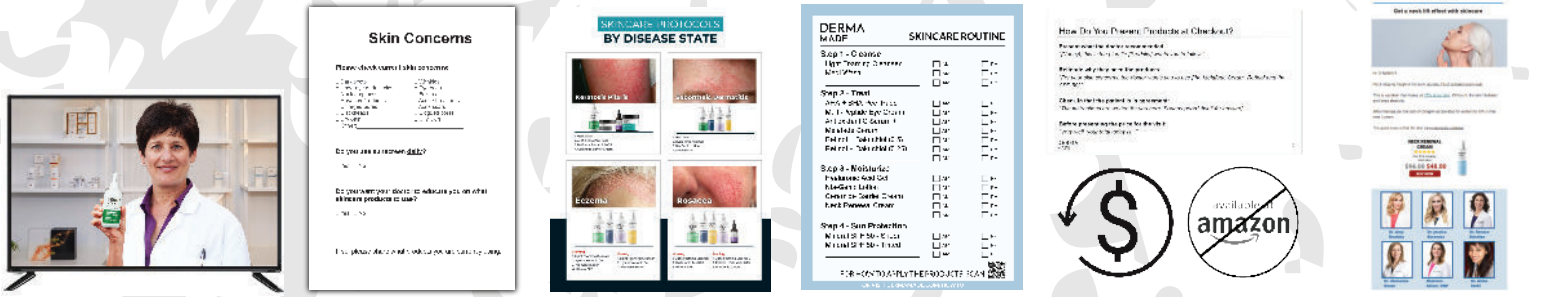


# \$1.4 Million Product Revenue Case Study

Our client The Derm is a dermatology practice located outside of Chicago with 6 providers. They implemented all Derma Made products and protocols for disease states and cosmetic patients. Our price point of \$20-\$50 allowed them to offer options to everyone in their patient demographic.

## We Implemented Our 360 Marketing Support



**1. Educational Videos**

65% Of patients are visual learners.

**2. A Skincare Intake Form**

Patients open dialogue about skincare with provider.

**3. Disease Protocols**

Physician-developed protocols for many skin conditions.

**4. Take-Home Instructions**

Give patient specific instructions of when to use what.

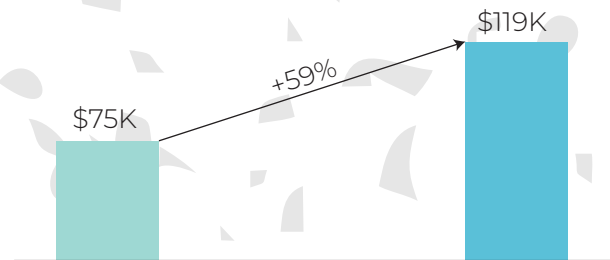
**5. Money-Back Guarantee**

100-Day money back guarantee eliminates selling.

**6. Ecommerce & Email Marketing**

“Done-for-you” email marketing & ecommerce.

Product revenue grew from \$75k to \$119k per month.



## What's Your Product Revenue Opportunity?

**In-Office**

Patient Volume \_\_\_\_\_  
 x (% who buy skincare): 20%  
 x (average order value): \$108

= (in-office product revenue) \_\_\_\_\_

**Online**

Patient email list: \_\_\_\_\_  
 x (average revenue per month per email subscriber): \$ .70

= (online product revenue) \_\_\_\_\_  
 x practice revenue share (23%) = \_\_\_\_\_