Capture. Communicate. Convert.

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

Features & Benefits

Track Advertising

- Easily access ROI and conversion rate information on advertising campaigns.

Detailed Reporting

- Real-time reporting view of your marketing efforts & lead performance.

Targeted E-mails

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

Consultation Scheduling

- Manage the available consultation times and days on your website & send out reminders.

Referral Tracking

- Easily track patient and medical referrals to your practice & know the conversion.

Follow Up Tools

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

Email & Call Tracking

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

Event Management

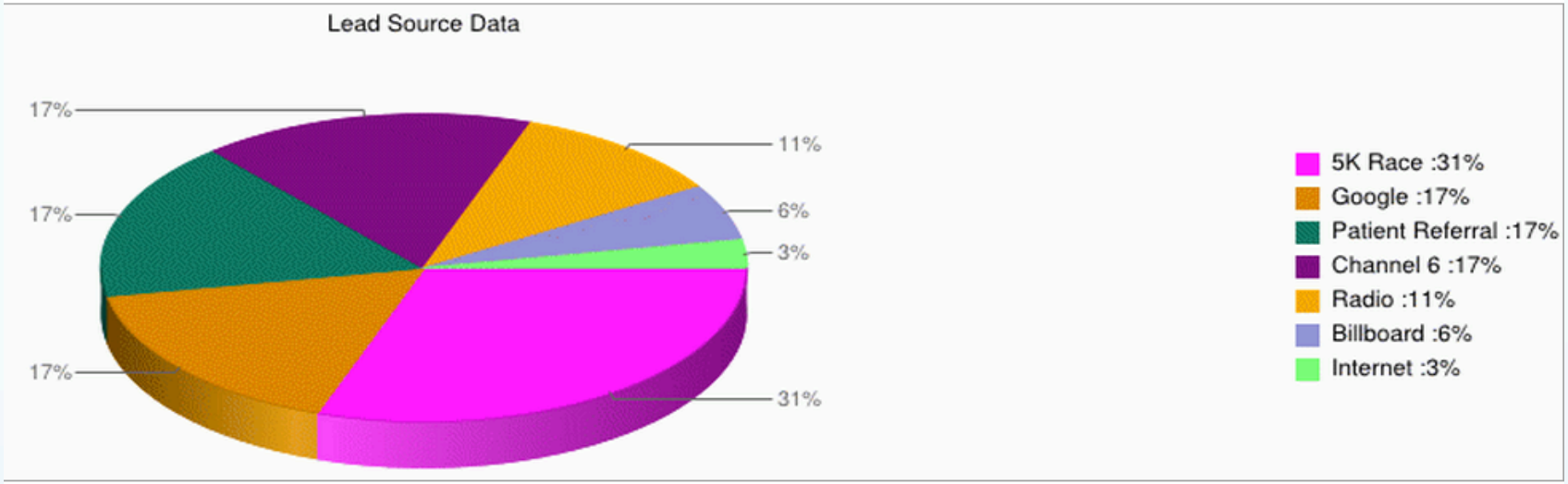
- Register leads for seminars, then easily manage the roster.

Integrated Live Chat

- Open another line of communication to your practice for patients.

Track your Marketing

Easily access ROI and conversion rate information on advertising campaigns.



Lead Sources

	Source	Leads	Leads/Total	Conversion Rate
1	5K Race	11	31%	54.55%
2	Google	6	17%	66.67%
3	Patient Referral	6	17%	50.00%
4	Channel 6	6	17%	50.00%
5	Radio	4	11%	50.00%
6	Billboard	2	6%	50.00%
7	Internet	1	3%	0.00%
	Total :	36	**Average Conversion:** : 53%	

- Know the quantity and the quality of leads.
- Track landing page submissions and conversions.

