




ParentMD<sup>®</sup>

Your Virtual Pediatric Healthcare Partner

A woman with dark hair, wearing a light blue shirt, is sitting at a table and looking at a laptop screen. A baby with light brown hair is sitting next to her, also looking at the screen. The woman is holding a white mug. The background is bright and out of focus, showing a wooden chair and a window. The text is overlaid on the image in a black serif font, with some words in green.

A 2017 New York Times article noted how millennials are "high information parents" who use Google first to solve **parenting questions**. But the downside is they are quickly **overwhelmed** with the volume of information and unsure about **reliability of sources**.



# Quality Care Today

Medical Home + Virtual Health

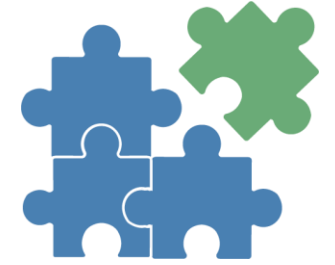


ParentMD®





# Landscape



- Parents often do their research before a visit
- Parents buy health education packages
- Overwhelming amount of information online
- Misinformation online
- Lack of time with the pediatrician
- Busy lives and lack of time in general

# Competitive Landscape

\$99 Toddler Toolkit

**WebMD<sup>®</sup>**

**healthline**

**Parents**

big  
little  
feelings

\$297 for 14 modules  
(videos, pdf downloads)

SHANNON  
*Tripp*

\$1250-1650 parenting program  
\$10/month membership



\$79.99, \$99.99

taking cara  
babies

\$79 -\$99

my Little  
Eater





# The Current Market



- 49.7M families with 1 kid or more under 18 years old
- Millennials, the first digital natives, are now 25-40 years old. The largest generation in the U.S. with over 72.1 million people<sup>1</sup>, over 26 million are parents<sup>2</sup>, with million more becoming parents each year.
- Millennials are active on social media
  - 59% of mothers access social networks multiple times a day<sup>3</sup>
  - 93% of millennials own a smartphone<sup>4</sup>
  - Mobile users spend 90% of their time on apps<sup>5</sup>

<sup>1</sup> PewResearch.org Millennials overtake Baby Boomers as America's largest generation.

<sup>2</sup> <https://www.amtd.com/news-and-stories/research/details/2017/Millennial-Parents-Survey-01-19/default.aspx>

<sup>3</sup> <https://www.statista.com/topics/2525/parents-online/>

<sup>4</sup> <https://www.marketingcharts.com/digital-110439>

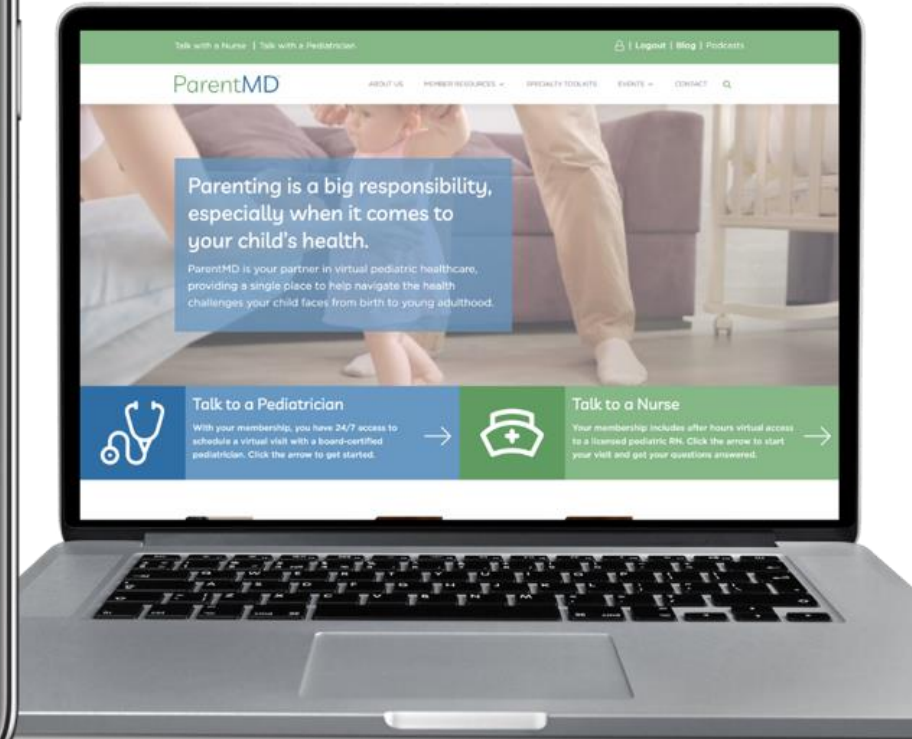
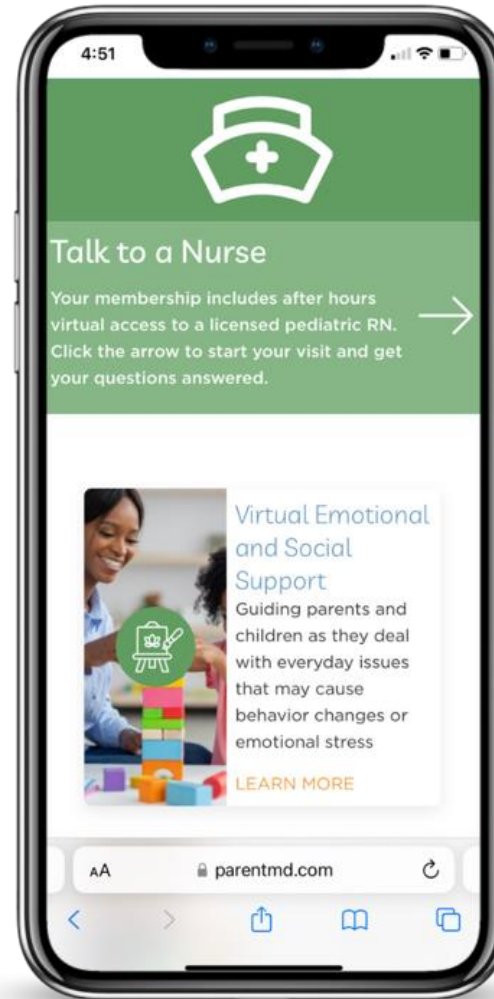
<sup>5</sup> <https://www.emarketer.com/content/us-time-spent-with-mobile-2019>

