

Leveraging Culture, Content and Technology to Improve Patient Outcomes



About BDO

Where Wellness & Culture Connect

BDO is the leading health and wellness destination for people of color. We leverage culture, content and technology to transform people's lives for the better. Editorially, BDO shares culturally relevant tips and strategies on health, wellness, lifestyle and longevity.

Culture describes the 'way of life' for a specific group of people — the outlook, attitudes, values and customs shared by a society.

Wellness is the state of being in good health, especially as an actively pursued goal.

All of this is combined to create the ideal platform that speaks to our audience in a way that inspires, motivates and informs them every day. With a heavy emphasis on "how to do it, you can do it" content, BDO has earned the trust of Black consumers everywhere who were simply waiting for someone to speak to them with a voice they can trust and a language they can understand.

Health Platform With The Largest FB Followers

PEOPLE FOLLOWING THIS PAGE

BlackDoctor.org 2,705,715

WebMD Health 1,936,277

Everyday Health 1,423,531

Livestrong 1,080,306

Drugs.com 608,104

VeryWell 378,368

Healthline 294,156

Healthgrades 281,649

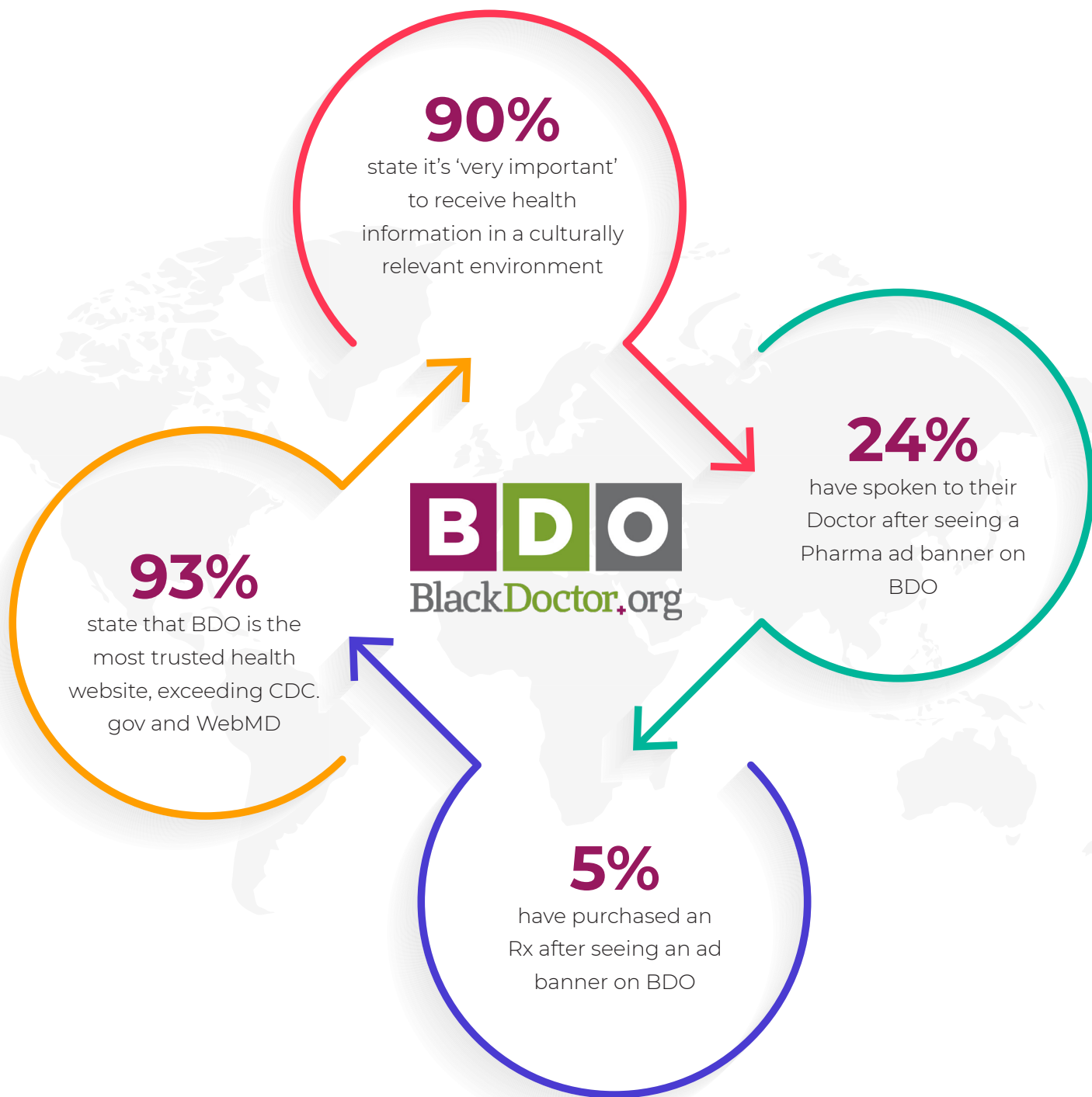
MedicineNet 253,057

(Vitals) 39,827

*Google Analytics
January 2022



The Most Trusted Health Resource for Blacks



With Excellent Reach and Impressive Engagement

BLACKDOCTOR.ORG
Engaging Over 20 Million Users!



UNIQUE VISITORS*
5,093,859



REACH**
20,627,330



ENGAGEMENT**
3,795,095



VIDEOS**
11,071,637

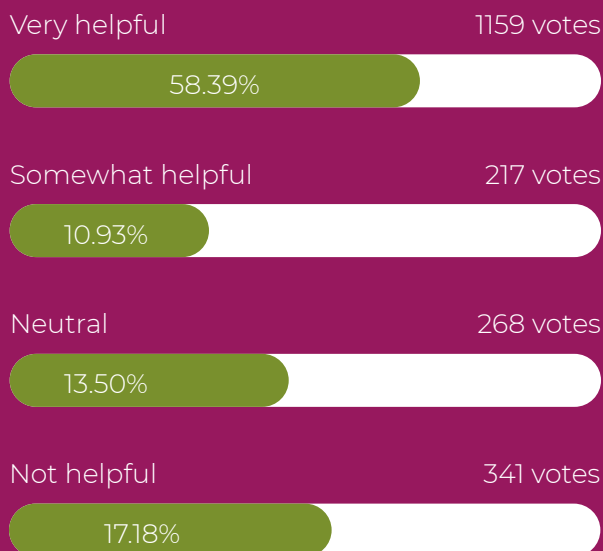


*Alexa Analytics **Facebook Insights

We Help Our Audience Make Important Health Decisions

POLL MAY 2021

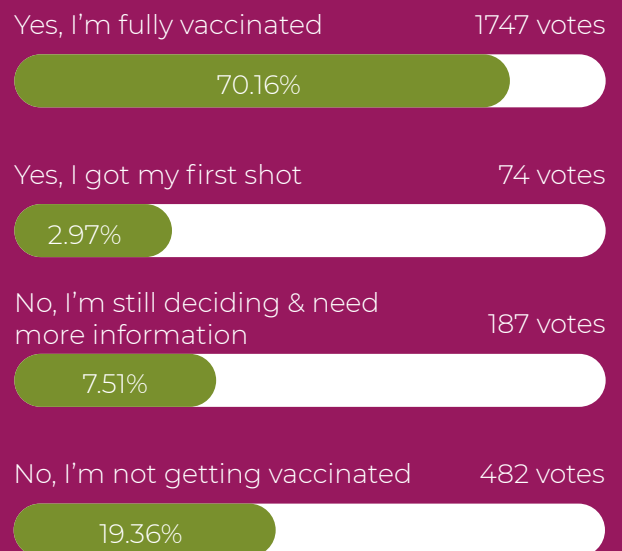
How helpful was BlackDoctor.org with your decision to get vaccinated?



Total: 1985 Votes

POLL JULY 2021

Have you taken the COVID-19 vaccine?



