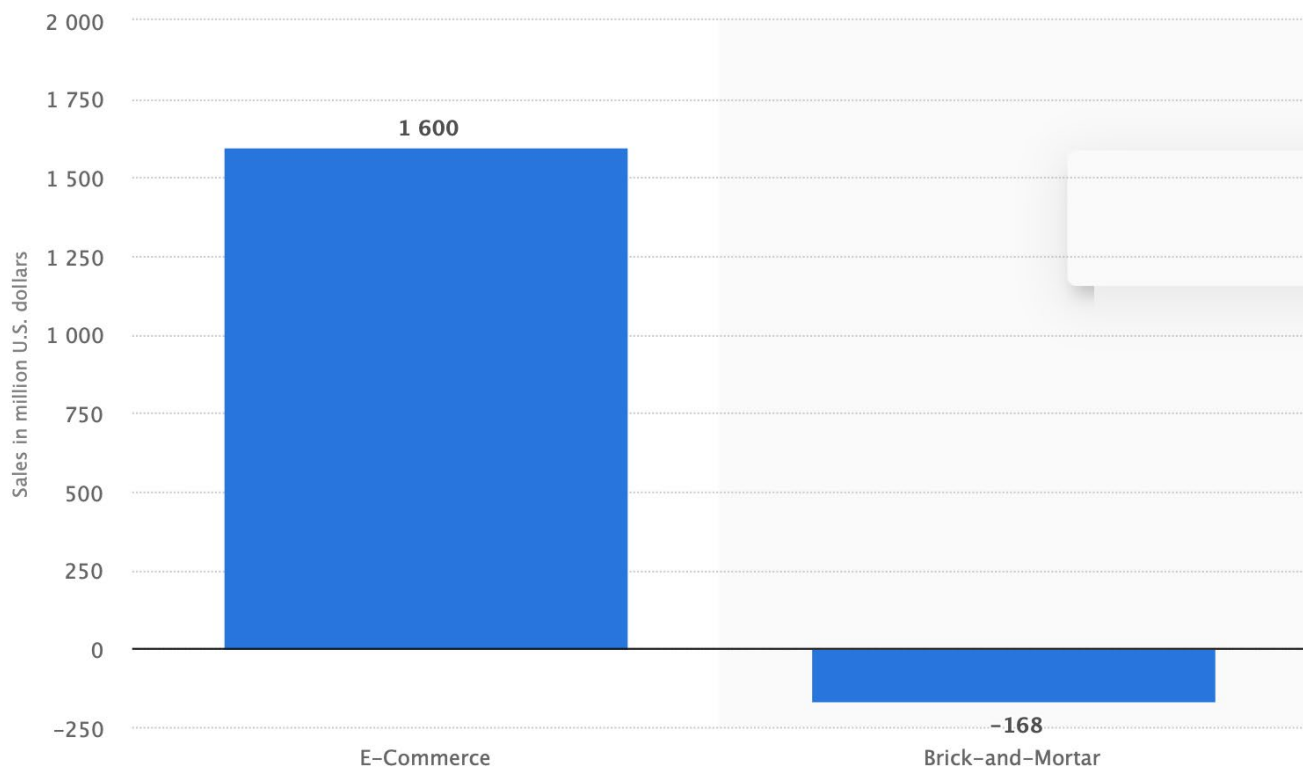


E-commerce boosts dermatology practice profits! Learn why you should've started selling Health & Beauty products online yesterday.

It is no secret that the competitive pricing and the convenience of shopping from anywhere has shifted the consumers focus online. You can see from this chart, in 2017 the shift is drastically moving online.

Growth of beauty e-commerce and brick-and-mortar sales in the United States in 2017

