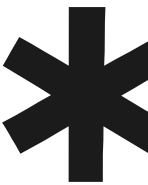


The Multi-Site Healthcare Marketing Approach

Multi-site healthcare platforms grow differently than single-site practices. They require marketing infrastructure that operates at portfolio scale — connecting every dollar spent to location-level EBITDA contribution, CAC by channel and market, and new-location ramp velocity against the investment thesis. That is what Agency Creative is built to deliver.

How we connect marketing investment to EBITDA, CAC, and ramp velocity — in the language sponsors require.



THE FOUR STRUCTURAL PILLARS OF EVERY ENGAGEMENT

<p>1</p> <p>Same-Site Revenue Growth</p> <p>We treat every mature location as an underutilized asset. Reactivation campaigns, service mix optimization, and conversion infrastructure increase production per location — without adding overhead or footprint.</p> <p>Measured in EBITDA contribution per location</p>	<p>2</p> <p>De Novo Ramp Velocity</p> <p>New locations are modeled to reach maturity on a timeline. Our pre-opening demand generation — launched 90 days out including OOH, CTV, Radio, and digital — compresses that ramp curve and reduces the IRR drag of slow starts.</p> <p>Measured in ramp days vs. investment thesis</p>	<p>3</p> <p>Cost of Patient & Client Acquisition</p> <p>We connect every marketing dollar to patient acquisition cost at the location level, reallocating spend from low-performing channels to higher-yield ones to improve efficiency without increasing total investment.</p> <p>Measured in blended CAC and efficiency</p>	<p>4</p> <p>EBITDA Expansion</p> <p>We translate marketing performance into financial outcomes by linking acquisition efficiency and revenue growth to margin expansion. By improving contribution per patient and optimizing spend, marketing becomes a driver of valuation.</p> <p>Measured in EBITDA growth and margin improvement</p>
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WHAT WE BUILD

The four systems behind every engagement:

- ✦ **Attribution infrastructure** — every media dollar connected to location-level patient acquisition outcomes.
- ✦ **Launch playbook** — standardized 90-day pre-opening system applied consistently across all de novo opens.
- ✦ **Multi-channel demand engine** — OOH · CTV · Radio · Paid Search · Paid Social · Programmatic · SEO · Email/SMS · Direct Mail, coordinated across the full funnel.
- ✦ **Board-ready reporting** — marketing performance translated into EBITDA, CAC, and ramp velocity for operating partner conversations.

THE AGENCY CREATIVE DIFFERENCE

Most agencies speak marketing. We speak financial results.

We are not a generalist agency applying standard playbooks to healthcare. We are a growth partner built for multi-site platforms — one that understands EBITDA targets, IRR modeling, and what operating partners ask in quarterly reviews.

Every engagement is framed around the same question your sponsors ask: what did marketing contribute to portfolio value this quarter?

Behavioral Health · Dental / DSO · Eye Care · Urgent Care · Dermatology · Orthopedics · Physical Therapy · OB/GYN · Veterinary · Autism · Fertility · Plastic Surgery

Ready to see what your marketing function is leaving on the table?

We offer a no-cost 30-minute diagnostic — reviewing your current marketing infrastructure against the four pillars above and identifying the specific gaps creating EBITDA drag.

BOOK THE DIAGNOSTIC

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