# ParentMD®

Your Virtual Pediatric Healthcare Partner

ParentMD is a web-based platform that **connects parents to telehealth services, educational resources, and a community of caregivers** that is designed to give their families and children the best chance to thrive.

**Let us do the homework for you**, so that you can focus on making the best decisions for your family.





[Click here to watch video.](#)



“

ParentMD was founded by pediatricians, for parents. As a board-certified pediatrician and parent of 2, I saw firsthand the struggle parents face as they search online for clear and trustworthy medical advice for their children.

As pediatricians, we know that a solid partnership between parent and physician is essential to your child's health and wellbeing. We empower parents by bringing expert information to them, straight from board-certified pediatricians.

We're on a mission to make reliable information easy to access. Parents can rest easy and avoid information overload. We give parents simple tools to make confident and informed decisions about their children's health."



**Joshua T. Honaker**  
**MD, MBA, FAAP**

*Founder & CEO*

# ParentMD<sup>®</sup>



## **Mission**

To empower and support parents to raise healthy children



## **Vision**

To be most sought-after parent resource for optimizing children's health




## **Values**

Trust, family, compassion, expertise


# ParentMD<sup>®</sup>

Pediatrician led. **Parent guided.**



Clinical  
Advisory  
Council

To guide ParentMD on the current clinical landscape, the latest research, and leading trends in pediatric healthcare



Parent  
Advisory  
Council





To guide ParentMD on content and topics that really matter to today's parents





# Included in our Memberships





## Telehealth Services

-  24/7 Pediatrician
-  After Hours Pediatric Nurse
-  Emotional & Social Support
-  Symptom Checker Software

## Educational Resources

-  Newborn/Toddler Parent Survival Guide
-  Webinars & Conferences (at a discount)
-  Specialty Video Courses
-  Email Newsletter & Briefs

## Community of Caregivers

-  Resource Navigator
-  Recommended Services & Partners
-  Recommended Products
-  Parent to Parent Resources

# ParentMD® Memberships

## Basic

Starting at \$7.99/month

- ☐ 24/7 Virtual Pediatrician
- ☐ Resource Navigator
- ☐ After Hours Virtual Nurse
- ☒ Virtual Emotional & Social Support
- ☒ Symptom Checker Software
- ☒ Recommended Products
- ☒ Recommended Services & Partners
- ☒ Parent Survival Guides
- ☒ Email Newsletter & Briefs
- ☒ Parent to Parent Resources
- ☒ All Specialty Video Courses

## Primary

Starting at \$14.99/month

- ☐ 24/7 Virtual Pediatrician
- ☐ Resource Navigator
- ☒ After Hours Virtual Nurse
- ☒ Virtual Emotional & Social Support
- ☒ Symptom Checker Software
- ☒ Recommended Products
- ☒ Recommended Services & Partners
- ☒ Parent Survival Guides
- ☒ Email Newsletter & Briefs
- ☒ Parent to Parent Resources
- ☒ All Specialty Video Courses

## Premium

Starting at \$29.99/month

- ☒ 24/7 Virtual Pediatrician
- ☒ Resource Navigator
- ☒ After Hours Virtual Nurse
- ☒ Virtual Emotional & Social Support
- ☒ Symptom Checker Software
- ☒ Recommended Products
- ☒ Recommended Services & Partners
- ☒ Parent Survival Guides
- ☒ Email Newsletter & Briefs
- ☒ Parent to Parent Resources
- ☒ All Specialty Video Courses

*\*Telehealth services are offered by third-party providers and are available in select states due to medical license requirements. Please visit [parentmd.com/join](https://parentmd.com/join) and select your state to see which membership you are eligible for.*

# Our Clinical Experts



Erica Bailen,  
MD, FAAP



Greg Canty,  
MD, FAAP



David Causey,  
PhD



Elizabeth Doyle,  
MD, IBCLC, FABM, FAAP



Stephanie Eken,  
MD, FAAP



Steven Goudy,  
MD, MBA, FAAP



Ruchi Gupta,  
MD, MPH, FAAP



Peter Lio,  
MD, FAAD



Jennifer Segeleon,  
MD, FAAP



Eric Storch,  
PhD



David Stukus,  
MD, FAAP



Wesley Sublett,  
MD, MPH, FAAP



# Our Leadership Team



## **Founder & CEO**

Joshua T. Honaker,  
MD, MBA, FAAP



## **Executive & Owner**

Kyle Doezema



## **Executive & Owner**

Scott Diamond



## **Chief Marketing Officer**

Alex Seibert, MBA



ParentMD<sup>®</sup>

Join ParentMD as we build a community and platform to support parents by helping them connect with telehealth services, find educational resources and engage with a community of other parents and caregivers.

Because we all want the best for our children, and we were never meant to do this alone.