

The logo for MDprospects features the letters 'MD' in a large, blue, sans-serif font. To the right of 'MD', the text 'Lead Management Software For Physicians' is written in a smaller, black, sans-serif font. Below this, the word 'prospects' is written in a large, bold, black, sans-serif font. A small 'TM' trademark symbol is located at the top right of the word 'prospects'.

**MD** Lead Management Software For Physicians <sup>TM</sup>  
**prospects**

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

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

## Track Advertising



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

## Detailed Reporting



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

## Targeted E-mails



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

## Consultation Scheduling



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

## Referral Tracking



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

## Follow Up Tools



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

## Email & Call Tracking



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

## Event Management



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

## Integrated Live Chat

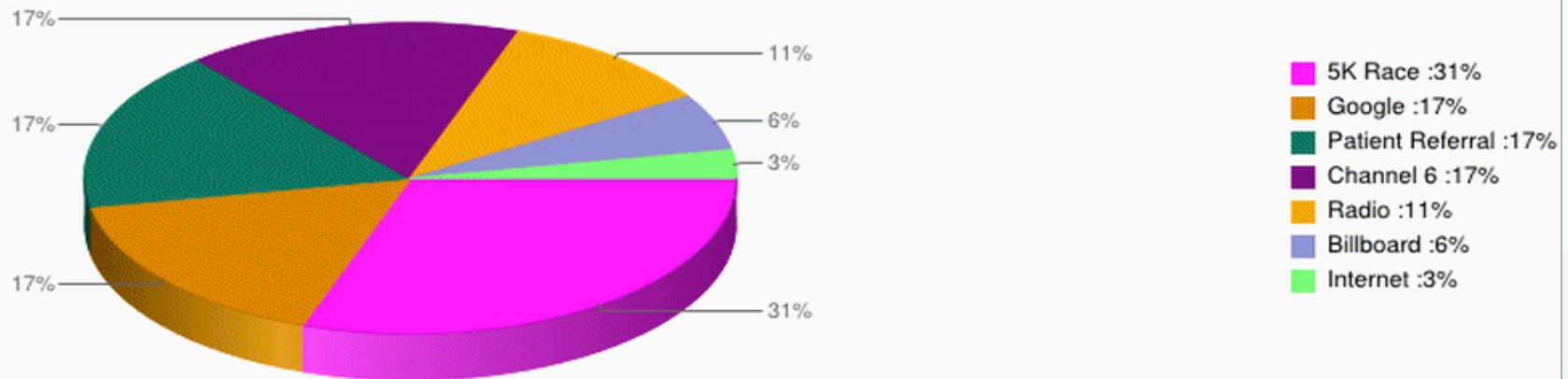




# Track your Marketing

Easily access ROI and conversion rate information on advertising campaigns.

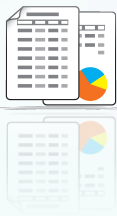
Lead Source Data



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%
	<b>Total :</b>	<b>36</b>	<b>Average Conversion: : 53%</b>	

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

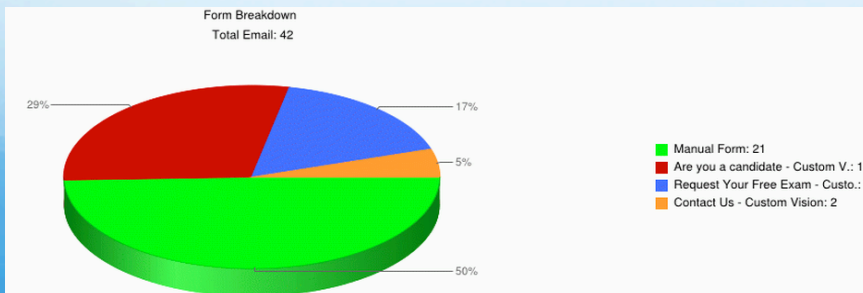
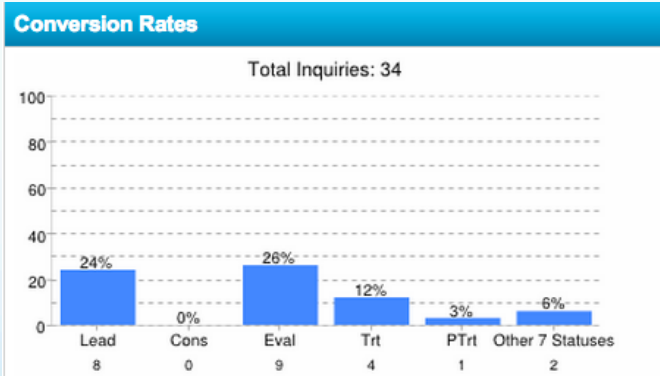


