



WE BUILD BRANDS. WE DRIVE RESULTS.

Organic Content. Paid Ads. Real Growth.

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From Click to Clinic

*How we built a patient-acquisition engine that fills **PIR** infusion chairs*

\$5.76

COST PER LEAD

694

TOTAL LEADS CAPTURED

+175%

INFUSIONS IN 4 MONTHS

140+

PATIENTS WAITING

Reverse-engineered from results — presented to 200+ PIR clinics & hospitals

The results — before we show you how



694

total leads captured

across 2 of our Texas hospitals



\$4,000

total ad spend

the entire media cost behind it



\$5.76

cost per lead from ads

vs ~\$52 healthcare benchmark



140+

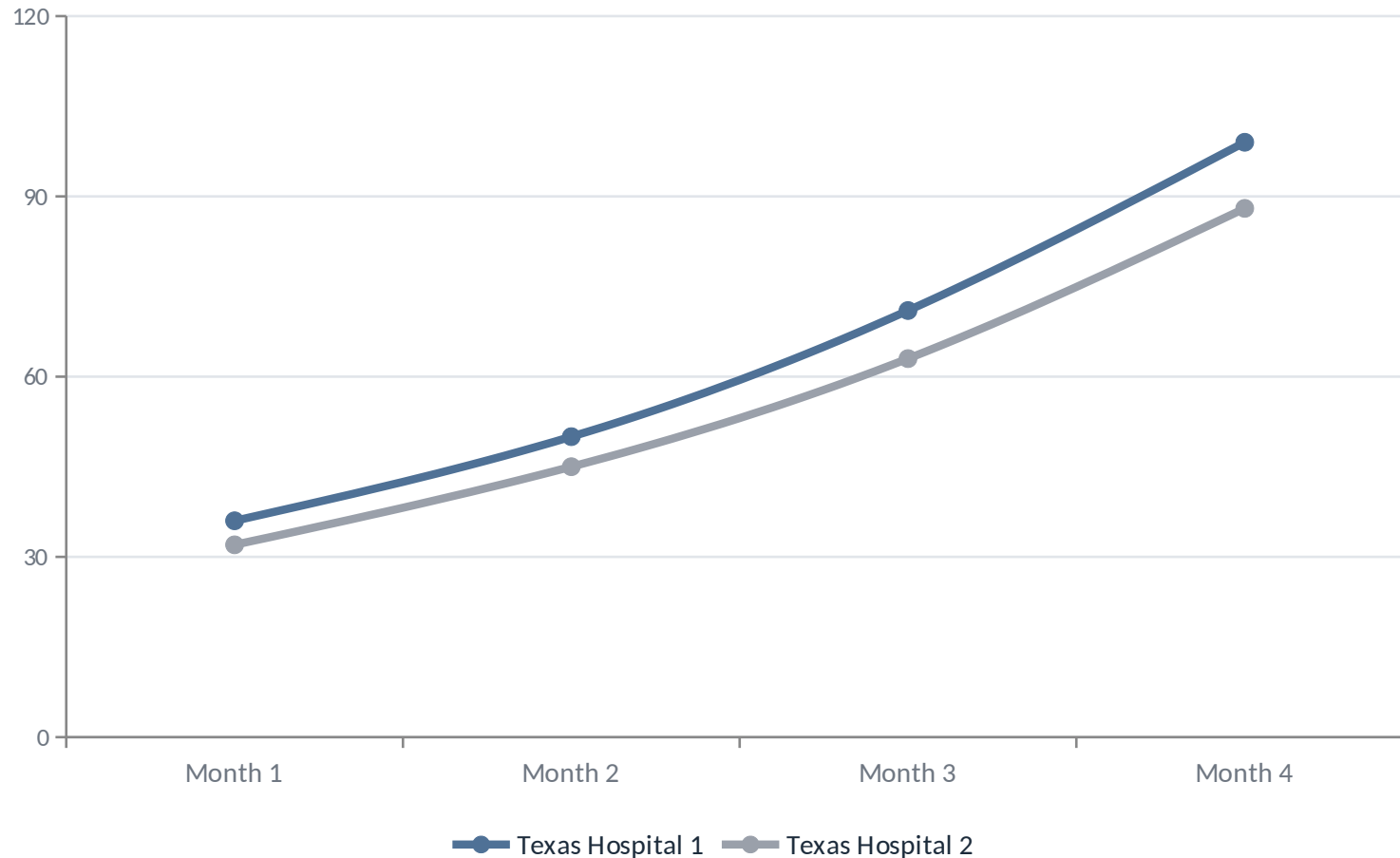
patients on the waiting list

demand we created, ready to book



Every number in this deck is real. Two of our Texas hospitals. Real ad data. One repeatable system you can run for your clinic.

Infusion volume is compounding — fast



Actual monthly infusions delivered — first four months at each hospital

TEXAS HOSPITAL 1

36 → 99

