

**Angie's list<sup>®</sup>**  
**companyconnect**  
**Company.AngiesList.com**

**Angie's List Health Care Kit 2010**

Your guide to growing your practice with Angie's List

# Angie's List 101

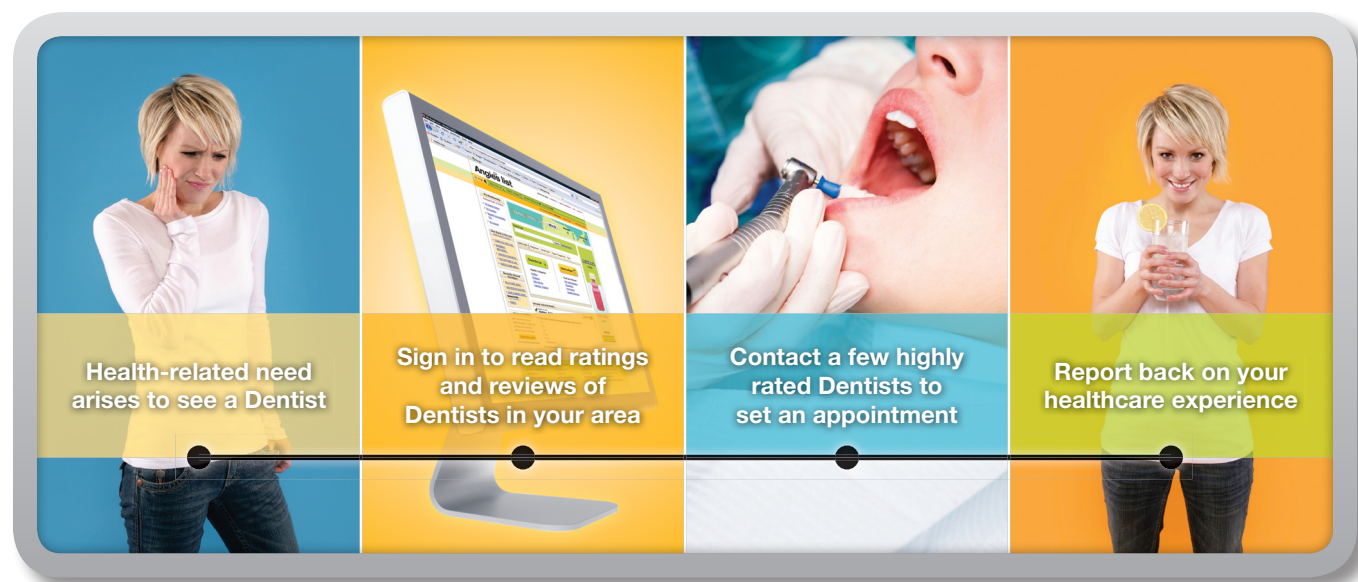
## What is Angie's List?

Angie's List entered the marketplace more than 15 years ago, before the Internet changed the way consumers and businesses go about their daily lives. Beginning with a call center and magazine, Angie's List became an early adopter of web-based technology and is now known as a pioneer in word-of-mouth marketing with more than 1 million members nationwide.

Angie's List members pay a fee to access the ratings and information on the List, and to rate and review the healthcare professionals, service companies and contractors they've used. Members search more than 500 categories on Angie's List 25,000 times every day, and we receive more than 40,000 new reports from our members each month.

## How the List works

Healthcare providers don't pay to be on Angie's List. The only way a provider receives grades on Angie's List is when our members tell us about their experience in a member report. It only takes one report to get rated on the List. Angie's List is strictly based on the feedback of area consumers that are Angie's List members.



## How you benefit

When our members need healthcare services, they check Angie's List via our magazine, website or call center to find out which healthcare professionals are reputable, based on the feedback of other local members. Your placement on Angie's List gives you the opportunity to get inquiries and business from more than 1 million affluent members. Use Angie's List to grow your practice, and gauge your patients' satisfaction.

# Why we're different

## Angie's List is a premium word-of-mouth service

- No anonymous reports
- Read and respond to reports on your practice for free
- Receive free alerts each time a new report is submitted on your practice
- Utilize live support from our call center



## Certified audit

Our data collection process is certified each year by BPA Worldwide, a respected auditing firm. The exhaustive audit confirms Angie's List follows a consistent and documented process to present all member ratings and input fairly.