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Detailed Reporting

Up-to the-minute reporting provides an instantaneous look at your website leads and online advertising so you know how well your website is generating new interest

Forms (34)

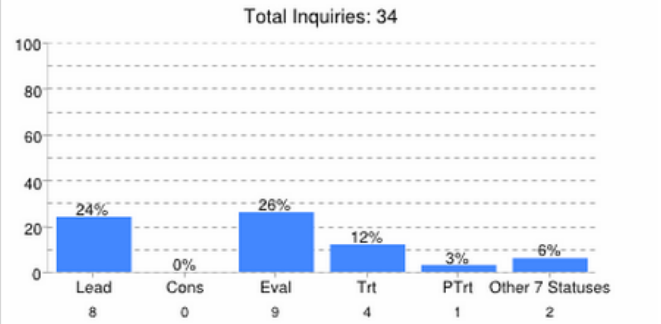
Cataract Form - Landing	(1)	0.00% (0%)
Contact Form	(0)	0.00% (0%)
Contact Form	(1)	0.00% (+100%)
Landing Page-	(0)	0.00% (0%)
Landing Page- Get Started Now!	(3)	33.33% (-50%)
LASIK Self Evaluation Test	(0)	0.00% (0%)
Manual Form	(22)	36.36% (+14%)
Premium Lens Self Test	(0)	0.00% (0%)
Referral Form	(0)	0.00% (0%)
Request an Appointment	(7)	57.14% (+33%)

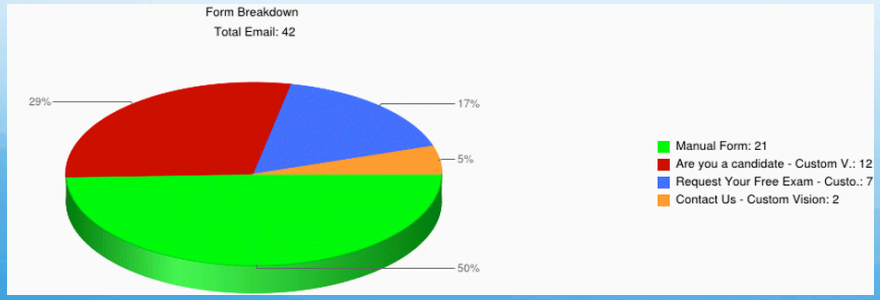
Performance Metrics

Total Number of Visits : **780**
Total Number of Pageviews : **2,072**
Pages / Visits : **2.66**
Bounce Rate : **50.90%**
Avg. Time on Site : **01:58 min.**
New Visits : **68.33%**
Reply Rate (by email): **59%** (+100%)

Average Number of Forms Per Day : **0.55** (+100%)
Average Number of Calls Per Day : **0.68** (+100%)
Average View Time : **48 mins.** (+100%)
Average Reply Time : **3 mins.** (+100%)
View Rate : **92%** (+100%)
Conversion Rate (?): **40.63%** (+100%)
Reply Rate (by phone): **84%** (+100%)