# Detailed Reporting

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 <span style="color: green;">+</span>	(22)	36.36% (+14%)
Premium Lens Self Test	(0)	0.00% (0%)
Referral Form <span style="color: green;">+</span>	(0)	0.00% (0%)
Request an Appointment	(7)	57.14% (+33%)

Performance Metrics	
Total Number of Visits : <b>780</b>	Average Number of Forms Per Day : <b>0.55 (+100%)</b>
Total Number of Pageviews : <b>2,072</b>	Average Number of Calls Per Day : <b>0.68 (+100%)</b>
Pages / Visits : <b>2.66</b>	Average View Time : <b>48 mins. (+100%)</b>
Bounce Rate : <b>50.90%</b>	Average Reply Time : <b>3 mins. (+100%)</b>
Avg. Time on Site : <b>01:58 min.</b>	View Rate : <b>92% (+100%)</b>
New Visits : <b>68.33%</b>	Conversion Rate (?): <b>40.63% (+100%)</b>
Reply Rate (by email): <b>59% (+100%)</b>	Reply Rate (by phone): <b>84% (+100%)</b>



- ✧ 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.

This email can auto  
send for you!

LASIK EYE  
PRACTICE

Dear {Patient},

We hope you are pleased with the outcome of your eye care at our eye facility! If you have any questions, please feel free to contact us directly. Thank you for choosing our practice!

Dr. Smith would greatly appreciate if you could share your story about your improved vision & experience with our practice. If you have the time, could you follow the link below to submit your feedback?



Again, thank you so much for trusting us!  
We truly appreciate you.

Michelle Pelletier,  
Laser Vision Coordinator  
{Lasik Eye Practice}  
{Practice Phone}  
{Practice Website}



www.PracticeName.com

Follow Us



Dear {Patient},

You had a LASIK appointment with Dr. Neville at {Practice Name} but were unable to make it.

I understand that these things happen & hope that you are doing well. I would like to reschedule your consultation with you.

Please call us at {Practice Phone} or email me at {Email} to reschedule your consultation appointment. Our clinic hours are Mon to Fri (8am - 5pm) and Sat (9am - 12pm).

Please do not hesitate to contact me with any questions or concerns you may have.

I can send you information regarding our financing programs if you're interested.

Thank you.  
Sincerely,

Michelle Pelletier,  
Laser Vision Coordinator  
{Lasik Eye Practice}  
{Practice Phone}  
{Practice Website}



www.PracticeName.com

Follow Us





# Consultation Scheduling

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

*Make An Appointment*

**SCHEDULE A FREE LASIK EVALUATION ON-LINE**

[\(Click Here to Spanish Version\)](#)

You can request an appointment with Dr. Moadel at NY Eye Specialists by completing the information below. Pick the DATE and TIME you would like to schedule your FREE consultation and we will confirm your appointment via e-mail.

Appointment Hours in the Manhattan office:

Tuesday's- 3p-7p  
Wednesday's 9a-6p  
(Saturday hours by appointment only)  
Procedures performed only on Tuesdays & Fridays

[Privacy Policy](#)

First & Last Name:

Age:

Street Address:

City, State & Zip Code:

How did you hear about us?

Please contact me via:

Comments or questions:

There is availability for a FREE, no obligation LASIK evaluation by Dr. Moadel himself:

04:00 PM

05:00 PM

06:00 PM

- ✧ 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%

**Referral Form**

Referrer :

Name :

Date of Birth :

Email :

Address :

Zip Code :

City :

State :

Status :

Phone :

Cell Phone :

Other Phone :

- ✧ 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

- ✧ 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.