+175% infusions / month in just 4 months

≈ +40% month-over-month in the early ramp

TEXAS HOSPITAL 2

32 → 88

+175% infusions / month in just 4 months

≈ +40% month-over-month in the early ramp

WE DON'T CHASE PATIENTS — THEY LINE UP

The real proof: a waiting list, not an empty schedule



ACROSS 2 TEXAS HOSPITALS

140+

patients currently waiting to get into the program

This doesn't happen by accident.

We convert on every front:



Data capture on intent

Every interested click becomes a known, reachable lead — not an anonymous impression.



Phone calls

Call us old-fashioned, but the phone still works amazingly — a real human, fast.



Email from data capture

Captured contacts get nurtured by email until the timing is right for them.



Retargeting on all fronts

We keep showing up across platforms until interest turns into a booked patient.

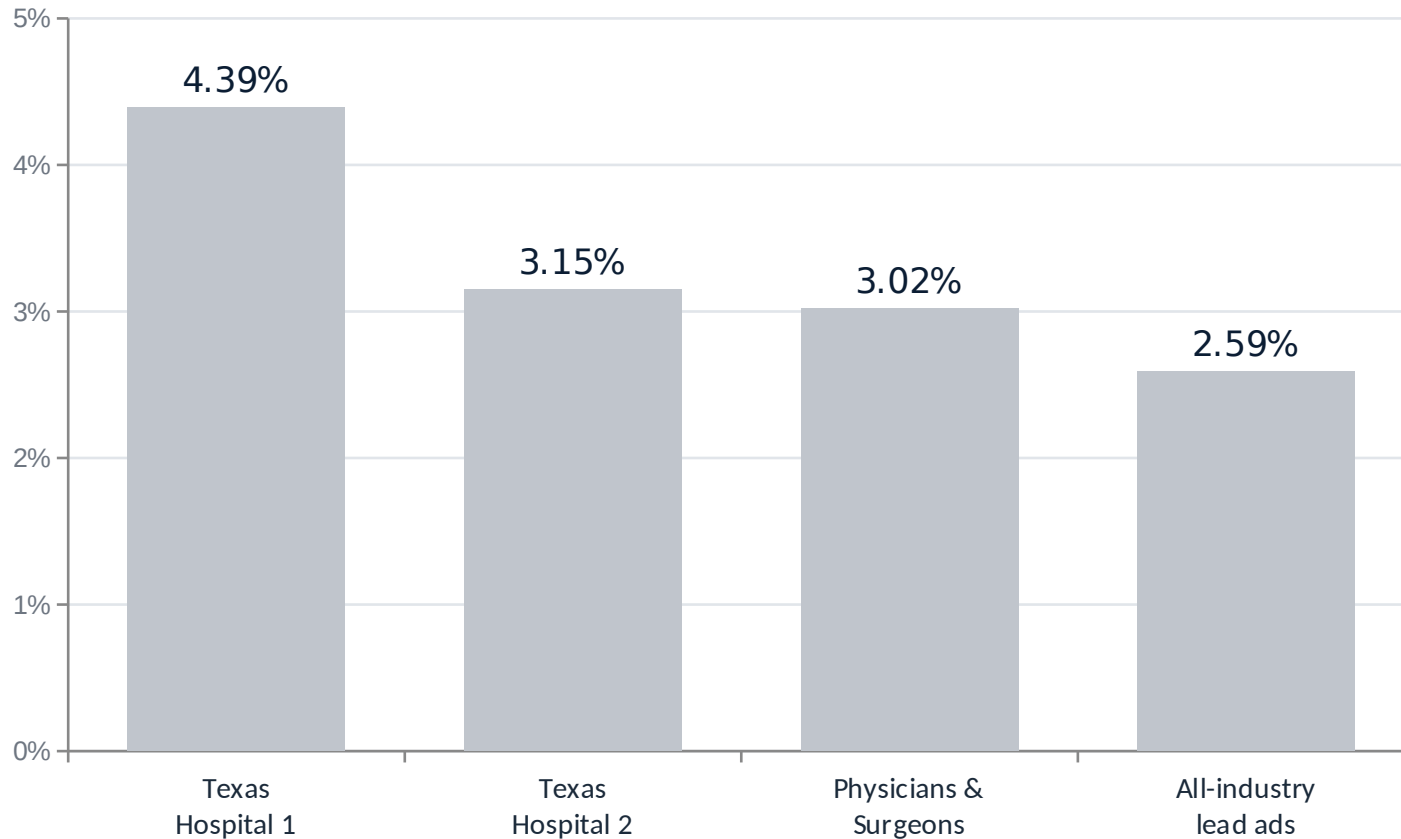
That backlog is a marketing asset. It lets each hospital add chairs, staff and infusion days with confidence — demand is already booked ahead of capacity.

