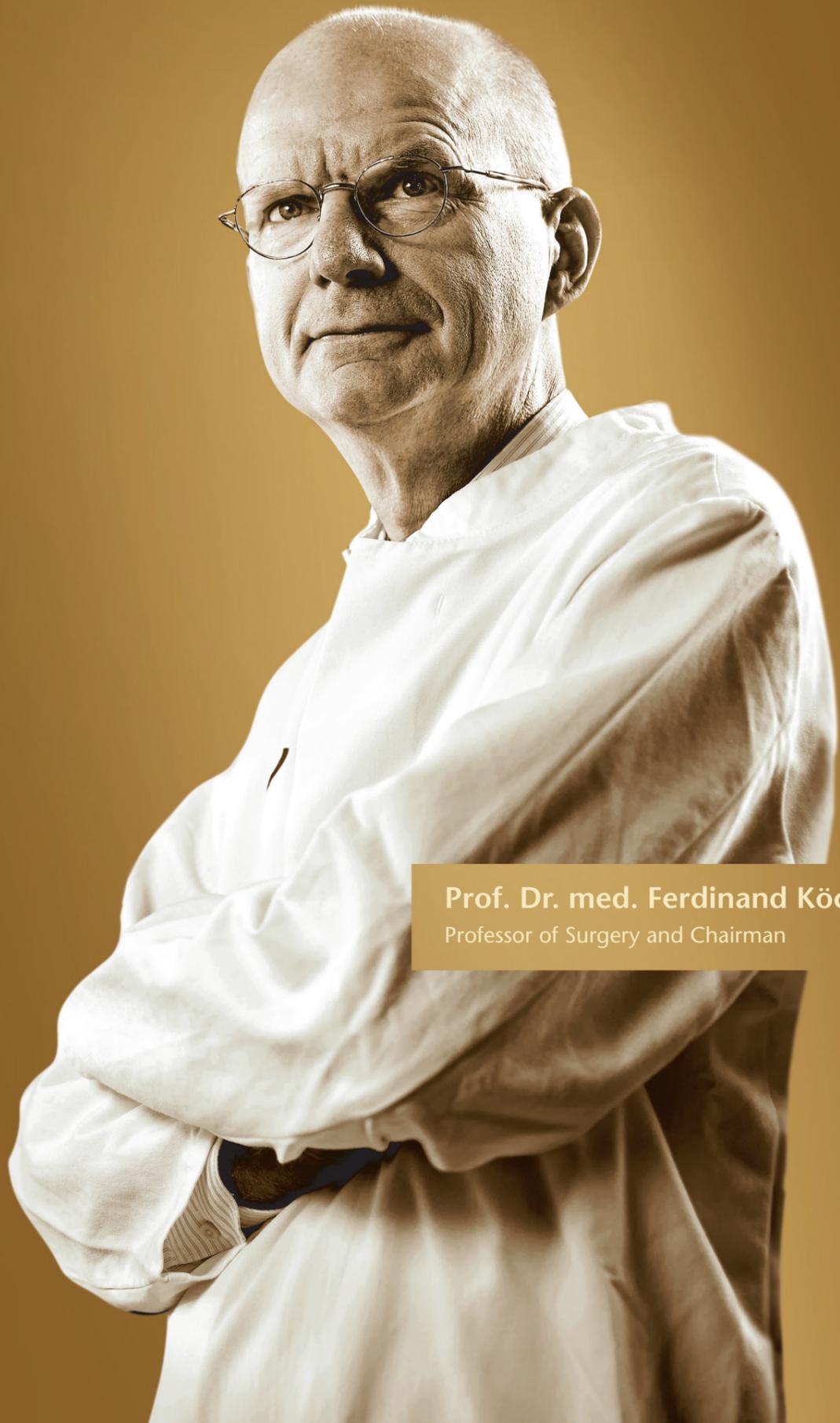




The place  
to find specialists.



**Prof. Dr. med. Ferdinand Köckerling**  
Professor of Surgery and Chairman

## Leading Hernia Centers Where Specialists Meet.

How can you find the right hernia specialist? Quite simple. Now patients and their relatives searching for the right physician or a suitable clinic can obtain information on the best international experts on a unique platform. Using Leading Hernia Centers, hernia specialists and patients have a revolutionary way of finding each other.

