



 **RITTENHOUSE**  
WOMEN'S WELLNESS CENTER  
*adult primary care | gynecology | nutrition  
emotional well-being | skin care*

MEDIA KIT 2016



PARTNERSHIPS

THANK YOU FOR YOUR INTEREST  
 IN EXPLORING THE OPTIONS OF  
 PARTNERSHIP WITH RITTENHOUSE  
 WOMEN'S WELLNESS CENTER AND  
 DERMACENTER MEDICAL SPA.



Thank you for taking the time to consider becoming a partner with Rittenhouse Women's Wellness Center and DermaCenter Medical Spa. This media kit describes what it means to become a partner as well as advertising opportunities to help promote your brand including inclusion in our brochures, website, social media marketing, event exposure and more.

### ABOUT US

The Rittenhouse Women's Wellness Center™ is a first of its kind medical practice offering internal & family medicine, gynecology, nutrition, psychology, and medical and aesthetic skin care exclusively for women in one convenient facility. We are able to provide integrated wellness services which combine medical care with nutrition, psychological counseling, medical and aesthetic skin care. Many of our medical services are covered by insurance.

### OUR TEAM

Our team of trained women's wellness specialists include board certified primary care physicians, a gynecologist, and nurse practitioners; registered dietitians; psychologists; and certified aestheticians. This multi-disciplinary group of women healthcare professionals is conveniently located in one office to provide patients with the care they need.

Our team collaborates in order to provide each patient with an integrated health and wellness plan that is unique to her individual health needs and goals.

### OUR SERVICES

At the Rittenhouse Women's Wellness Center™ we provide comprehensive health services for women at our convenient Center City location. Our services include:

- Primary Care
- Gynecology
- Contraceptive Care
- Medical & Aesthetic Skin Care
- Nutrition & Weight Loss
- Psychology & Emotional Well-Being

### CURRENT DEMOGRAPHICS

Our practice caters to a variety of women in Philadelphia and surrounding areas. The Rittenhouse location is the medical home to many young professional women with higher levels of education.

See chart below for statistics.

#### CURRENT DEMOGRAPHICS

PATIENTS & CLIENTS 10,377+	AGE	RESIDENCE	
	1% <20	13% 19103	
MEMBERS 286	38% 20-29	13% 19146	
	40% 30-39	9% 19147	
	11% 40-50	7% 19130	
	12% 50+	7% 19148	
EMAIL REACH 18,360+	EDUCATION	4% 19107	
	3.4% High School	3% 19125	
EMAIL OPEN RATE ranging from 25-59%	10.1% Some College	3% 19106	
	28.6% 4-year College	3% 19143	
	57.0% > 4-year College	3% 19123	
		65% OTHER	32.11% Patients within 2 miles of our office



## MEMBERSHIP

Rittenhouse Women's Wellness Center provides compassionate, comprehensive medical and wellness care with the patients best interest in mind—which is especially important in navigating today's increasingly complex health care system.

Our personalized patient care center is unique in that no matter what changes within the health field, our physicians can continue to be the first contact for any health-related issues, also working closely to coordinate any additional specialist care.

### MEMBERSHIP BENEFITS

- Every visit is with a board certified provider
- One hour initial visits with the promise of unhurried care and extended appointment times
- Prompt responses sent through our secure patient portal network directly from a provider within 24 hours
- Returned phone calls from a provider personally
- All members receive discounts on injectables including, Botox \$11/per unit (reg. \$16/unit) and Juvederm \$550/syringe (reg. \$650/syringe).
- All members receive 35% off any service at Dermacenter Medical Spa\* and an additional 10% off any monthly special.
- Members also receive IV Nutrient Therapy for a discounted price of \$99.
- The option to select one of the following services at yearly sign up or renewal:
  - Nutrition Assessment\*\* valued at \$125
  - Fitness Session valued at \$100

- Mindfulness Meditation Session valued at \$125
- Chemical Peel treatment valued at \$125
- Total Wellness Assessment

## PARTNERSHIP

To expand our community of women for women we have launched a partner program with local businesses to offer discounts on goods and services our patients use everyday to promote a healthy and happy lifestyle. Partnership extends the value of membership and extends our community reach.

A current list of partners and more details can be seen on our website at:

[www.rwwc.com/membership/our-partners.html](http://www.rwwc.com/membership/our-partners.html)

### MEMBERSHIP CARD

Patients receive a membership card, with their full name, the date they began their membership at RWWC, as well as the expiration date. Members receive the card in the mail after they sign up for membership or in office when they come in for a visit.

When our members come into your business they will present this card to show they are eligible for discount.

\* Not to be combined with other offers

\*\*If not covered by your insurance

## PARTNERSHIP PERKS

Joining Rittenhouse Women's Wellness Center's Partnership Program is a **no cost** opportunity that connects our members with local businesses.