Conversion Rates

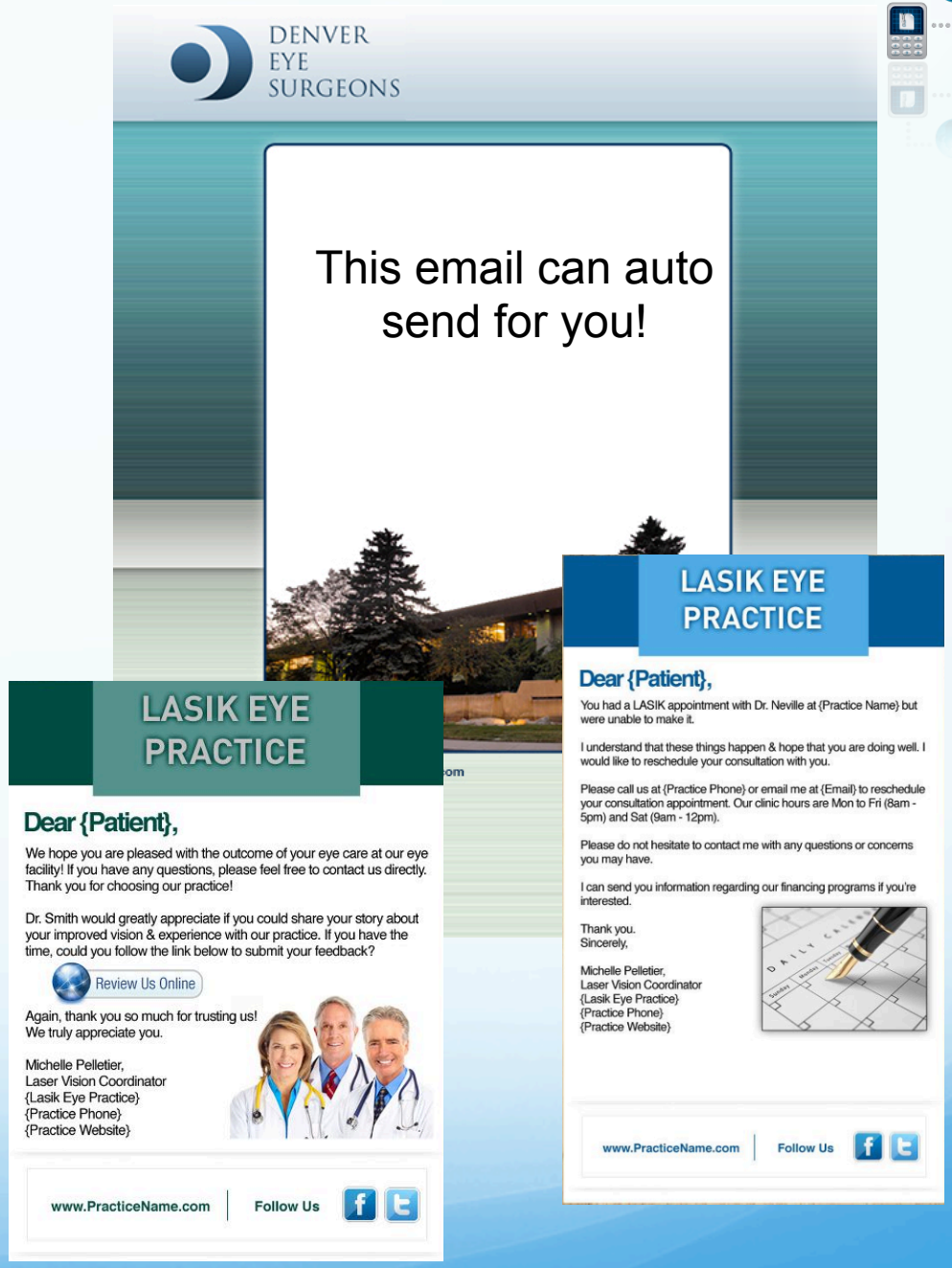




- Use our dashboard for a real-time view of your marketing efforts.
- Easily access your conversion rates.
- Export data in CSV, HTML or email list formats.
- Customizable lead generation reports that can specify where leads are coming from.