This exclusive portal sets out the details of outstanding international physicians for hernia disorders in a clear and comprehensive fashion. And patients can always have the greatest possible confidence that all experts are vetted and scrutinized to high quality and certification standards.

Leading Hernia Centers is a federation of the world's leading clinics and physicians. Following clear guidelines, high contemporary standards are set, which all the named clinics and physicians meet. Additionally, the national and international specialists presented on the portal all undertake to meet certain technological criteria and to keep their patients fully informed and briefed.

# LEADING HERNIA CENTERS: Important Online Presence.

Create attention and awareness across the world on the Internet and round the clock. Simplicity itself with a website created to be a professional counterpart for the corporate design of your marketing documentation. With this real premium-quality business card, visitors can gather information which is clear and straight forward. As a member, you reach your target groups faster and can even gain new patients.

With its user-friendly editing system, it is an easy matter for you to maintain your website via any web browser. To do this, you need neither programming expertise nor any additional software. The website has an excellent data presentation format - indispensable today on the Internet.

## Your Internet Presence - Contemporary and Flexible

It makes no difference whatsoever whether your target groups learn about your medical services via a computer or mobile devices, and your web presence is also optimized for use on smart phones (responsive design) and guarantees secure data transfer at all times. Which means you can rely on optimum results - your website is ideally configured for search engine traceability and is regularly supplied with content. An ingenious online marketing concept focusing on search engine optimization (SEO) ensures success organically, creating a natural way for physicians and patients to find each other.



## Your Profile

Public impression, image, credibility and trust are the crucial cornerstones of a successful profile in the media. As a member of Leading Hernia Centers, you receive ultramodern and sophisticated presentation tools for a successful appearance on the platform with effective communication.

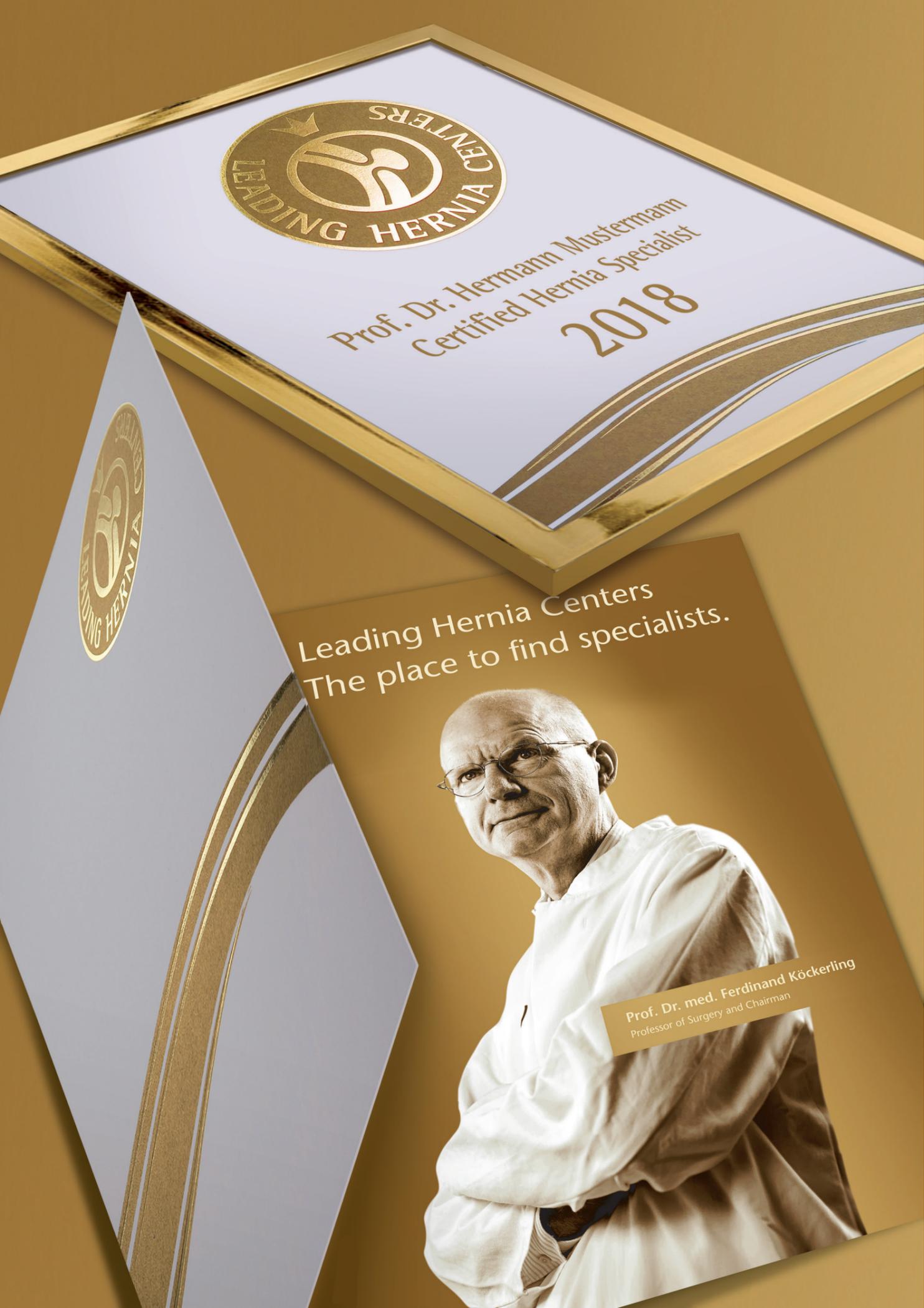
At last, you can present yourself on the Internet exactly as you have always wanted. Whether you want stylish galleries, infographics with viral capability, ingenious cinemagraphs or modern media representations - you can simply select and populate the tools with content. Exactly as you wish.