### PARTNERS WILL BENEFIT FROM THE FOLLOWING:

- A feature in our **monthly newsletter** distributed to 19,000+ outlining our partnership discount.
- Inclusion on **Our Partners web page** listing all partners, as well as, a unique individual profile page detailing your business and discount details.
- Promotion via **social media**. Includes: Facebook, Twitter, Instagram, and LinkedIn. Connect with Rittenhouse Women's Wellness Center on each platform for more direct marketing opportunities.
- **Print Ads in office**. We design and display print ads in our offices outlining our new and current partners.
- **Partner Directory Cards** display a list of our partners on exclusive rack cards.
- Slide on our **digital screens**. Our office waiting lounge features a television displaying a slide show about RWWC and our partners.
- **50% off discount on Dermacenter Medical Spa services and packages for owners and employees of partner businesses.**
- **\$1 Membership Fee for first year of Rittenhouse Women's Wellness Center membership**
- **Partner Employee card, eligible for discounts at all of RWWC's membership partners.**
- **Partner Plus Option**. To expand benefits for our partners we created the Partner Plus program. This program gives the uninsured employees of our partners discounted health care services at our office (female employees) and Flat Rock Health (male employees).

Employees will be provided a special partner plus card identifying them as eligible for benefits.

### PARTNER REQUIREMENTS:

- Must be a local business or service
- Minimum 2 year participation
- Minimum discount 10% or equivalent.
- Discounted product or service must be valid on all purchases, not only for first time customers.
- Must display RWWC & Dermacenter brochures.
- Must display 'Proud Partner' window cling or link on website if no storefront is available.

### RITTENHOUSE WOMEN'S WELLNESS CENTER

MEMBERS RECEIVE EXCLUSIVE DISCOUNTS FROM OUR

## FEATURED PARTNERS

WORCIK MEALS	AMRITA YOGA & WELLNESS	ANAONO INTIMATES
BLO/OUT BLOW DRY BAR	CROSS FIT CENTER CITY	ELLELAURI BOUTIQUE
DENTAL ARTS OF LOGAN SQUARE	DR. SUN OPHTHALMOLOGIST	LACQUER LOUNGE NAIL BAR
MONICA VIRGA COSMETICS	NEST PHILLY	PURE SWEETS & COMPANY
BIKRAM YOGA PHILADELPHIA	PURE FARE	REAL FOOD WORKS MEAL DELIVERY
JUJU SALON & ORGANICS	KORESH DANCE COMPANY & SCHOOL	ART OF SMILE ORTHODONTICS
BRONZED BEE SPRAY TAN BOUTIQUE	ACCESSIBLE HOME HEALTH CARE	CITY FITNESS
PHILLY POWER YOGA & THRIVE PILATES	RITTENHOUSE SMILES	PINE STREET DELI
SPREAD BAKERY	RITTENHOUSE NAILS	HIPCITYVEG

NEW PARTNERS ADDED REGULARLY | SEE THE FULL LIST AT [RWWC.COM/MEMBERSHIP/OUR-PARTNERS](http://RWWC.COM/MEMBERSHIP/OUR-PARTNERS)

### PRINT AD

### PARTNER PLUS REQUIREMENTS:

- All of the partner requirements except the minimum discount is 20% or equivalent, instead of 10%.

### GET STARTED:

Interested parties please email Kyra Daly: [kdaly@rwwc.com](mailto:kdaly@rwwc.com)

Please send high-res files of your logo, photos of your business and products, and any other marketing media you might want to include.

**Preferred file formats are: .ai, .psd, or .png .jpeg or .jpg also acceptable.**

If you would like to be part of our Partner Plus program, a list of your employees and their email will be required to distribute Partner Plus cards identifying them for healthcare discounts.

Rittenhouse Women's Wellness Center has the right to refuse any business or organization from taking part in our Membership Partners Program.

## PARTNER PLUS PROGRAM

In order to enhance our relationship with our membership partners, we created a Partner Plus Health Benefits program. The uninsured female employees of our partner businesses are eligible to receive special benefits and discounts from Rittenhouse Internal Medicine. Uninsured male employees are eligible receive medical care from Dr. Julia Helstrom, D.O. at Flat Rock Health.

Discounted services are as follows:

- Annual physical
- Annual GYN\*
- Labs
- Sick appointments
- Pharmaceutical\*
- Psychology\*
- Nutrition
- Medical Spa Packages

The annual physical is a preventative yearly exam covering the following:

- Physical exam of the body
- Family and personal history
- Height and weight measurement
- Vitals
- Heart and lung exam
- Abdominal check
- Extremities exam
- Recommended vaccinations appropriate for age
- Labs and testing appropriate for age
- Discussions about preventative health

The annual GYN is a preventative yearly GYN exam covering the following\*:

- Pap smear
- Pelvic exam
- Breast exam
- Contraceptive discussion/review

Laboratory testing includes:

- Complete blood count
- Lipid/cholesterol screenings
- GYN specimens from pap smear\*
- Additional testing recommended by PCP

Sick appointments include:

- Same day scheduling

In-house pharmaceutical discounts include\*:

- Basic antibiotics
- Topical creams
- Pain relievers
- Steroids

\*Only available to female patients at Rittenhouse Women's Wellness Center

Available Services	Partner Price: Female	Partner Price: Male
New Patient Physical	\$100	\$100
Annual Physical/Annual Exam	\$100	\$100
New Patient GYN	\$100	n/a
Annual GYN	\$75	n/a
Sick Appointment	\$50	\$50
Lab Testing	70% off	70% off
Common Prescribed Medications available at office	\$10-\$20	n/a
Psychology Session	\$65	n/a
Psychiatric Medicine Evaluation	\$125	n/a
Nutrition Session	\$50	n/a
Medical Spa Packages**	50% off	50% off

\*\*Cannot be combined with other offers