

reaching healthcare industry **Customers**



SERVICES AVAILABLE

- **DIRECT MARKETING**
Connect with email, online and social media.
- **EVENT SPONSORSHIP**
Associate your brand with whitepapers, conferences, local events and giveaways.
- **CHANNEL PARTNERSHIPS**
Exchange content and platforms to reach even more customers.

WE TREAT THE MEDICAID INDUSTRY LIKE A BUSINESS. JUST LIKE YOU DO.

We began with one simple concept in mind – think of Medicaid as a massive industry. Besides the healthcare services provided to Medicaid enrollees, there are hundreds of thousands of people that process claims, build software, consult with hospitals – just to name a few segments. Those people need services and products to help them do their jobs, increase their revenues and improve their skills.

And that's where Mostly Medicaid comes in.

Because most publishers in the Medicaid industry don't treat the industry like a business – and we do – we are uniquely positioned to reach your customers. We have built a brand those professionals trust to bring non-biased information to them.

And now it's time we tell them about you.

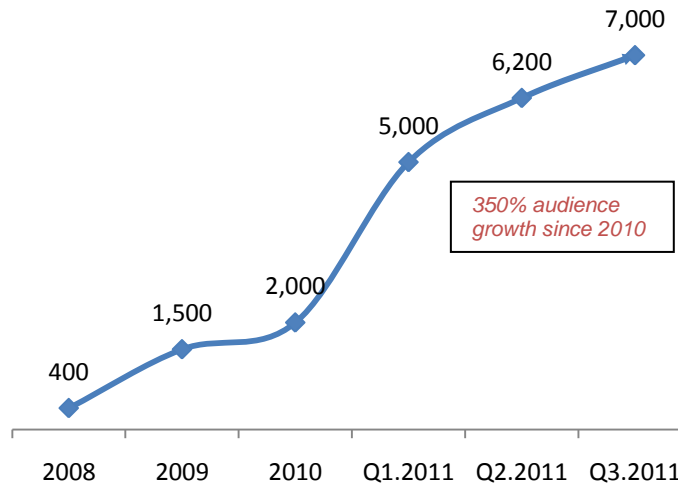


Mostly Medicaid
Marketing services

Why should we market our services or products with Mostly Medicaid?

- Mostly Medicaid has a unique and strong brand in the Medicaid industry
- Our market influence continues to grow. Our audience grew by 350% between 2010 and Q3.2011.
- We offer multiple options for better integration and positioning of your brand. We go beyond the limited advertising options available from most publishers

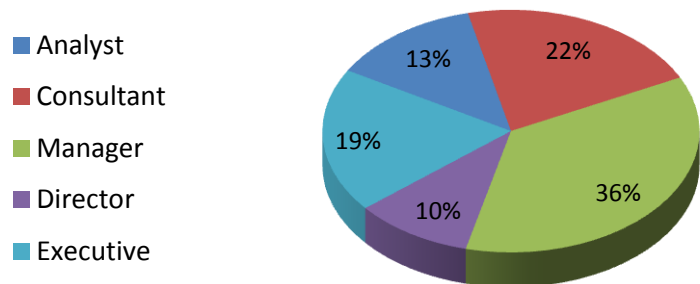
Growth in MM Audience (People Reached): 2008 - 2011



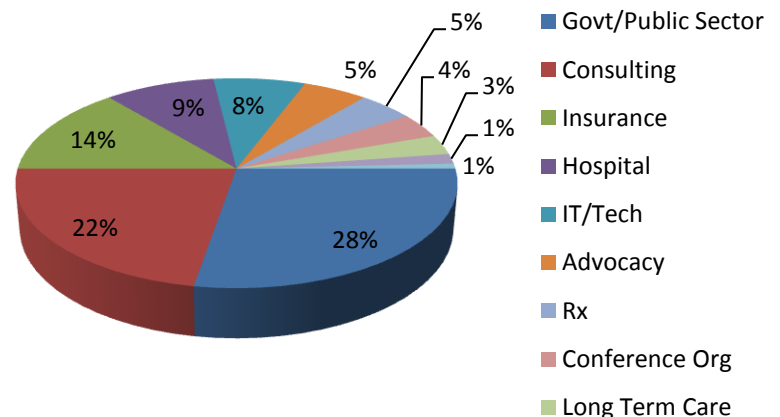
Who does Mostly Medicaid reach?

- We reach decision makers and influencers across all key industry segments. 65% of our audience is in management roles, with 19% in executive roles.
- We also reach other key influencers in the industry. 35% of our audience relies on our information products to conduct analysis and provide valuable consultation to clients.
- We have the ear of key officials in the Govt/Public Sector segments. Medicaid Directors and CMS decision makers want to know what we have to say.
- We also reach a large number of key influencers and decision makers in consulting firms, hospitals, insurance firms, and IT providers.

% of MM Audience

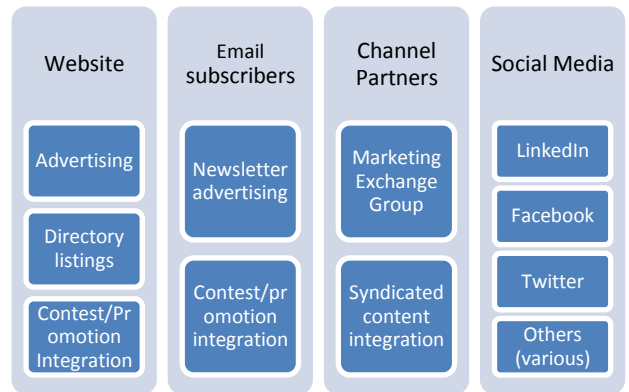
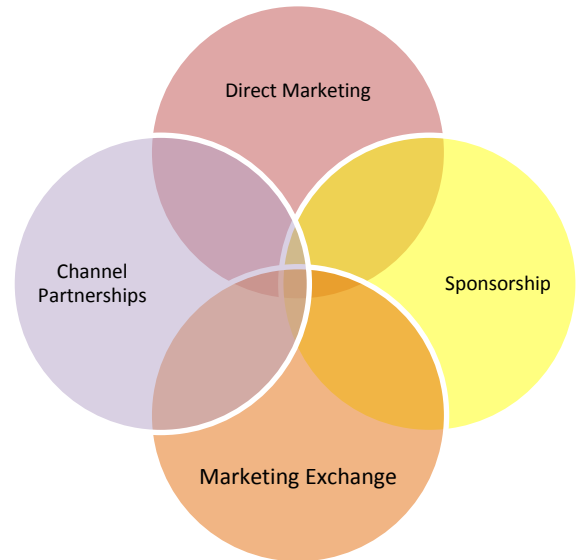


% of MM Audience, by Segment



What are my options for marketing with Mostly Medicaid?

- **Direct Marketing** We offer multiple ways to reach customers, including various online and email-based options.
- **Event, Content and Contest Sponsorship** Some clients find that associating their brand with a MM expert whitepaper or iPad giveaway helps build awareness and reach customers on a deeper level.
- **Channel Partnerships** We often provide syndicated content to partners across the Medicaid industry, and they provide content for us. These partnerships can be very effective at increasing your brand position in the Medicaid industry.
- **Marketing Exchange** In addition to our direct marketing agreements, we also partner with some companies to exchange marketing services.



How do I know MM may be right for our needs?

Send us a note and we'll be glad to discuss your needs and help you determine if partnering with Mostly Medicaid is right for you.

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