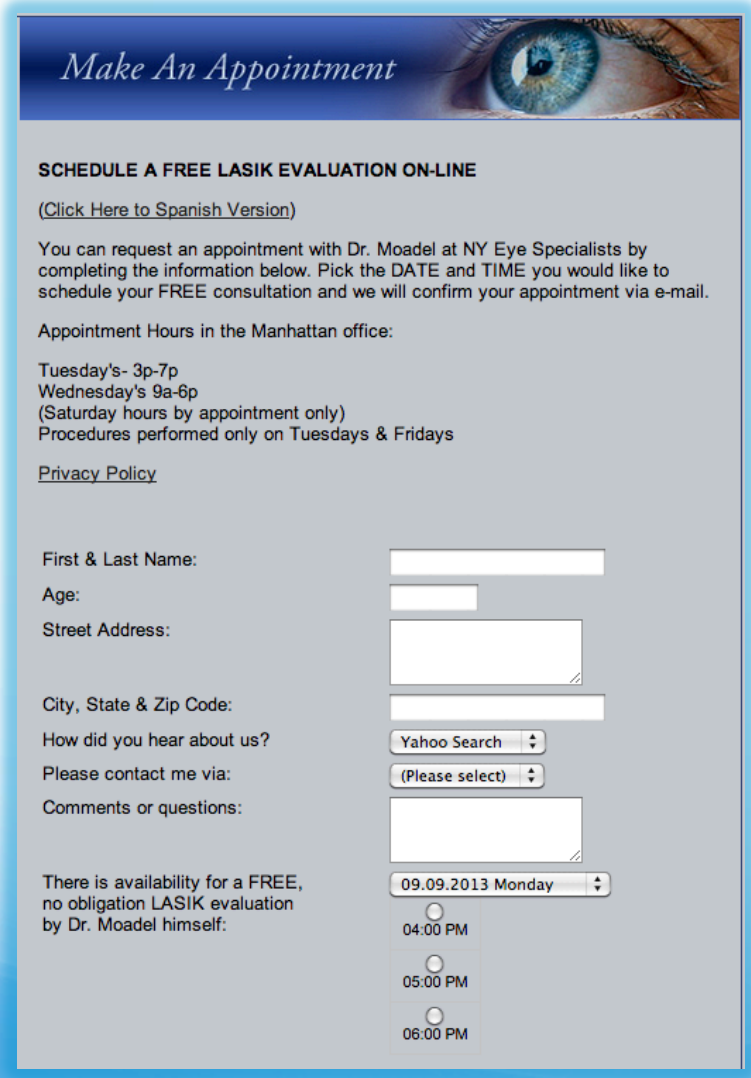
Targeted Emails

- Create custom auto-responders to go out to leads at specified intervals based on their statuses.
- Create custom auto-responders to go out to leads who have submitted forms from your website.
- Configure the system to send out periodic emails to leads who have contacted you but have not come in for a consultation. **And those who did not book a treatment at their consult!**
- Send out thank you messages to patients who have had treatment.



Consultation Scheduling

Manage the available consultation times and days on your website through MDprospects & send out reminders.



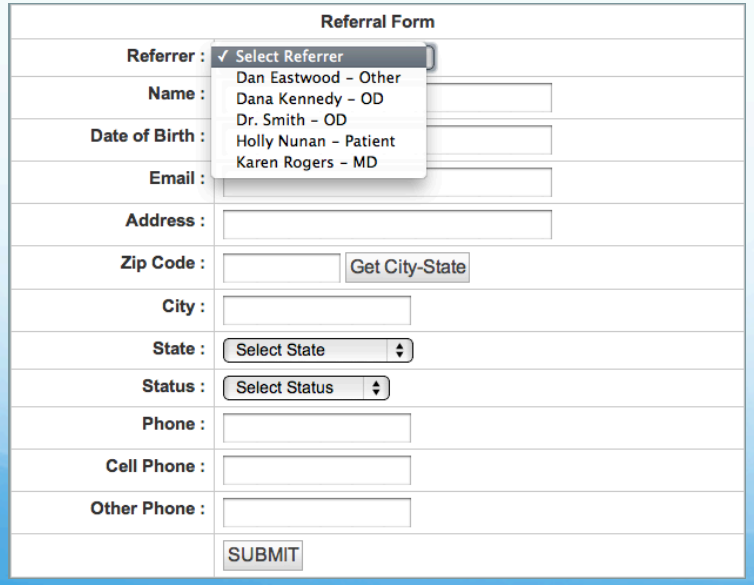
- Manage the available consultation times and days on your website.
- Manage consultation requests.
- Save time and money with automated reminders - Our system will automatically call and request confirmations for requests received through the website.
- Automated phone reminders.
- Automated email reminders.

Track your Referrals

Easily track patient and medical referrals to your practice & know the conversion.

