

Expect Only What You Inspect

- *Are you focusing your Marketing Dollars in the right place?*
- *Which efforts and campaigns produce the best opportunities and results?*
- *Where do your referrals come from?*
- *Are your Consult close rates improving?*

Patient Concepts includes a number of reporting capabilities that let you track and evaluate performance to give you the answers to these questions:

- ▶ **Status by Date or Counselor** - Provides an overview of flow and results and helps determine potential follow-up opportunities
- ▶ **Results by Date or Counselor** - Details Presentations and close ratios
- ▶ **Source Report** - Shows where your opportunities are coming from and can drill down to specific detail
- ▶ **Presentations Report** - Helps to determine usage



Instantly Improve Consult Results

It's expensive just to get opportunities in the door... There is nothing worse than spending the money to generate an opportunity just to have them leave and go elsewhere.

The Patients Concepts process automates follow-up, helps put your prospective Patients at ease and includes presentations that help close opportunities on the spot.

Patient Concepts provides:

- ▶ Effective Scripts to help insure your people are using the right words
- ▶ Follow-up reminders to make sure opportunities don't fall through the cracks
- ▶ Scheduling with automatic reminders for confirmation calls to help improve show rates
- ▶ Presentations with detailed Procedure breakdown and finance options to increase close rates
- ▶ Alternate Surgery Dates that start the prospective Patient thinking about having the procedure
- ▶ Co-Management tracking
- ▶ Detailed contact history
- ▶ Signature Line for commitment
- ▶ Multiple Offices and Locations
- ▶ Fully customizable including Practice Logo

For more information:
877-670-7602 -or- 805-987-2020
www.patientconcepts.com



PATIENT CONCEPTS
COMPREHENSIVE LEAD MANAGEMENT

MAXIMIZE YOUR MARKETING DOLLARS

Consult by Patient Concepts

- ▶ **Better Close Rates**
- ▶ **More Productive & Efficient Consults**
- ▶ **Increased Patient Satisfaction**
- ▶ **Source, Status & Referral Reports**
- ▶ **Results Tracking**
- ▶ **Automated Follow-up**