## Better exposure

A provider's standing with Angie's List is recorded on an A-F grading scale. When our members research local healthcare professionals through our magazine, website or call center, we share information on A and B rated providers first. Besides the provider's name and how to get in touch with them, we also share details such as:

- Number of employees
- Area of specialization
- Hours of operation
- Location
- Member reviews
- Practice logo, photos of work and an audio message

A screenshot of the Angie's List profile page for Dr. Timothy Carlson, a dentist in Indianapolis. The page layout includes a header with the Angie's List logo and navigation links. Below the header is a search bar and a "Submit a Report" button. The main content area is divided into several sections: "CONTACT INFORMATION" with a map and address (1010 E 86TH ST, INDIANAPOLIS IN 46240, (317) 846-6188); "SERVICE INFORMATION" with a description and services; "ADDITIONAL INFORMATION" with a Google search link; and "INFORMATION BASED ON THIS CATEGORY:" which includes a table of ratings for various service aspects. The table shows "Overall" and "Availability" both rated "A", while other categories like "Office Environment", "Punctuality", "Staff Friendliness", "Bedside Manner", "Communication", "Effectiveness of Treatment", and "Billing and Administration" are all rated "A". The "Total Reports" section shows 2 total reports, 0 non-member reports, and 0 PCH nominations. Below the table is a "MEMBER REPORTS" section with two reviews: one from 8/28/2009 and another from 1/29/2009, both praising the provider's friendliness and quality of work.

Angie's List Profile Page

# All about members

## How Angie's List attracts members

Angie's List is a national company with a strong focus on local service. We have implemented a major media public relations and advertising strategy that coincides with our local marketing to attract new members. Angie's List has been featured on Good Morning America, The Today Show, CNN and NPR, in addition to a variety of print media, such as *The New York Times*, *U.S. News & World Report* and *Money*.

"Angie's List is the premier agency for finding consumer reviews on just about any service, from plumbing to health."

***Fox&Friends***

*July 2009*

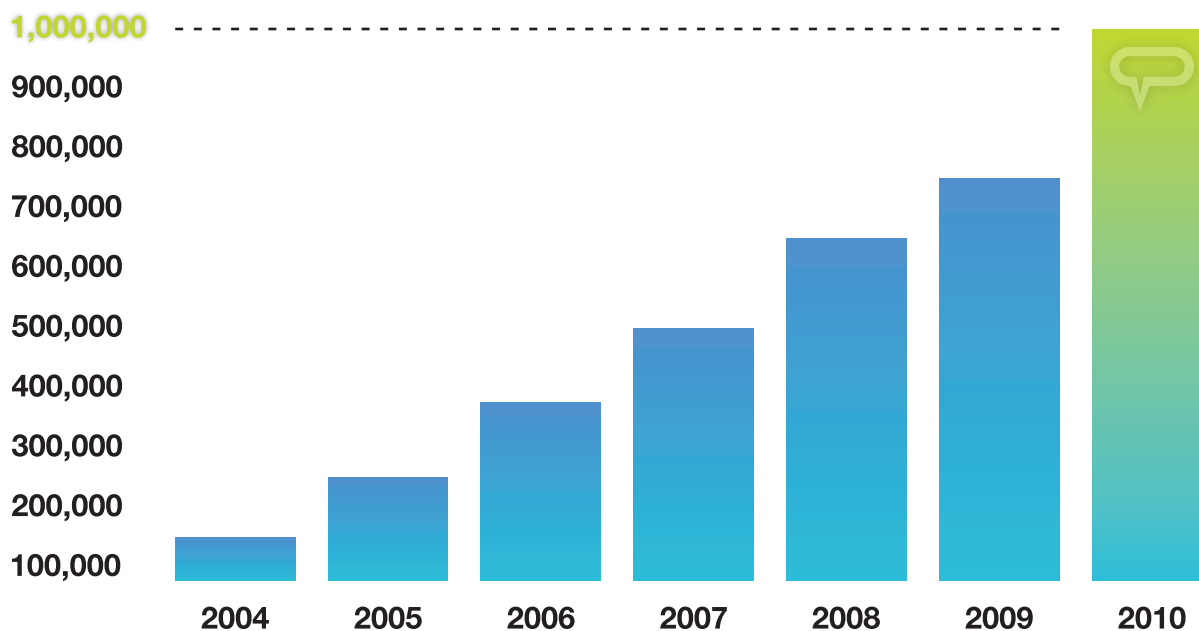
"Angie's List, which rates everything from carpet cleaners to landscapers, now rates doctors - their fees, punctuality and professionalism."

