

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**

Fast... Effective... Powerful

Why Patient Concepts?

Consult by Patient Concepts provides a fresh approach to tracking, follow-up and reviewing options with your prospective Patient.

The **Patient Concepts** software instantly creates an informative, professional, Patient-friendly presentation that provides alternatives that help your Counselors review the procedures, pricing and payment alternatives. The presentations utilize non-confrontational yet highly effective and proven word-tracks that help your prospective Patient come to a decision.

**Successful Medical Practices
embrace Patient Concepts...
Because "It Works!"**

**Patient Concepts
877-670-7602 -or- 805-987-2020**



The Right Words for the Right Results

The Patient Concepts Process

The right words are a key to success in scheduling appointments and increasing closing ratios. **Patient Concepts** includes effective easy-to-use scripts and presentations that increase results

Patient Concepts scripts are broken into easy to read sections with bold print and the ability to branch based upon questions your prospective Patient asks.

Patient Concepts presentations allow the Counselor to walk the prospective Patient through the recommended procedures, cost, special pricing or offers, financing alternatives and we build value by showing the prospective Patient exactly what's included.

The presentations include a number of areas that help lead the prospective Patient to a decision by providing alternatives for Surgery Date, Down Payment amount, Terms and Payments to quickly make an effective, non-confrontational, information and alternatives based presentation that leads to an agreement.

New Counselors become better closers and experienced Counselors see their consults finish more quickly allowing them to spend more time following up on other opportunities.

**"Patient Concepts provides an
effective, non-confrontational
approach for Consults"**

Monthly Payments Drive Decisions

Patient Concepts Presentations

Budgets often drive decisions. By providing Payment and financing alternatives the Patient Concepts presentations help the prospective Patient come to a decision to go forward.

Consult by Patient Concepts

Patients: **SCARLETT LINDH**
Address: **CAMARILLO, CA 92010**
Phone No: **888-688-2112** Fax: **888-277-2112** Cell: **888-688-2112**
Email: **scarl.lindh@consult.com** DOB: **10/17/1981**

Procedure: **Custom LASIK Procedure Both Eyes**
Price: **4000**

Down Payment	3 Months	6 Months	12 Months	18 Months	24 Months	36 Months	48 Months	60 Months
\$0	\$1,600	\$840	\$420	\$280	\$210	\$167	\$133	\$112
\$300	\$1,600	\$790	\$395	\$263	\$200	\$157	\$122	\$101
\$600	\$1,400	\$740	\$370	\$247	\$180	\$147	\$117	\$98
\$1,200	\$1,200	\$640	\$320	\$213	\$160	\$128	\$101	\$85



SUNRISE LASIK OF VAN NUYS
VAN NUYS, CA 91410
888-555-LASIK

Specialty Program for:
SARAH WILSON
December 5, 2007 8:15 am
Counselor: **ROBERT JONES**
DR. **BILL JOHNSON**

Description	Amount
Custom LASIK Procedure Both Eyes	4,900.00
Intra-Lase® Both Eyes	700.00
Total	\$5,600.00
Less Chamber Discount	\$500.00
Net Patient Investment	\$5,100.00

Date Preference: Tue 12/11/2007 Fri 12/14/2007

- Credit Card / Debit Card / Finance Option: \$5,040.00
- Discount for Cash/Check (3% Discount = \$151.20): \$4,888.80
- 0% FINANCING: This example is based on 0% APR. Payments are estimated based on a 30-year term. The rate may vary based upon credit requirements. This information is provided strictly as an example of possible finance alternatives and is subject to finance source review and approval.

Down Payment	3 Months	6 Months	12 Months	18 Months	24 Months	36 Months	48 Months	60 Months
\$0	\$1,600	\$840	\$420	\$280	\$210	\$167	\$133	\$112
\$300	\$1,600	\$790	\$395	\$263	\$200	\$157	\$122	\$101
\$600	\$1,400	\$740	\$370	\$247	\$180	\$147	\$117	\$98
\$1,200	\$1,200	\$640	\$320	\$213	\$160	\$128	\$101	\$85
- CHASE EXTENDED FINANCING: This example is based on 11.99% APR. Payments are estimates based on your actual payment and interest rate. This information is provided strictly as an example of possible finance alternatives and is subject to finance source review and approval.

Down Payment	24 Months	36 Months	48 Months	60 Months
\$0	\$227	\$167	\$133	\$112
\$300	\$227	\$167	\$133	\$112
\$600	\$209	\$147	\$117	\$98
\$1,200	\$181	\$128	\$101	\$85

Laser Procedure: Custom LASIK Procedure Both Eyes. Post-Operative Care: Medication, Prescription, 2-year LASIK Guarantee (100% Refractive Error Free for 1 Year of Surgery), Enhancement Surgery Free. Year 1-2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 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3500, 3501, 3502, 3503, 3504, 3505, 3506, 3507, 3508, 3509, 3510, 3511, 351