We generate leads for a fraction of the industry






Our best hospital's leads cost 14× less than the healthcare average and 32× less than a typical hospital social campaign.

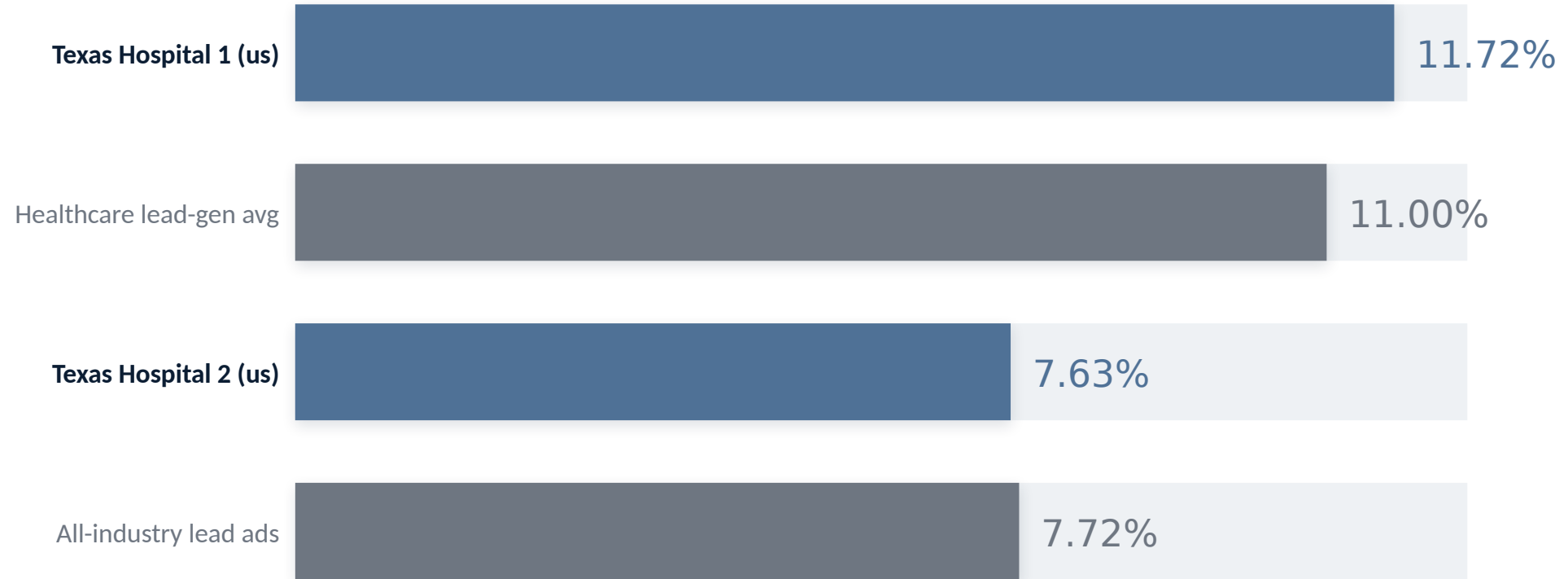
Our ads out-click the best vertical in healthcare