Total: 2490 Votes

Reaching Key Influencers



95.0%



FAMILY

49.9%



FRIENDS

20.2%



COLLEAGUES

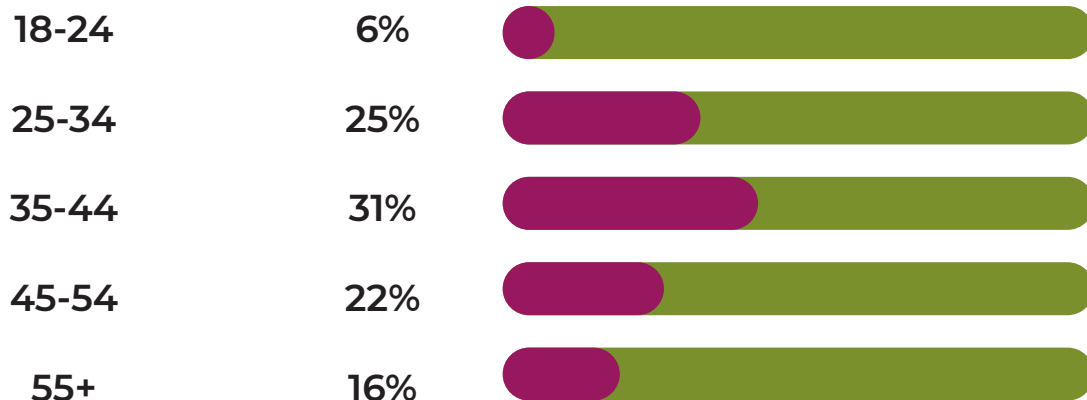
BDO's Audience Has Significant Influence Beyond Self

Do you have an impact on the health care decisions of any of the following?

BlackDoctor.org

Demographics

Age



Gender

Women
70%



Men
30%



Education

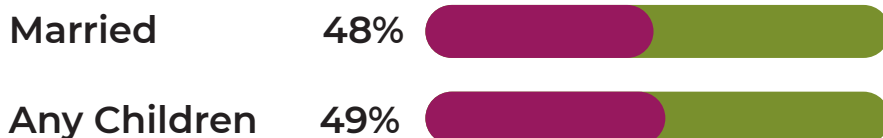
62%
College Educated



Median/HHI

\$50k

Marital Status/ Children



Patient Journey Roadmap Centers Around 5 Key Patient Journey Stops



Awareness

- Condition Education
- Provides Preventative Measures
- Tools to Living Your Best Life With Condition



Fulfillment

- Questions to Ask Doctor
- Equips Patient to Have More Productive Conversations with HCPs
- How to Advocate for Self & Family



Access

- Understanding Unconscious Bias
- Dealing with Stress Related to Drug Affordability
- Providing tools to Navigate the Healthcare System



Onboarding

- Getting Comfortable with the Process
- What to Expect from the Treatment
- Understanding and Enduring Side Effects



Ongoing Adherence

- Sticking with the Treatment Plan
- Knowing When to Have Another Conversation with HCP
- In Position to Live Best Life Possible with Condition

Relevant No Matter Where Patients Are in Their Journey



2022 PRICING MENU*

- Banner Impressions - Pharma - \$50 CPM
- Banner Impressions – Lifestyle - \$30 CPM
- Video Pre-roll - \$55 CPM
- BDO Newsletter - 1M opt-in subscribers - \$30 CPM - \$30,000 per NL
- BDO Newsletter – Condition or Demographic Specific - \$15,000 per NL
- BDO Connect HCP NL - \$1,100 CPM plus \$450 one-time-only set-up fee
- CPC Program – 1,500 guaranteed CPC - \$40,000 monthly
- Full-page Ad in E-book - \$25,000
- Sponsored Article – 1,000 guarantee reach - \$40,000 per article
- Sponsored Product Page – 1, 000 visitors monthly - \$60,000 per page
- Audience Poll - \$15,000 per poll
- FB Post - \$15,000
- IG Post – \$5,000
- FB Live Event – 40,000 guaranteed reach - \$75,000 per event
- Lead Generation – contact representative for custom pricing

Contact your representative for more information or email feedback@blackdoctor.org

***Above rates are to be used as a guideline. Please contact your representative for rates outside of those shown above.**