***Good Morning America***

*March 2009*

## Member growth

Angie's List is more than 1 million members strong – and growing. Thanks to our members telling their friends and neighbors where they can go to find the best local healthcare providers and service companies, word is spreading fast!



# Demographics and Psychographics

## Member demographics

Angie's List members represent many of the most affluent, educated and successful consumers across the country.

### Profile



**Gender:** 35% Male, 65% Female



**Age composition:** The majority of members are 35-65 years of age



**Household income:** Angie's List members are in the top 15% of wage earners in the US  
81% are employed in professional positions



**Homeownership:** 96% own their homes

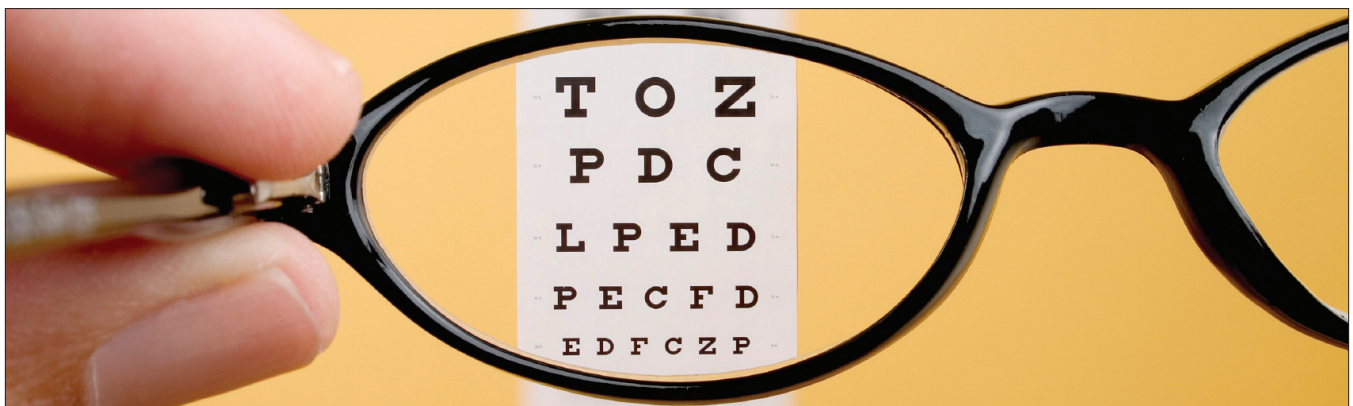


**Angie's List member loyalty:** 83% read Angie's List magazine every month\*

\*Readership Surveys, August and September 2009  
Data from MRI, Claritas, Equifax, and Angie's List surveys.

## Health-conscious consumers

Members are serious about their healthcare and the choices they make with regard to the providers they trust. They pay fee to access ratings and reviews on Angie's List Health, to help make the best decisions when selecting a new healthcare provider, a specialist or a provider for an elective procedure.



# Your practice profile

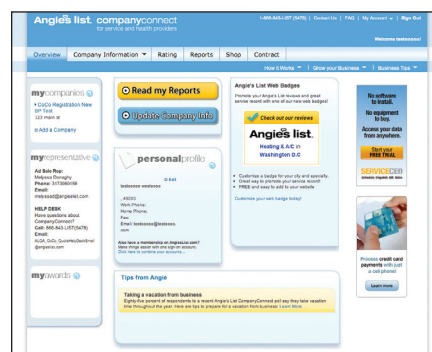
## Free services and tools

Angie's List offers providers on the List several ways to market their practice to our members, including some features for free. These tools are designed to help our members learn more about your practice and the services you provide, available through the Angie's List CompanyConnect website, [Company.AngiesList.com](http://Company.AngiesList.com).

## Complete your profile

Control how your practice is presented to members by including a general description of your services, brochures or licensing information.

We also provide e-mail and phone assistance to help guide you through completing your profile, or answer any questions you may have about Angie's List and CompanyConnect.



CompanyConnect Profile

## Manage your reports

Use your account to access your company ratings and reports, respond to reports and read summaries of your reports by category. Sign up to receive automated report notification e-mails, which will alert you each time a new report or a change to a report by a member is submitted on your practice.

You can also access free Angie's List Report Forms to give to all your patients to encourage them to submit a report on their experience with your practice.

Report Form

## Promote your listing

Link to your website from your Angie's List profile, and add a free Angie's List Web Badge to your website to promote your glowing reports to all your patients and potential patients.