## Your Service Package

Members receive a complete tool set for their own online presence. You even publish content yourself, create campaigns and use the abundant opportunities and services of the community. This leaves experienced specialists to handle distribution and search engine optimization. Secure encrypted interactions with patients and colleagues are now possible, even online - all around the clock and from any location. Even telemedicine and secure online consultations with a physician are available via medicine.chat.

In the closed member area, members can mark items as favorites and monitor online marketing campaigns. In this way, you can also control your communication channels and access a personal archive at any time. The closed member area is the control center for all activities that members would want to keep an eye on - a really personal environment.



## Visible Competence - Your Certificate

Make it crystal clear that you are one of the elite - and that you meet the high quality and certification standards of Leading Hernia Centers (LHC). As a member, you will receive a high-quality certificate complete with seal which shows the number of the current year and is updated each year.

The certificate is printed on high-quality stable premium paper. The high-gloss gold embossed printing enhances this important document. In this way, the certificate and its seal emphasize your membership of Leading Hernia Centers.

## For a Strong Impression - Your Image Brochure

The image brochure is an important aspect of your public image. It presents your practice or clinic in a professional light and makes you trustworthy. As an indispensable marketing tool, the individually designed image brochure boosts interest and conveys recognizably clear values. In this way, it highlights the skill and service range of documented hernia experts - in several languages, too, to target international patients - and conveys the key information.

Together with the marketing folder, the brochure emphasizes your important role as a hernia specialist.



## Evidence of a Good Reputation - the Leading Hernia Centers brand

Clear proof of the highest reputation - the premium, expensively gilded wall object testifies that the highest standards are met - and delivers a high level of recognition value. Under the motto 'Find your Experts', the coveted accolade is enclosed in two high-quality transparent acrylic sheets.

The top-quality acrylic measuring 40x40 cm and featuring a high-gloss surface has an especially translucent finish. With its resistance to the effects of weathering, the wall object is also suitable for outdoor areas.

## A Quality Article of Distinction - Your Marketing Folder

It is an active partnership - all participating hernia specialists - whether clinics or registered physicians - can rely on specific marketing activities. All members of Leading Hernia Centers are entitled to an attractive presentation folder. And it even comes with matching letter paper.