Why this matters

- 
4.39% link CTR at our top hospital beats Physicians & Surgeons (3.02%) — the strongest healthcare benchmark — by 45%.
- 
Both hospitals clear the bar Our 3.15% also tops the all-industry lead average of 2.59%.
- 
Click quality, not just volume high CTR on a tight 50-mile health audience signals the right people are responding.

The landing page turns clicks into leads



*121 and 141 leads in a single month from those clicks — our top hospital converts at 11.72%, **above the healthcare benchmark** — and that's before retargeting brings the rest back.*

One campaign month, end to end — the conversion funnel



And it compounds

OVER 4 MONTHS

8,029

total link clicks

694

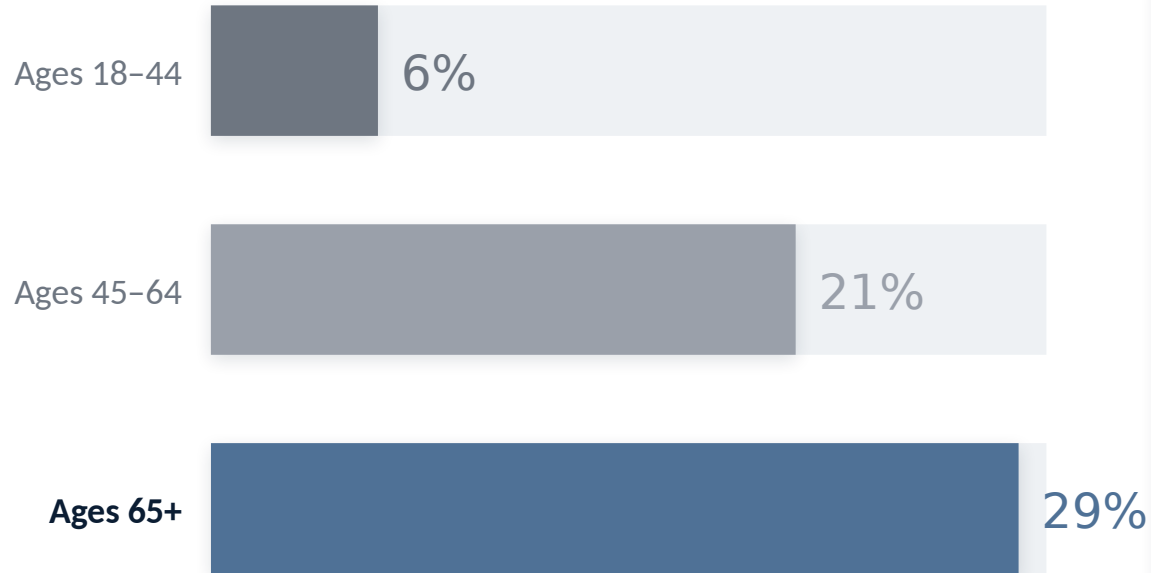
total leads captured

A click won't always book today — but it tells us they're interested. We capture data from it and reach them better next time. There's always a next time.

Funnel shown is a single campaign month per hospital. Meta-reported leads differ from our sheet totals — many patients are added manually by the call center — so the true pipeline runs larger than the platform shows.

