



ParentMD[®]

Your Virtual Pediatric Healthcare Partner

A woman with dark hair, wearing a light blue shirt, is sitting at a table with a baby. She is holding a white mug and looking at a laptop screen. The baby is also looking at the screen. The background is bright and slightly blurred, suggesting an indoor setting with natural light.

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**.

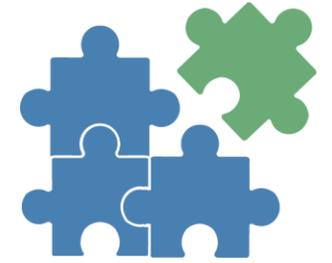
Quality Care Today

Medical Home + Virtual Health





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[®]

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 people¹, over 26 million are parents², with million more becoming parents each year.
- Millennials are active on social media
 - 59% of mothers access social networks multiple times a day³
 - 93% of millennials own a smartphone⁴
 - Mobile users spend 90% of their time on apps⁵

¹ PewResearch.org Millennials overtake Baby Boomers as America's largest generation.

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

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

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

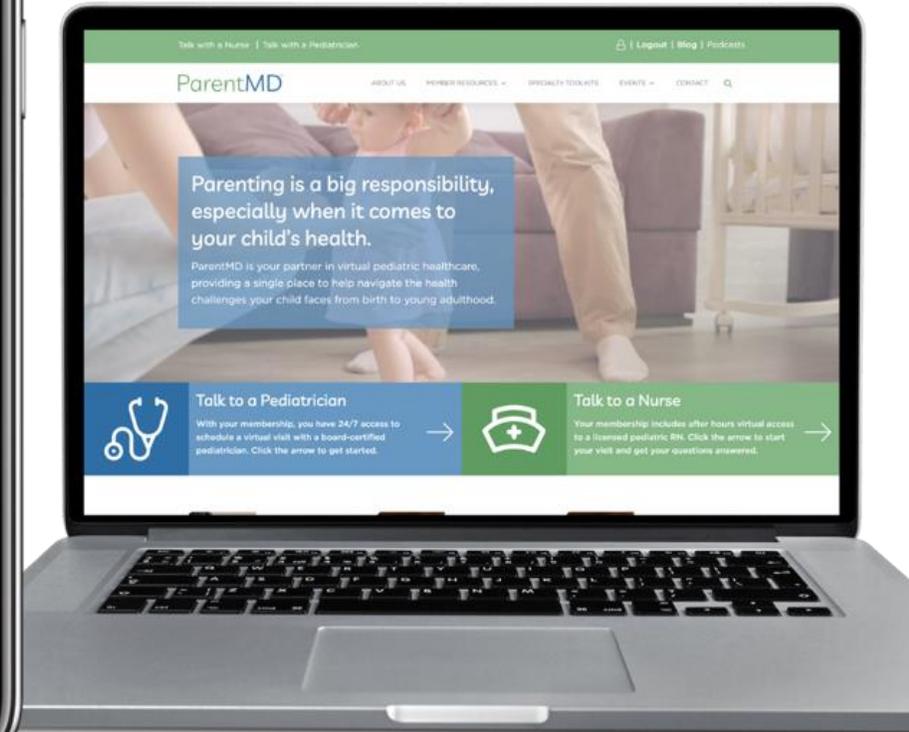
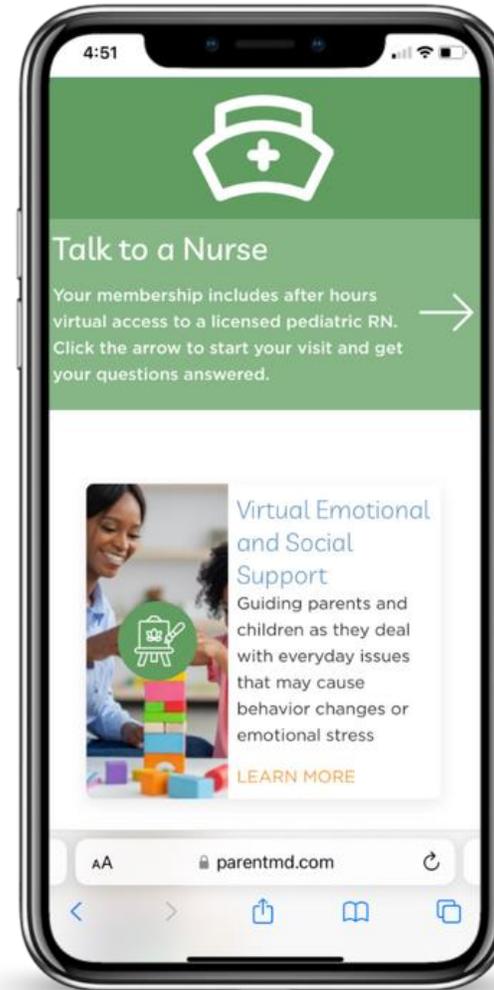
⁵ <https://www.emarketer.com/content/us-time-spent-with-mobile-2019>

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[®]



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[®]

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 and select your state to see which membership you are eligible for.*

Our Clinical Experts



Erica Bailen,
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Our Leadership Team



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Executive & Owner

Kyle Doezema



Executive & Owner

Scott Diamond



Chief Marketing Officer

Alex Seibert, MBA



ParentMD®

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.