Referrals Add New Referrer

	ID	Type	Name	Email	State	Status	Total	Conversions
1	10353	OD	Dana Kennedy	dana@glacial.com		On	3	0.00%
2	10355	Other	Dan Eastwood	dan@glacial.com		On	4	25.00%
3	10221	OD	Dr. Smith	pook.pelletier@gmail.com	ME	On	5	40.00%
4	10352	Patient	Holly Nunan	holly@glacial.com		On	3	0.00%
5	10354	MD	Karen Rogers	karen@glacial.com		On	4	25.00%

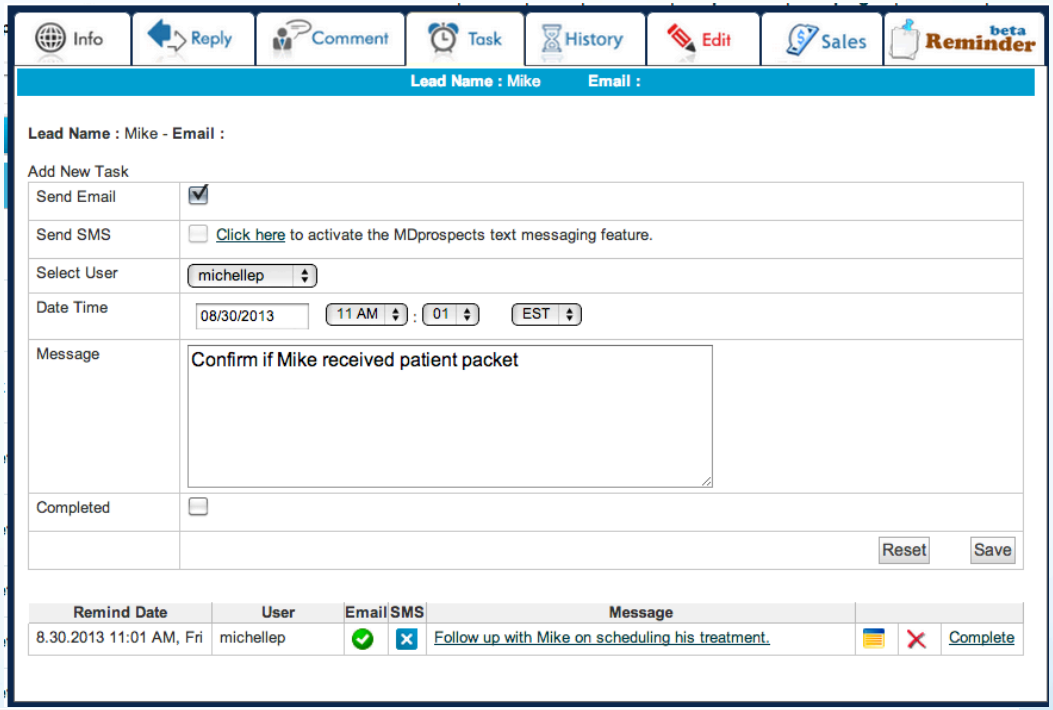


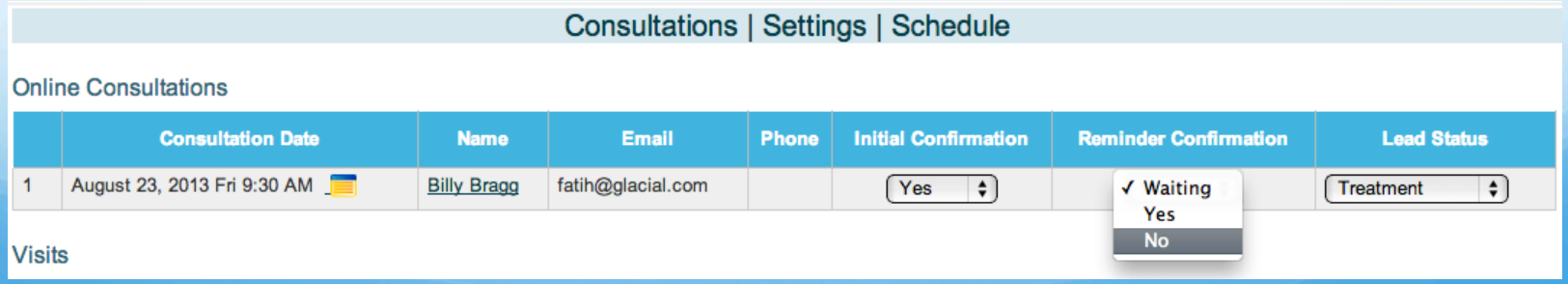
- Track referrals to ensure that you alert them when a lead becomes a patient.
- Encourage patient referrals and track in MDprospects.
- Know who is sending quality leads to you.