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



Info
Reply
Comment
Task
History
Edit
Sales
beta Reminder

Lead Name : Mike      Email :

**Lead Name : Mike - Email :**

**Add New Task**

Send Email

Send SMS  [Click here](#) to activate the MDprospects text messaging feature.

Select User michellep

Date Time 08/30/2013 11 AM : 01 EST

Message 

Confirm if Mike received patient packet

Completed

Reset Save

Remind Date	User	Email SMS	Message			
8.30.2013 11:01 AM, Fri	michellep	✔ ✕	Follow up with Mike on scheduling his treatment.	🇺🇸	✕	Complete

Consultations   Settings   Schedule							
Online Consultations							
	Consultation Date	Name	Email	Phone	Initial Confirmation	Reminder Confirmation	Lead Status
1	August 23, 2013 Fri 9:30 AM 🇺🇸	<a href="#">Billy Bragg</a>	fatih@glacial.com		Yes	<div style="border: 1px solid gray; padding: 2px; display: inline-block;">           ✔ Waiting            Yes            No         </div>	Treatment
Visits							



# 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%)			

Info Reply Comment Task History Edit Sales

beta Reminder

Lead Name : Karen Rogers Email : karen@glacial.com

Lead Name : Karen Rogers - Email : karen@glacial.com

To: karen@glacial.com

Bcc (optional)

Subject: Re: Referral Form

Select Files: Select file to add Add

Select Template: Custom Message

Message: Hello Karen, Thank you for contacting Dr. Steven's Cataract Center. I wanted to let you know that I

Has prospect been contacted?  
 NO  
 Yes, by phone call  
 Yes, Both

Save/Send Print

Sent Date	Status	Called	User	Email	Message
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- ❖ 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	<a href="#">Glacial Multimedia</a>	Default	08/31/2013	5:30 PM	4	N/A	0	<a href="#">View</a>	<a href="#">Edit</a>
2	1110	Cataract Seminar- July 2013	PORTLAND ME	<a href="#">MDPROSPECTS DESK</a>	Default	08/21/2013	6:30 PM	1	N/A	20	<a href="#">View</a>	<a href="#">Edit</a>

[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

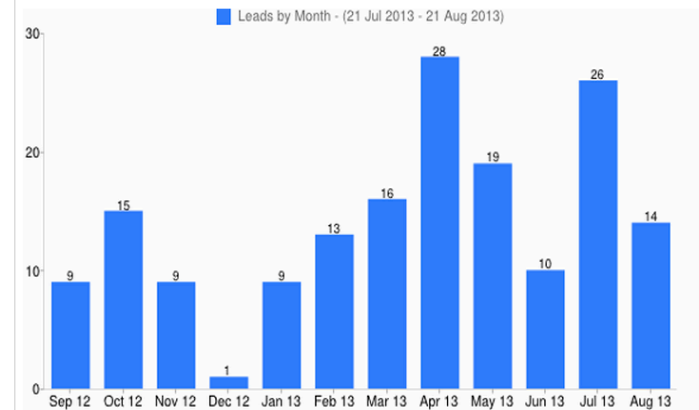
[View Full Report](#)

### Lead Progress

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

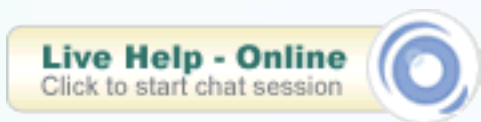
[Update Leads](#)

### 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 screenshot displays the MDprospects live chat interface. At the top, the operator is identified as Michelle, with a status of 'Online'. The interface is divided into two main chat windows. The top window shows a chat with a visitor named Dan, where Michelle has responded to his inquiry about a cataract appointment. The bottom window shows a chat with a visitor named Robert, where Michelle has provided information about insurance and financing options. A 'Canned Responses' section is visible at the bottom of the chat area. At the bottom of the interface, there is a table showing the current status of visitors and operators.

Visitors (18)		Operators (1)			
NicknameΔ	Full Name	Departments	Email Address	Rooms	Chat
Michelle	Michelle Pelletier		michelle@glacial.com	1 - Robert	

# 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.

# **MD** Lead Management Software For Physicians <sup>TM</sup> **prospects**

**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.

# MD Lead Management Software For Physicians prospects™



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[www.mdprospects.com](http://www.mdprospects.com)