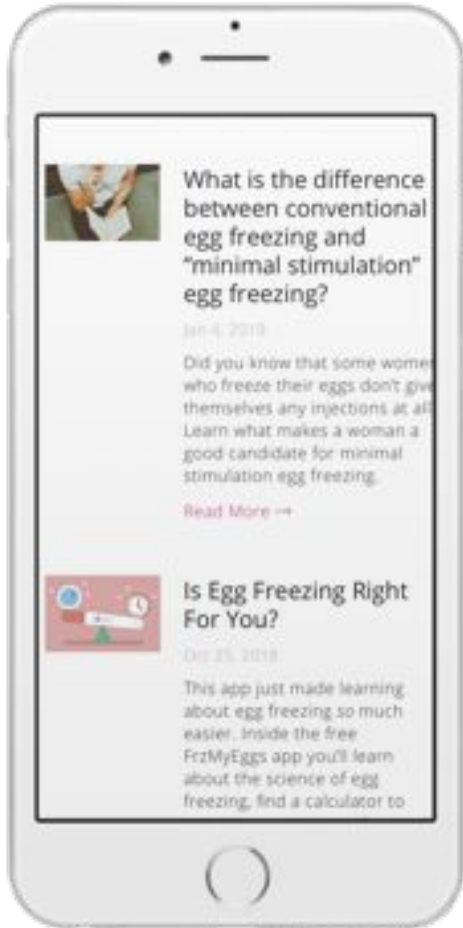


# “Eggspert”<sup>TM</sup> Answers



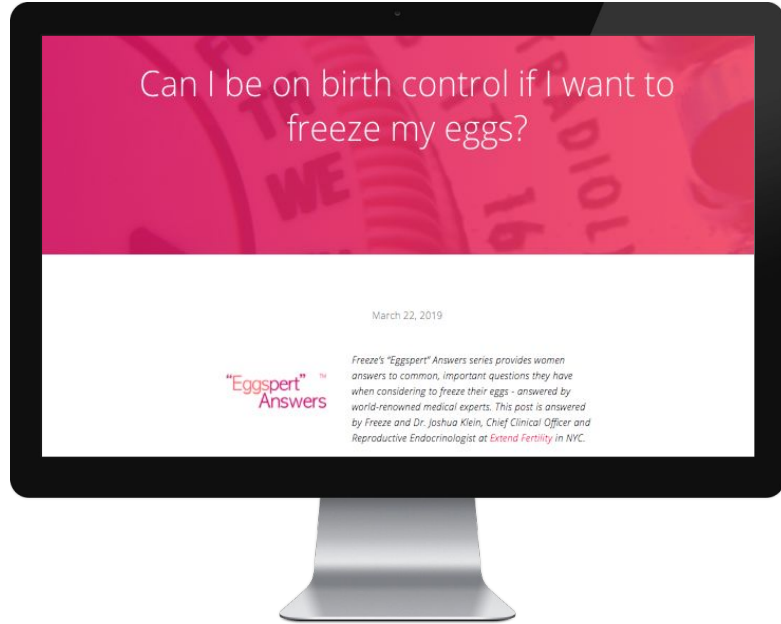
**f**reeze  
Egg freezing, simplified.



Eggsperter Answers is an educational initiative by Freeze to provide women answers to common, important questions they have when considering freezing their eggs.

The internet is often is a confusing, conflicting place, especially when it comes to finding reputable content about egg freezing.





Partnered content with Freeze is an optimal opportunity to assert your team's knowledge on a specific topic, and build trust between your clinic and women who are considering freezing their eggs.

The digital content can be shared on your social media, in your newsletters, and other marketing media. All content is authored by clinical experts (usually reproductive endocrinologists).



## What you will receive:

- Placement of your author/physician's profile, headshot, and your clinic's logo on the "answer" web page with a link to your clinic's profile
- Tagging of your clinic on social media posts (Twitter, Instagram, and Facebook)
- Inclusion in Freeze's monthly newsletter
- Optional inclusion in the Freeze Health Press Kit - We're sometimes asked by reporters for clinical experts to comment on stories. As a contributor to Eggspert Answers, your author has the option to be included in this exclusive list of clinical experts in the Freeze Health Press Kit and cultivate potential PR opportunities for your brand.