Follow Up Tools

Manage tasks, set reminders, and schedule callbacks with ease. Use task management to prevent leads from slipping through the cracks.

- Set reminders per lead for follow up
- Set reminders per status for follow up
- Assign tasks to other users
- Know when a member of your team has completed a task.
- Great tool to ensure patients who did not book at their consult are contacted & stay on someone's radar.

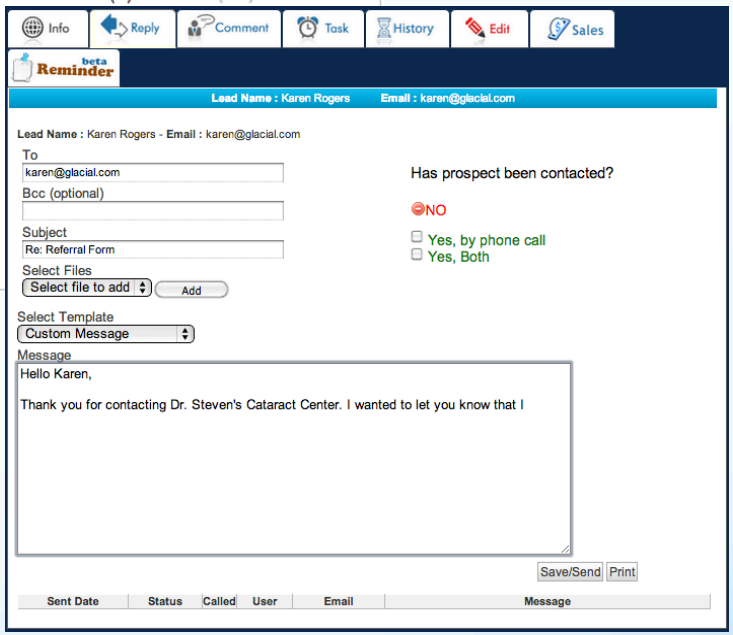




Email and Call Tracking

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

Forms (230)			Calls (0)		
Contact Us Form	(16)	0.00% (0%)	(617) 848-5981 - Home Page - I	(0)	0.00% (0%)
Glasses Self-Evaluation Test	(2)	0.00% (0%)	(888) 743-8060 - pzrmax - I	(1)	0.00% (0%)
IOL Self Evaluation Test	(7)	0.00% (0%)	(415) 599-2671 - Sandbox - I		
LASIK Self Evaluation Test	(20)	35.00% (+250%)			
Manual Form	(23)	43.48% (-16%)			
Order Contact Lenses	(5)	0.00% (0%)			
Quick Contact Form	(109)	0.00% (0%)			
Referral Form	(0)	0.00% (0%)			
Schedule an Appointment	(48)	4.17% (-50%)			



- Custom 800 numbers with call recording.
- Click to call technology.
- Geo targeted look ups based on phone numbers.
- Know exactly how many calls are being generated from phone numbers on your website, landing pages and external marketing campaigns.
- View time the lead was received, the time it was viewed, and when it was replied to.
- Reply to leads directly from MDprospects.
- Know which online forms are most effective for you.
- Manually enter call leads, referrals and existing patients

Event Management

Register patients for seminars, then easily manage the roster, as well as follow up with those with attended and did not.

Seminar Summary

	ID	Title	City & State	Location	Category	Date	Time	Registrants	Number Present	Capacity	Roster	Edit
1	1111	Lasik Q & A	Westbrook ME	Glacial Multimedia	Default	08/31/2013	5:30 PM	4	N/A	0	View	Edit
2	1110	Cataract Seminar- July 2013	PORTLAND ME	MDPROSPECTS DESK	Default	08/21/2013	6:30 PM	1	N/A	20	View	Edit

View Schedule

- Seminar management system that reconciles with website.
- Missed seminar list capabilities.
- Email marketing responders for seminar reminders.