WHO YOUR PIR PATIENTS ARE

Diabetes is overwhelmingly a 65-and-older disease



Total diabetes prevalence by age — incl. undiagnosed (CDC)

THE 65+ REALITY

61.2M

U.S. adults are age 65+

~1 in 3

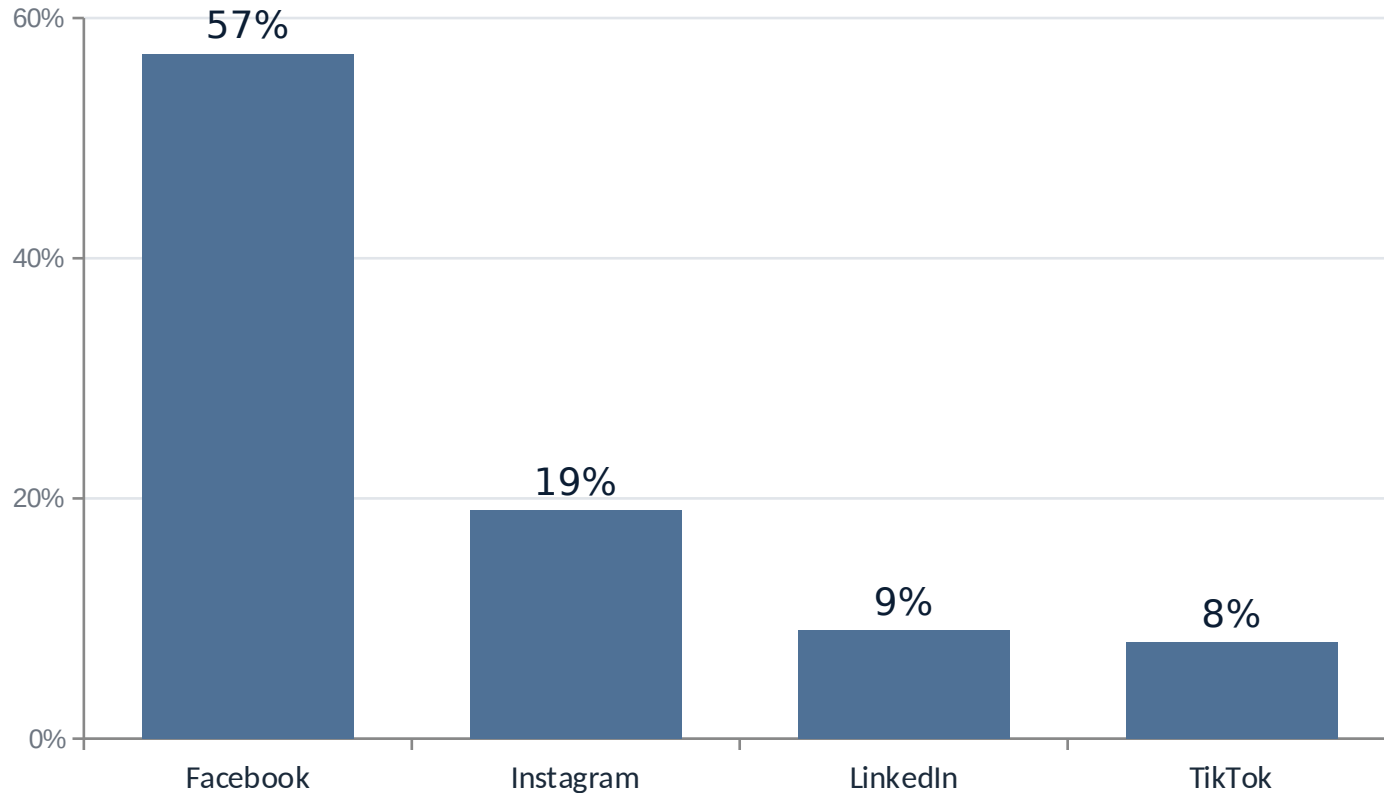
of them lives with diabetes (~17M)

31M+

more are prediabetic — the next wave

The majority of your PIR candidates are 65+. We aim the ad spend exactly where the disease lives.

Among social platforms, the 65+ patient is on Facebook



Share of U.S. adults 65+ who use each platform (Pew, 2025). YouTube reaches ~64% too — but it's lean-back video, not lead capture.

The takeaway

3× Instagram, 7× TikTok

57% of seniors are on Facebook — multiples of any other social app.