## How the partnership works:

1. Claim the question(s) you would like to provide the answer for. We'll provide an invoice and specifications for the post.
2. Pay the partnership cost of \$1,000 per Eggspert Answer. This includes promotion and advertisement of the post.
3. Write the answer and the author's profile. Answers must be 300-600 words, authored by the clinical expert author, not overly self-promoting, and written for a non-scientific audience. Freeze may lightly edit the post and will send back to you for final approval.
4. Receive the link to the live Eggspert Answer and other social graphics for you to promote as you see fit on social media, in email marketing, in print materials, etc.



## Optional OBGYN outreach

Authors of Eggspt Answers can sponsor additional outreach for their post to OBGYNs in their metro area.

*(Cost: \$750+; inquire for pricing and local list size)*



1. Direct mail campaign - OBGYNs will receive a printed 4"x6" postcard by mail, with an ad for your clinic on the reverse side.
2. Fax campaign - OBGYN offices will receive a 1-page fax including a 1/3-page ad for your clinic.



## Available Answers:

- How can I tell how good a certain clinic is at egg freezing?
- What are the short and long term side effects of freezing my eggs?
- Will freezing my eggs hurt?
- How will my eggs be stored?
- What medications will I be putting in my body when I freeze my eggs?
- What kind of anesthesia will I get when my eggs are retrieved?
- Do I have to stop exercising, drinking alcohol, smoking, having sex, or anything else while I freeze my eggs?
- Can I donate my eggs to someone if I don't use them?
- Would I need to stop any medications in order to freeze my eggs?
- Will my insurance pay for any of my egg freezing?

*You can also suggest another question for a post.*

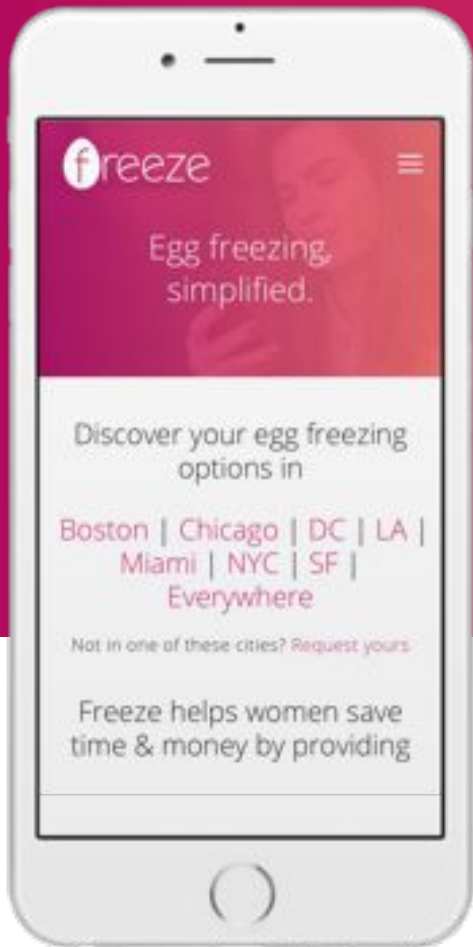


## **Claimed Answers** (published or upcoming):

- Is egg freezing right for me?
- What questions should I ask at a consultation with a fertility doctor?
- What is the best age to freeze your eggs?
- How many eggs can I expect to get when I freeze? How likely am I to get pregnant if I use them?
- Can I be on birth control if I want to freeze my eggs?
- What happens if I want to unfreeze and use my eggs to get pregnant?
- How will freezing my eggs impact my work schedule?
- Will freezing my eggs affect my chances of getting pregnant naturally?
- How do I know if I should do more than one cycle of egg freezing?
- How can a doctor help me decide if I should freeze my eggs now?
- What is “minimal stimulation” egg freezing, vs. conventional egg freezing?







Claim your Eggspt Answers or  
ask any questions at  
**[clinic-relations@freeze.health](mailto:clinic-relations@freeze.health)**