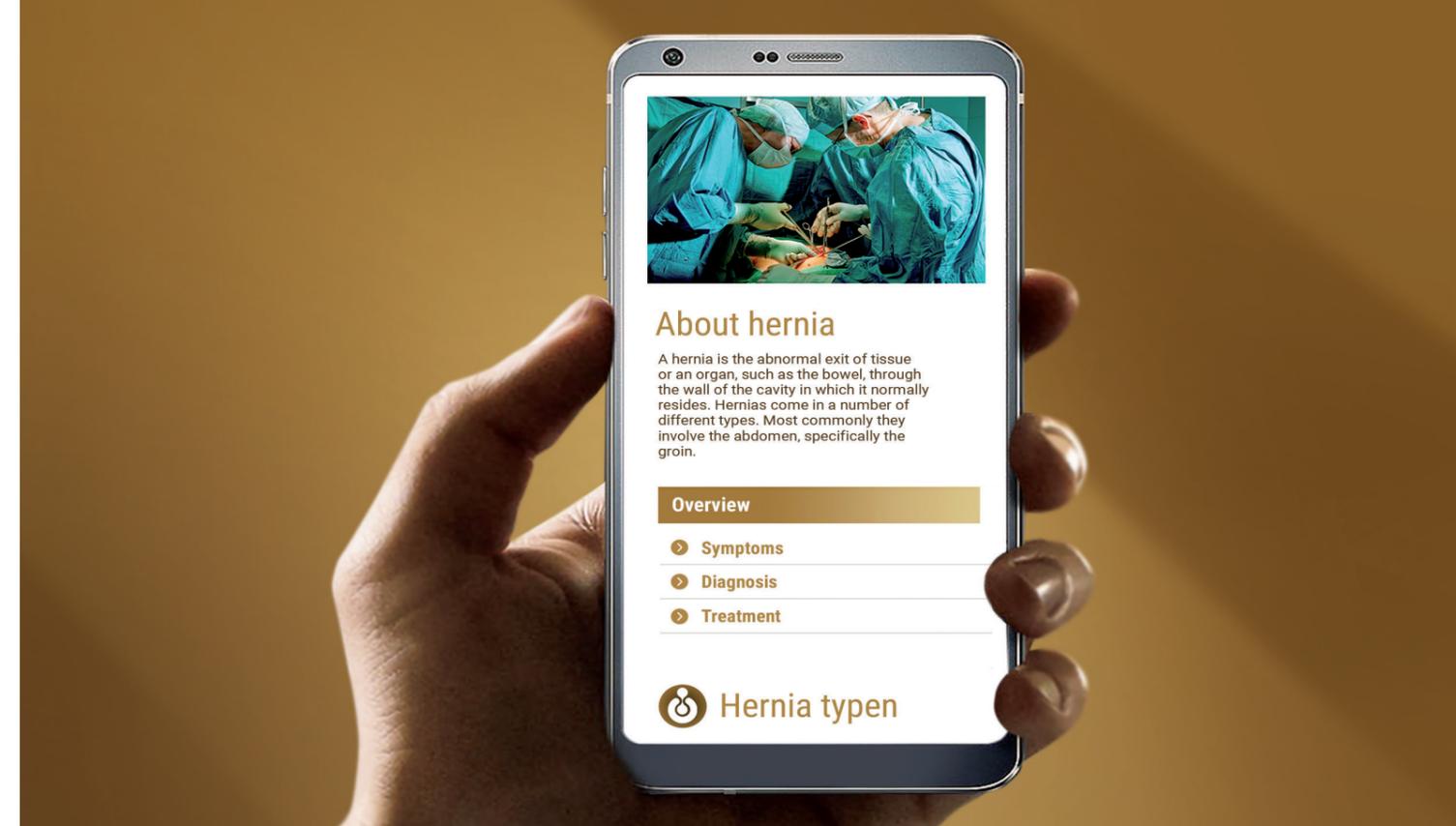
At negotiations, patient consultations and other meetings, the distinguished marketing folder and its high-quality features make the perfect accompaniment to all your activities.



# Your Visibility through your Presence on All Channels

Potential patients can find you more easily if you opt for membership of Leading Hernia Centers. These days, since hernia patients and their relatives generally get their information on physicians and clinics online and discuss the options in detail on social networks, it is necessary for you to use all these channels actively.

This is the only way to be present with patients at the moment they make decisions - and be convincing, trustworthy and professional. It is clear that no clinic and certainly no medical practice can do this when operating alone. Because this is the task of highly specialized, experienced online and performance marketing experts. The task of a team that places the right information on the important channels at the appropriate time - and pick up the patients directly. As a member of Leading Hernia Centers, you will be a valuable brand, on the spot in the right environment of specialist topics and relevant communities and in this way are brought efficiently to the attention of each target group. And under fantastic conditions.