Almost exclusive

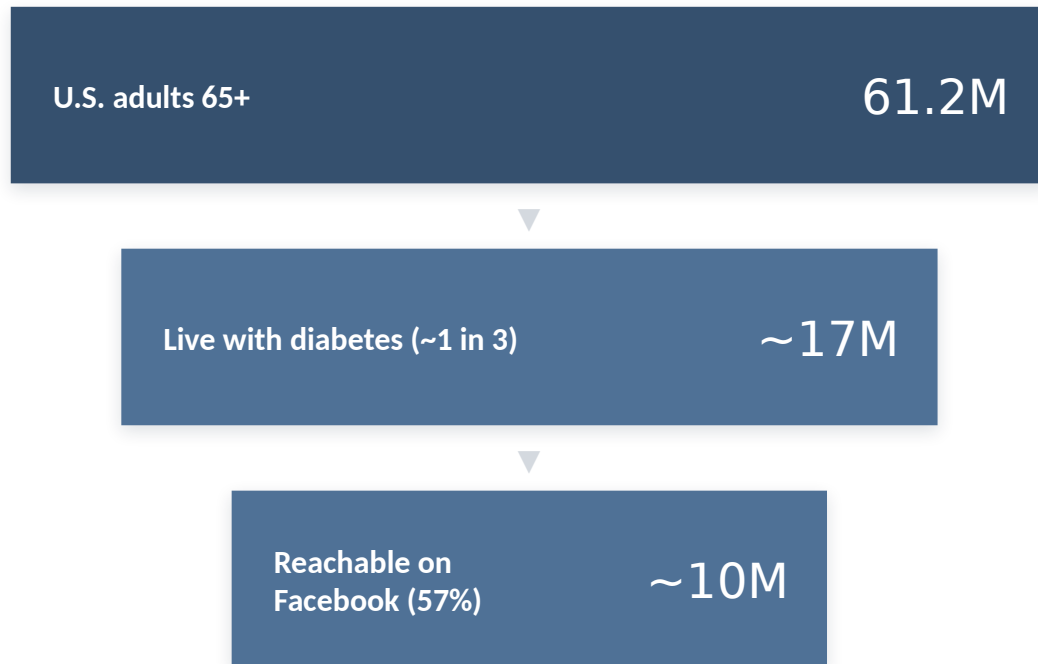
Among social networks, older adults use Facebook nearly alone — LinkedIn a distant second.

50-64 even heavier

74% of adults 50-64 are on Facebook — the on-ramp to the 65+ wave.

THE OPPORTUNITY

~10 million reachable — and almost no one is targeting them



Why Facebook — not search

Search only captures existing demand

Almost no one Googles “PIR” — the search volume is near zero.

Facebook creates demand

We target who they are — age plus diabetes signals — not what they typed.

A low-competition audience

Few advertisers fight for 65-year-olds — which is why our cost per lead is \$3.70–\$9.48 vs ~\$52.

Derived from U.S. Census (2024) population, CDC diabetes prevalence, and Pew platform usage.

Reverse-engineered: the engine behind the numbers

01



Hyper-local targeting

Hospital-branded PIR ads on a tight 50-mile radius, layered with proxy & high-intent audiences.

02



Convert on the page

A click lands on an informational PIR page with a single fillable form — captured instantly to our proprietary sheet.

