



## The simple, free, and secure telemedicine solution.®

**Timeline:** Start 8/11, Close 8/20 - Rolling review and selection - Agency start no later than 9/7

**Budget:** Depending on your vision of time and staffing, your proposal could be low of \$5k to high of \$18k. Budget is for ideas, communication, and execution, not content creation.

### About us:

We are a telemedicine company working to make the world a better place with a simple and secure video platform for healthcare providers (our audience) to meet with their patients (not our audience). The doxy.me experience is the simplest and least expensive HIPAA compliant telemedicine solution. We are nearing a million healthcare providers who support tens of millions of patients, and we want to be the first option when providers think of remote care.

### The request:

We invite your firm to propose how you would further increase doxy.me brand awareness to healthcare professionals and bring more users to our platform. A successful proposal will show your firm's collective creativity, proven track record with media relations, and a zeal for executing campaigns. We want you to bring creative ideas that have a broad reach with a strategic budget. Millions of future users are eager to find us, please help them to discover doxy.me.

### Our audience:

Single providers, small practices, clinics, hospitals, health insurers, government agencies, etc. We want our name and the value we provide to be top of mind to all healthcare decision makers in the United States who are looking to add or change telemedicine platforms. If there is a conversation about telemedicine, we want to be part of it.

### What we need:

- Your previous experience in reaching our audience of healthcare providers
- Your wisdom to get decision makers to consider something new
- Your creativity in generating impactful ideas and your ability to execute them
- Your capability of having us appear in news articles, trade journals, case studies, etc.
- Your track record of making connections with experts, spokespeople, trusted advisors, etc.
- Your keen eye to identify opportunities to maximize our brand awareness
- Your ability to make an immediate impact for doxy.me

### What we don't need:

- Messaging / Social Media / Analysis / Research / SEO / Training / Design / Writing
- The costs of creating assets is not included in this RFP, but your rates should be included

### About you:

- What is your PR experience with healthcare technology or any large SaaS?
- Provide your rates for next 12 months and cost structure: hourly or retainer?
- Please share an interesting idea that would circulate our name nationally with little cost