

# MDprospects™

Lead Management Software For Physicians

Capture. Communicate. Convert.

MDprospects is a web based software tool designed for medical practices to manage leads, maximize patient conversion rates and increase revenues.

### Email & Call Tracking



Know how many leads are being generated from online forms and phone calls.

### Follow Up Tools



Manage tasks, set reminders, and schedule callbacks with ease.

### Track Advertising



Easily access ROI and conversion rate information on advertising campaigns.

### Integrated Live Chat



Open another line of communication to your practice for patients.

### Targeted E-mails



Create a series of customer auto-responders to go out to leads.

### Event Management



Register patients for seminars, then easily manage the roster.

"MDprospects has finally given us meaningful statistics and benchmarks on the performance of our sales and marketing activities. Knowing which forms of advertising work and the actual capture rate and progression through a defined system of conversion finally gives us the information we need to more carefully and successfully manage leads."

**Steven B. Siepser, M.D., FACS**

**Siepser Laser Eyecare**

"We have recommended MDprospects as a lead management system to our clients in the refractive surgery sector and are pleased with the results. The system is affordable, user friendly, web-based and semi-automated to facilitate follow up with patient leads."

**Mac Fadra**

**Cosmetic Medical Partners**

"The service and personal attention we receive from MD Prospects has resulted in a significant increase in productivity as well as long term profitability. They are a high-caliber technical team. Their knowledge of the local, as well as the national Ophthalmology industry has helped us obtain a reliable tracking system that can expand as our needs grow. After researching multiple tracking systems I found MD Prospects to be a solution to our antiquated practice computer system. It is internet based, therefore can stand alone (as in our case) or be merged with existing systems. . . I would highly recommend MD Prospects and their systems to assist you. We could not have asked for a better team to guide us through the process."

**Amy Jo Jabbour, Director of Marketing/Patient Education**

**Bucci Laser Vision**