



TRT CLINIC · MEN'S HEALTH · HORMONE OPTIMIZATION

Men Don't Search for TRT. Their Friend Who Looks 10 Years Younger Tells Them Where to Go.

Hormone optimization converts through peer testimony and trust — not ads. uFire builds that word-of-mouth network for your clinic.

ufire.ai - Provo, UT Launch - 2026



THE PROBLEM

Why Men's Health Clinics Struggle to Scale Patient Acquisition

- X Men don't talk about TRT in public — but they do ask trusted friends** — Testosterone therapy carries a stigma that prevents men from sharing openly online. But in private, among trusted friends who've noticed the transformation, conversations happen constantly.
- X The transformation story is your best ad — but it's not being told** — Every patient who went from exhausted and unmotivated to energized and vital has a story that would bring you 5 new patients. But nobody's sharing it where hundreds of people can see it.
- X High LTV patients are worth acquiring at high cost — but you're spending on the wrong channels** — Google Ads cost \$50-150 per click for TRT-related terms. Your cost per acquisition is high. Peer referrals cost a fraction and convert at dramatically higher rates.



THE SOLUTION

uFire Changes Everything

We activate local ambassadors - real community members with 250-10K followers - to authentically share your business with their network.

1

Match you with men's lifestyle ambassadors willing to share their journey

We identify men in Provo who post about lifestyle, fitness, and optimization — men who have gone through hormone optimization and are open to sharing their authentic experience.

2

They share their energy and vitality transformation story

This is what I wish I knew at 40 content, lifestyle optimization vlogs, energy transformation before/after — content that normalizes hormone optimization for hesitant potential patients.

3

Their followers become your next patients

When a man sees his peer looking and performing dramatically better and sharing where they go, the conversion rate is extraordinary. That is uFire's power for men's health clinics.



THE ROI

The Math Is Simple

\$6,000+

Annual LTV per patient
(\$500/mo recurring
treatment)

\$2K-\$10K

Typical monthly men's health
clinic marketing budget

**\$50-
150**

Google Ads CPC for
TRT terms — vs \$5-15
via uFire

A 10-post uFire campaign costs \$800-\$1,500. Converting just 3 new recurring patients at \$500/month generates \$18,000/year in new revenue — a 12-23x return from a single campaign.



GET STARTED

Ready to Build Your Patient Referral Network?

- X** Pilot Package: 10 posts over 30 days. Track new patient inquiries. Zero long-term risk.
- X** Content formats: Energy and vitality transformation stories, this is what I wish I knew at 40 content, lifestyle optimization vlogs — authentic posts that normalize hormone optimization.
- X** Privacy-first approach: Ambassadors share their journey on their own terms — no medical specifics required, just lifestyle transformation stories.

ufire.ai/brands/mens-health-clinic

Provo, UT - 2026 Launch - Limited Brand Spots Available