



FERTILITY CARE: THE IVF CENTER

MEDIA CASE STUDY

Fertility CARE: The IVF Center provides patient-centered, evidence-based, and individually customized reproductive care in a comfortable and compassionate setting.

DISRUPTION | EXPOSURE | INFLUENCE

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PR DISRUPTORS

In This Case Study,

WHO IS FERTILITY CARE: THE IVF CENTER?

Infertility issues among men and women are on the rise in the United States, leading to a decline in the national birth rate. This has placed greater attention and demand on the infertility services industry to provide services to a client base that expects state-of-the-art facilities and well-trained experts with the highest credentials. Fertility CARE: The IVF Center fulfills that need with patient-centered and complete reproductive care in a compassionate setting. Their comprehensive range of these services are distinguished by personalized care, leading-edge reproductive technology, world-class laboratory partners, and tailored mind/body resources. Director Mark P. Trolice, M.D., is an established expert in the field and is renowned for his high success rate with patients.

WHILE THEY FACED CHALLENGES...

The infertility services industry may be growing, but potential clients are daunted by the high costs of treatment. Not helping the situation are the insurance providers which haven't kept up with the times. While the American Medical Association has officially designated infertility as a disease as of 2017, only 16 states now require insurance companies provide or offer coverage. In many cases, what coverage they offer comes with loopholes and don't end of covering the costs for successful treatment.

While Dr. Mark P. Trolice's name is synonymous with fertility treatment and he was already reaching hundreds of thousands of individuals interested in IVF and fertility treatment every year across multiple channels. Yet he was experiencing a persistent problem – lack of new patients and lapsing referrals, flat revenue, and the same IVF cycles year after year. His outreach, while extensive, lacked direction.

...THERE WERE **DISRUPTIVE SOLUTIONS...**

JoTo PR got to work with a strategically tailored *anti*-PR media campaign that expanded his reach far beyond his existing outlets to media placements in both lower-tier industry-specific and popular health, lifestyle, and women's interest publications. Dr. Mark P. Trolice, M.D. was positioned as the thought-leader and expert behind Fertility CARE: The IVF Center's successes.

MEDIA **EXPOSURE METRICS**

In just over a year, Fertility CARE: The IVF Center has put out as many as ten or more stories in a single month, totaling more than 80 news articles in highly targeted industry publications and interviews on popular radio shows and podcasts.

This aggressive anti-PR push earned an exposure aggregate of 1.5 billion potential views in medical and fertility journals, as well as nationally known women's lifestyle and health outlets. Based on that aggregate and the expected industry standard of 2.5% for actual views, 37.5 million of their target audience (i.e. prospects) read or listened to these media placements.

- Inc. Online, which reaches an audience of more than 19 million company owners and decision makers, cited Dr. Mark P. Trolice, M.D. as "an in vitro fertilization practice with success rates higher than the national average, and recipient of the American Medical Association's Physicians' Recognition Award each year since 2007."
- He appeared regularly on Yahoo!, providing medical expertise to a general audience of more than 8 million.
- Dr. Trolice was placed several times in SheKnows, which attracts more than 18 million monthly unique visitors across its family of sites and is the authoritative source for women ages 18 to 54.

Dr. Trolice saw a dramatic improvement in his recognition as a Key Opinion Leader and **influencer**. Both industry publications and major media outlets he had never considered began coming to him for his expertise on matters concerning men's and women's fertility and other related health issues, which expanded his exposure well beyond his previous audience.

...AND FERTILITY CARE: THE IVF CENTER RESPONDED!

"Public relations is a daunting process for many of us outside this realm. While I felt somewhat confident using social media for education and marketing my specialty, I lacked direction toward my goal of increasing my **exposure**.

JoTo PR, was my compass—successfully guiding my **anti-PR** strategy and pitching my stories to all the major media outlets. JoTo PR created a dramatic improvement in my recognition as a Key Opinion Leader on a range of reproductive health matters in all sorts of media outlets including those in the infertility services industry, as well as some of the most popular general interest outlets. I remain grateful for the team's exemplary diligence, perseverance and expertise."

~Dr. Mark P. Trolice, M.D., founder and Director of Fertility CARE: The IVF Center

FERTILITY CARE THE IVF CENTER

ABOUT FERTILITY CARE: THE IVF CENTER

Fertility CARE (Center of Assisted Reproduction and Endocrinology): The IVF Center provides patient-centered, evidence-based, and individually customized reproductive care in a comfortable and compassionate setting. This Central Florida IVF clinic is the most successful facility of its kind in the Orlando/Winter Park area, and consistently earns 5-star patient ratings in online reviews. Established in 2003 by founder and director Dr. Mark P. Trolice, it is the only fertility clinic in the country to offer both male and female testing, evaluation, and treatment. Today, the practice encompasses the Center for Male Infertility, headed by a fellowship-trained male reproductive specialist; the Mind/Body Institute, overseen by a licensed clinical reproductive psychologist; and the IVF Laboratory of Central Florida, led by a Board-certified bioanalyst. Fertility CARE: The IVF Center offers a comprehensive range of infertility tests and treatment options as well as genetic testing, egg freezing, embryo cryopreservation, and other services. For full details, visit www.TheIVFCenter.com.

ABOUT DR. MARK P. TROLICE

Mark P. Trolice, M.D., is the founder and Director of Fertility CARE: The IVF Center. He also serves as Associate Professor of Obstetrics and Gynecology (OB/GYN) at the University of Central Florida College of Medicine in Orlando and Medical Director of the Egg Donor Program at Cryos International, the world's largest sperm donor bank. Dr. Trolice is Board-certified in OB/GYN and reproductive endocrinology and infertility (REI), and he is a Fellow of the American Colleges of Obstetrics and Gynecology (FACOG), Surgeons (FACS), and Endocrinology (FACE). Renowned as Orlando's most successful fertility specialist, Dr. Trolice and his wife battled infertility for over 10 years before adopting their children. This journey gave him unique insights into patients' struggles and is detailed in his forthcoming book from Harvard Common Press. Dr. Trolice is a sought-after expert with dozens of broadcast and print appearances in addition to national acclaim as one of America's Top Doctors® and repeat winner of the American Medical Association's "Physician's Recognition Award". Learn why he has earned the trust of patients and physicians alike: www.drmarktrolice.com.

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