## SEO: The Right Word at the Right Place

But how do patients ever find you and your clinic? A really important aspect in this is the subject of search engine optimization - SEO. When you are part of our community, you will figure very highly in the number of search engine hits. An experienced, superbly trained team makes sure that your presence is tailor-made for search engine inquiries - that you have all the ranking factors needed for ensuring that your online presence features in the topmost search engine hits. In other words - so that you get the greatest possible visibility on the net.

Leading Medicine Guide, our partner portal, with more than 26,000 search terms in the field of medicine, occupies the number one position on Google. This is how to generate visibility without a single patient feeling bombarded with publicity. Our hernia network benefits from this approach and from the splendid opportunity it provides of being noticed in a completely natural way. People are led to you directly through the professional use of relevant keywords.



## Content for Presence

Which content is searched for in which formats? That is the crucial question for editorial planning at Leading Medicine Guide. After skillful analyses, the editors and editorial staff of our partner portals create needs-related content for all key communication channels.

Content is continuously managed in special editing systems where editors and medical staff work hand in hand. Specialists ensure that the information quality remains constant and that services are offered in an appropriate format.

Medical content in particular must be constantly up-dated and checked if it is to deliver valuable information and gain the trust of potential patients. This is why a team of editors, authors and physicians work on and research selected content, which is prepared professionally and communicated to interested parties, affected individuals and their relatives. Nationally, internationally and in several languages.

As a member of Leading Hernia Centers, you have direct access to the Leading Medicine Guide and so are part of this established and highly professional online system. There is no disputing that an individual clinic can never achieve the attention that is automatically generated by presence and brand relevance. For precisely this reason, many marketing departments in major clinics also prize the synergy effects which Leading Hernia Center members benefit from. Direct - straightforward.