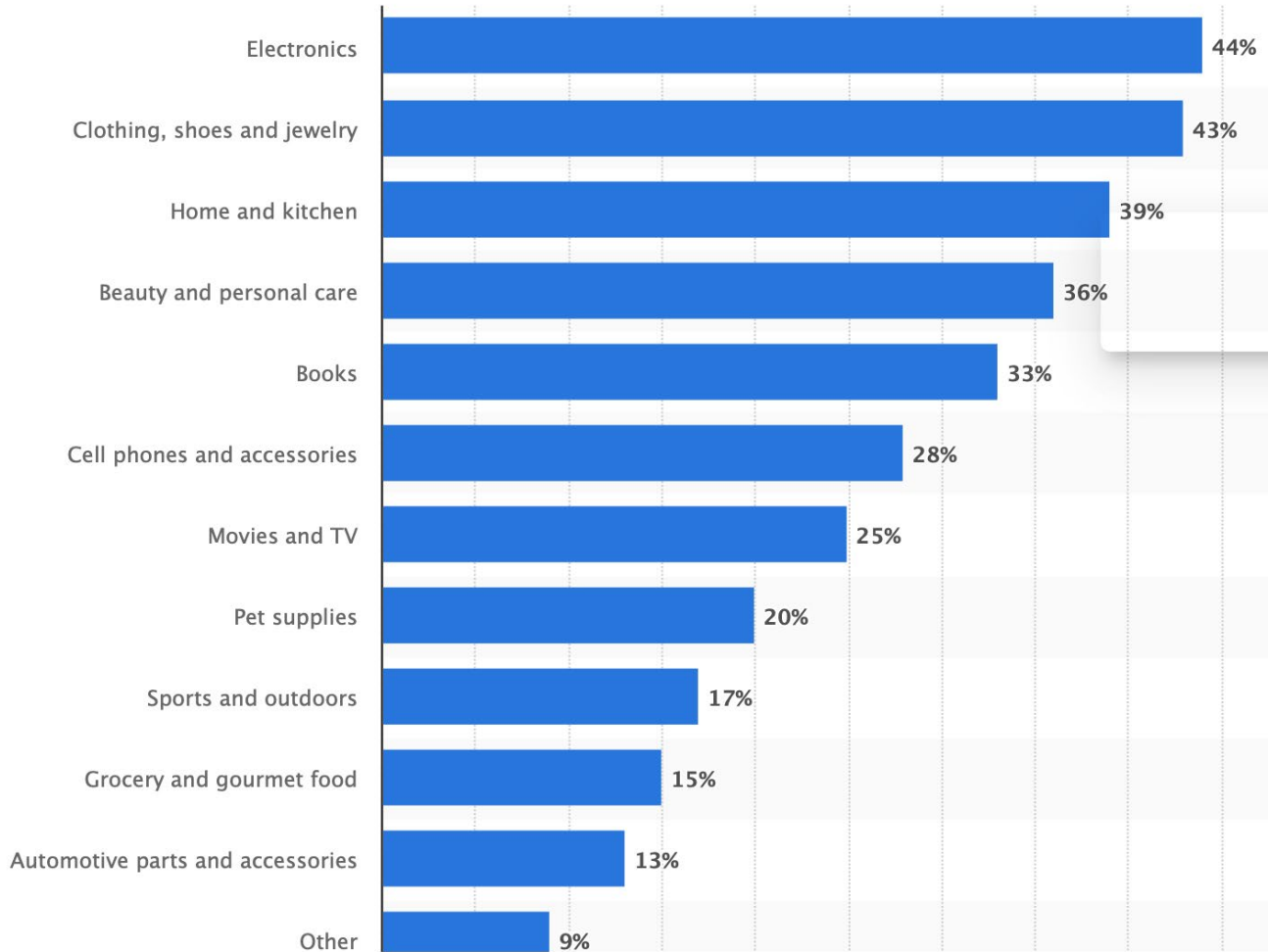
(in million U.S. dollars)



*According to Statista, in 2017, online beauty product sales increased by \$1.6 Billion and brick & mortar sales decreased by \$168 million.

Every year there are many new examples of brick and mortar stores closing down as they lose business to the major online retailers. The healthcare industry and particularly the Dermatology product sales are no exception. Continually we see patients buy once from the practice in the office then find the product online, so they no longer have to call in their order. This is simply lost revenue for the practice they should have otherwise captured.

Leading product categories purchased by Amazon shoppers in the United States as of February 2019



* According to Statista, Beauty and Personal care was the 4th largest product category purchased on Amazon.

The health and beauty market is huge and very clearly growing online. We see a huge opportunity for all Dermatologists to take advantage of this opportunity and better serve their patients. Our ecommerce platform has been in development since 2011 and is now ready to be the **ONLY** e-commerce solution in Dermatology.

Introducing, MyDermatologyStore!

The Dermatology e-commerce solution for ALL EHR & PM solutions. Let us build you a store for FREE and start selling online today!

- Allow patients to order from you anytime & anywhere
- Generate recurring revenue with subscriptions
- Automatically send text and email reminders to your patients
- Eliminate your need for inventory

Use this formula to see your revenue potential per provider:

(patients seen per day) X 21 (avg. workdays per month) X (avg. product margin) X (capture rate) = Additional Monthly income

Example of high achieving Dermatologist in Ecommerce:

22 patients X 21 days X \$92.50 avg. margin X 27.3% = **\$11,666.65 / month**

The additional income is an obvious benefit, but there are many more! Reducing the need for inventory, taking the burden of fulfillment off of your staff, bringing the convenience of subscriptions to your patients and increasing your product offering all improve your business. Reach out to us below and see for yourself!



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