Dashboard

Lead Delivery

Time Frame	Total Leads	Web Leads	Admin Leads
Month to Date	14	8	6
History	560	394	166

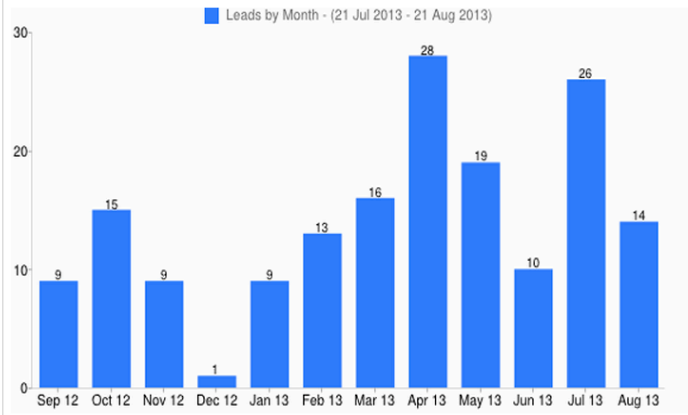
View Full Report

Lead Progress

Status	Month to Date	History
0-Absent	0	83
1-Present	1	238
2-Pending	13	51
3-reg-seminar	0	38

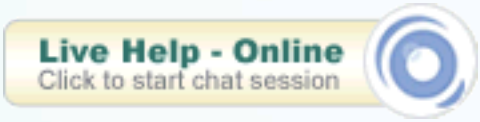
Update Leads

ROI Leads By Month Leads By State Leads By City

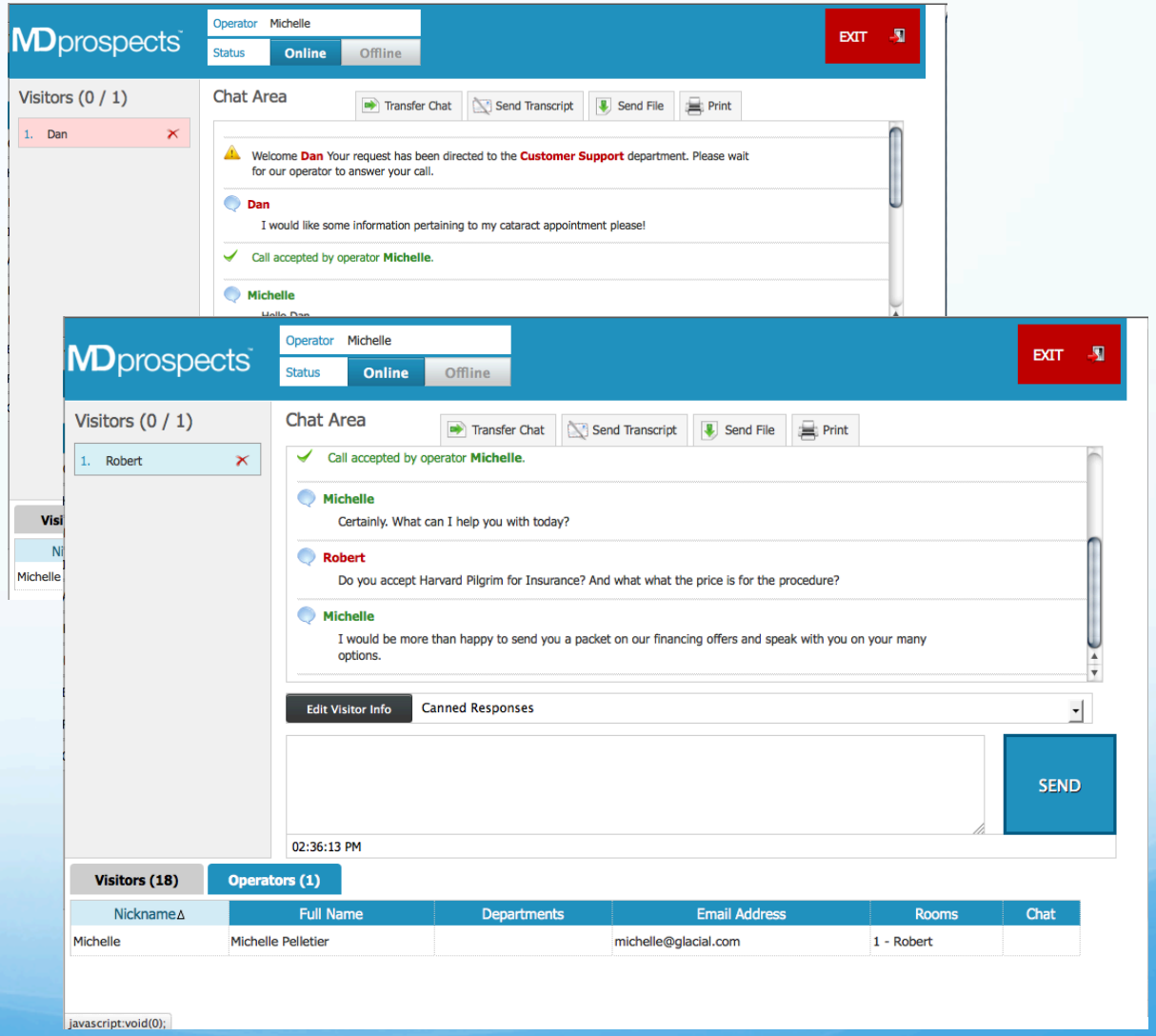


Integrated Live Chat

Open another line of communication to your practice for patients.



- Online chat allows for those visiting or following your website, to contact a person in your practice with the click of a button.
- Chat transcripts go into MDprospects so that lead can be followed up with.
- Ability to store canned responses for commonly ask questions.



The Reasons Your Practice Needs MDprospects.

- **Organize your leads in one place.** MDprospects easily integrates your website and landing pages to automatically capture online inquires. You also have the option to manually enter all other types of leads from phone calls, patient/doctor referrals and walk-ins.
- **Open multiple avenues of communication**. Never miss a lead or wonder about follow-up with our feature set including: Live Chat, Call Tracking and Recording, Automated Email Marketing, and Online Consultation Scheduling.
- **Cut wait time and minimize no-shows**. Help prepare scheduled patients by using our online secure forms to capture medical history and patient information before they arrive.
- **Nurture leads and build relationships**. While a single phone call or email may produce results, a series of quality contacts will have more of an impact and ensure a relationship is established. Our auto-responders and the task management system will ensure that no one falls through the cracks from the moment of capture.