03

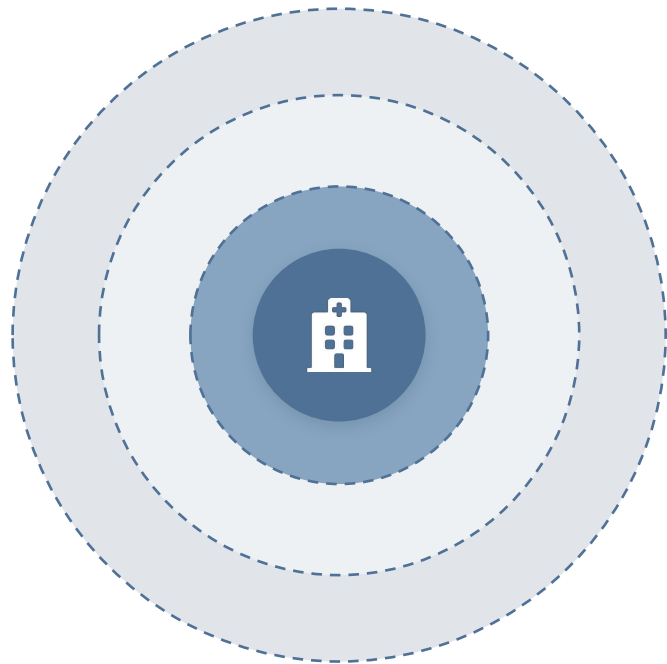


Human, HIPAA follow-up

Certified callers educate, qualify and warm-hand-off the patient to the clinic for booking.

The next three slides break each pillar down.

We put PIR in front of the right 50 miles



50-mile radius
around the hospital



Hospital-branded creative

Ads carry the local hospital's name and PIR information — instant trust in a small community.



Geo: 50-mile radius

Tightly fenced to the hospital's true catchment, so no spend leaks to people who can't attend.



Proxy targeting

Audiences built from the traits of people who respond to PIR — reaching look-alikes of real patients.



High-intent signals

Layered interest & behavior signals around diabetes and metabolic health surface ready-to-act prospects.

One click, one page, one form — captured instantly



Speed is the moat. Leads contacted within 5 minutes are up to 21× more likely to qualify. Instant capture is what makes that possible.

Our HIPAA call center is where leads become patients

What our certified callers do

- 1 Reach out fast** — Outbound call to every fresh lead — no waiting for the patient to call back.
- 2 Educate on PIR** — Explain the program in depth: insulin as a hormone, what a session looks like, who it helps.
- 3 Qualify & build intent** — Answer questions, confirm fit, and turn curiosity into a committed, ready-to-book patient.
- 4 Warm hand-off** — Pass the engaged patient directly to the clinic/hospital to schedule the first infusion.



The industry leaks patients

Up to 90% of medical-practice leads are lost to poor follow-up

59% of qualified callers never book an appointment

25%+ of inbound patient calls go completely unanswered

Only 21% lead-to-appointment rate even at top practices

We solve this with proactive outbound + real humans — contacting 95%+ of leads.

Tiny acquisition cost. Enormous patient value.

Our all-in cost per booked patient

Everything included — not just ad spend

10 patients / month	\$257
20 patients / month	\$128
30 patients / month	\$86
50 patients / month	\$51

The more chairs you fill, the less each patient costs.