Web Badge



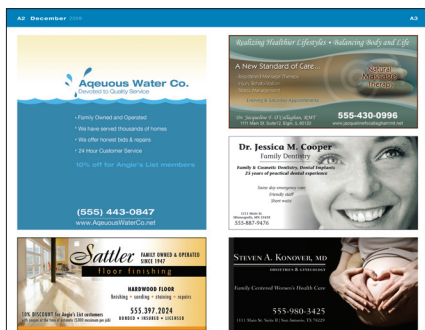
# Grow your practice

## Increase your exposure

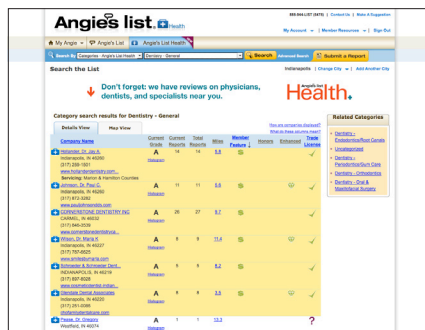
Consumers are bombarded with advertising each day, so these messages can get lost or fall short of reaching the patient at their time of need. Traditional advertising doesn't require a standard for quality service that providers must meet to advertise. Therefore, patients often place little trust in the advertising message. That's not the case with Angie's List. Our members pay for access to the List to seek out professionals to hire, making them a more qualified consumer than traditional advertising methods.

Advertising through Angie's List is by invitation only. Providers must maintain an A or B rating to be eligible to participate in exclusive advertising opportunities to reach a more affluent and educated consumer, with limited competition from other advertisers.

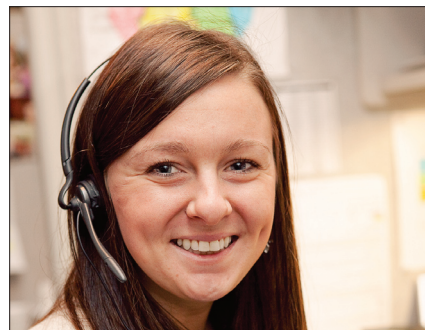
Unlike most advertising tools available, many of the options available through Angie's List are targeted and customized to your unique needs. With our national presence and local approach, advertisers are able to market their practice and services within their unique specialty of medicine, through category or keyword search web placement.



Print Advertising



Web Advertising



Call Center Advertising

### Advertisers have more than a 10 to 1 advantage in generating leads from our members\*.

Angie's List offers exclusive multi-platform advertising opportunities to market your practice and services. With advertising available through our magazine, website, call center and opt-in e-mails—all limited to just a few advertisers each—Angie's List has an assortment of highly effective tools to reach our members.

\*10 to 1 advantage refers to a comparison based on the average number of reviews through our call center and website of advertisers versus A-B rated service companies on the List who don't advertise in all markets and categories between 1/1/2009 – 12/31/2009.

# Member feedback

## Member loyalty

Members renew at a rate of 72% and the average life of a member is 5 years, confirming that Angie's List is an invaluable service:

*"Angie's List serves as a great seal of approval for quality and reliability."*

**Michael & Clare, Indianapolis, IN**

*"Being a single woman, it's comforting to have a list of providers that people have already had experiences with to refer to. The monthly publication is also full with great information."*

**Ida, Rocky River, OH**

*"I think it's great that people can use Angie's List for medical referrals. I absolutely love my pediatrician, and I think people should know about my holistic dentist!"*

**Joan, San Jose, CA**



*"I really, really appreciate what you've created for the everyday consumer. I found a great dentist and since I'm new to the Asheville area, I plan to use your list for all my professional services needs! Thanks for a great idea!!"*

**Stephen, Candler, NC**



# Angie's List is results

## Healthcare provider success

Doctors, dentists and various healthcare providers find Angie's List to be just as valuable as members:

*"Being a part of Angie's List has definitely helped our company establish legitimacy. We are in a business that sometimes has a hard time proving their worth and medical efficacy. Advertising with Angie's List has taken us to the next level in customer satisfaction. Thank you Angie's List!"*

**Carol Heubach, Heal Thyself & Co.;  
Indianapolis, IN**



*"Angie's List has been a wonderful addition to marketing our medical practice to patients who would otherwise not have heard about us. We've had multiple new patients seeking our family practice in a short span of time, which easily paid for the service. I have been really happy with Angie's List, and will continue to use their marketing services as long as I am able."*

**Dr. Dawalt, Indianapolis, IN**