- **Target Markets**. Send group emails or email old leads and non-commits. Send confirmations and decision reinforcement emails to those who have scheduled. Thank patients and maximize patient referrals with post treatment emails.
- **Know what works.** Never again feel in-the-dark about your ROI. MDprospects can track how each lead has come to your practice and the success of each campaign. Within months, you will be able to know what is working and what you can get rid of.
- **Optimize your conversions.** Converting leads to patients is a tough job that requires constant attention. MDprospects makes it possible for you to track your efficiency and improve any weak areas. It is designed to work with administrative staff to help take the guesswork out of follow up.
- **Ongoing training and support.** The team at MDprospects will work with you for an easy set up and quick integration – usually with 24 hours. We provide several online training sessions.
- **Your staff will thank you.** MDprospects is web based and can be accessed from anywhere. Your staff will always be on the same page, receive email and text notifications of new leads, and will enjoy the simple, user-friendly interface.
- **You have nothing to lose.** There are no long-term contracts or commitments. If you do not agree that MDprospects enables you to track leads and maximize conversion rates – we will simply deactivate the account.

Lead Management Software For Physicians™

MDprospects

One-Time Setup Fee: $1500.00 USD

Setup includes:

Web form integration
Responder email integration
Call Recording system integration
Unique 1-800 numbers setup
Reporting integration
Real-time online consultation system integration
Seminar system integration
Reconciliation with existing website

Monthly Service Fee: $199.00 USD*

*If the Call Recording option is selected, additional charges may apply.

Lead Management Software For Physicians

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