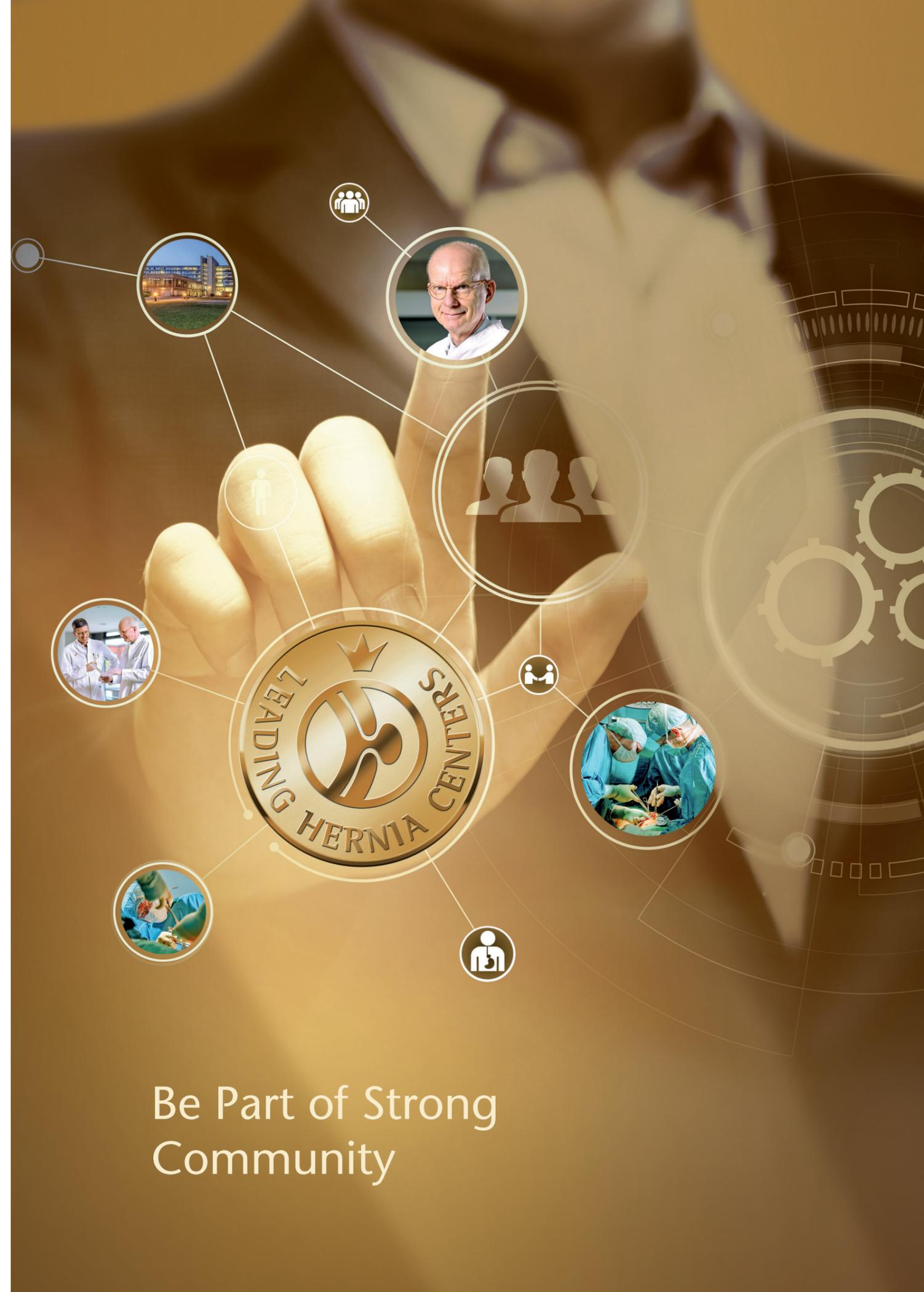
# Your Marketing Documentation

Join a strong community - and benefit from the numerous advantages which your online community offers you. Because as a genuine competence platform, Leading Hernia Centers brings together all players in the field. A crucial degree of relevance is achieved precisely because this is a community. Because information, services and offers are placed where they can really be appreciated. Where members form networks communicate purposefully with each other, this leads to permanent and helpful contacts. Important aspects of networking, briefing and maintaining contacts - here you can exchange your data securely and communicate in a free and easy manner.

# Your Distribution

The offers and marketing campaigns of Leading Hernia Center reach patients and their relatives far beyond the platform itself, as we are purposeful, consistent and successful in our dissemination of content. All relevant channels are used when we disseminate important content on a permanent basis - known as 'seeding'.

We know how to gain crucial multipliers for our members and how to use them without losing their intensity. And this is both online and offline. Whether it is through social media, search engines, press portals, blogs or newsletters - members of Leading Hernia Center are ideally placed everywhere and are easy and quick to reach. Even 360° campaigns with wide-ranging reaches are now possible - your way to generate great public awareness using viral, interactive and multi-media approaches. We use different forms of modern communications backed up by experience and know-how, so your membership subscription is money well spent. So that patients find the right hernia specialists - i.e. you and your medical facilities.



Be Part of Strong  
Community

# Our Online Marketing Services for You

Have confidence in the technical know-how and many years of experience of our online marketing partners. In order to help potential patients find your online presentation and to ensure maximum visibility, a wide variety of methods are deployed. These include:

## **Using SEO to enhance organic visibility**

- excellent accessibility for search engines for inclusion of all pages in the index
- rapid servers for rapid loading times
- logical internal links
- backlink structure and establishment of a medical network
- creation of href-lang tags to enable implementation of different language versions
- production of relevant, high-quality content
- ranking monitoring

## **Customized content**

- target group identification
- thorough keyword and topic research
- editorial and social media planning
- preparation of readily understandable technical content by medically competent editors
- multi-level content optimization through Reading Ease, proofreading, copy-editing
- professional translations for international users

## **Outstanding user experience**

- rapid loading times
- suitable image and video content
- secure data transfer
- relevant information that is easy to find
- short distances between physician and patient

## **Other online marketing action**

- targeted content promotion via relevant channels, including social media and newsletter marketing
- conversion optimization
- online PR & press briefings
- analysis and evaluations

## **Coordination and orchestration via central and highly qualified contact points and services**

- summary of the service package:
- single point of contact
- steering board support
- meetings and deliberations
- central contact point
- agency acquisition and control
- project management (dynamic)

Concept

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