\$155 – \$610

Healthcare patient acquisition cost

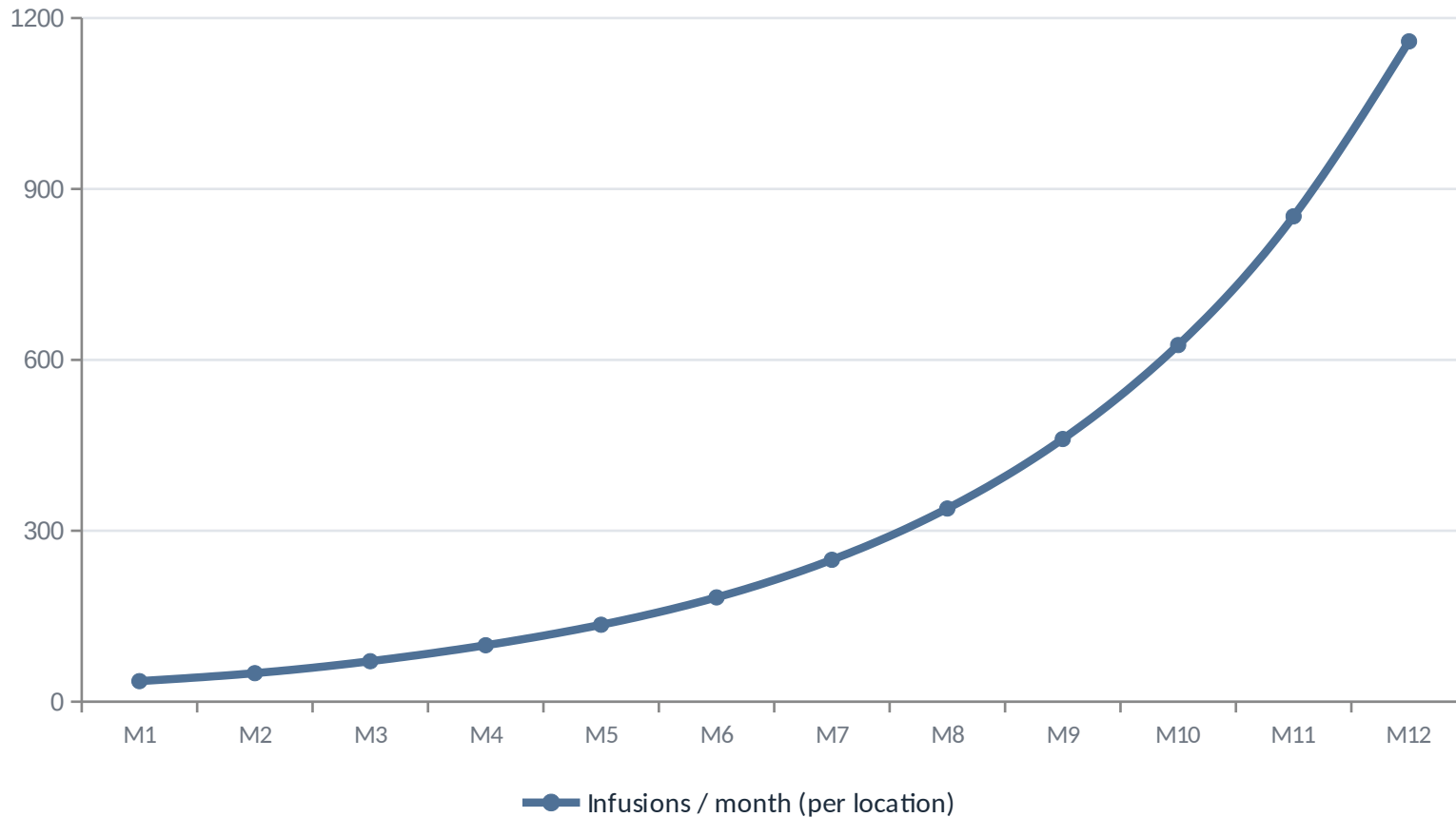
Industry average ≈ \$370 per new patient

\$10K – \$20K

Patient lifetime value

What each booked PIR patient can be worth

Projected growth — at a sustained 36% per month



PER LOCATION

1,159 /mo

projected Month-12 run-rate

~4,300 infusions in Year 1

ACROSS 2 HOSPITALS

2,318 /mo

projected Month-12 run-rate

~8,500 infusions in Year 1

Months 1-4 are actual (=40% early ramp); Months 5-12 are projected at a sustained 36% month-over-month growth rate. Figures shown per representative hospital.

WHAT SETS US APART

This is personal.

*Our family has committed **100%** to PIR — and we've built the whole stack behind it.*



Triad Global Health Solutions

Operations, licensing & funding facilitator for PIR in the hospital environment.



Mega clinics in metro markets

Planting large-scale PIR clinics in metro areas — starting with Dallas.



Tru Metabolic — Center of Excellence

Our flagship PIR Center of Excellence in Dallas.

***It's become our mission** to promote and support PIR like never before.*

What this means for your clinic

The same engine — built for your hospital's 50 miles.



Done-for-you ads

We build and run the hospital-branded PIR campaigns and targeting.



Landing page + capture

Your informational PIR page and form, feeding a live lead sheet.



HIPAA call center

Our certified team educates, qualifies and books on your behalf.



A waiting list

You focus on care; we keep the schedule full and growing.

Two hospitals proved it. With 200+ PIR clinics in this room, the patients are out there — they just need to hear from you first.

LET'S FILL YOUR CHAIRS

From click to clinic — we build the pipeline, you change lives.

Proven

\$5.76 cost per lead from ads

Repeatable

One system, any 50-mile market

Turnkey

Ads → page → call center → booking



WE BUILD BRANDS. WE DRIVE RESULTS.

Organic Content. Paid Ads. Real Growth.

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