

Practice Treatment Plan was engaged to work with a client whose website and online presence was generating close to zero New Patients per Month. We created a new web presence for them and launched an online patient lead generation campaign.

The immediate results were very positive: the number of monthly new patients from their website jumped up to an average of 19/new patients per month in the first three months.

However, we still did not feel like the results we were getting were as good as they could be. We could see that on average, about 300 people were visiting their new website each month, and we felt that they should be getting more new patients. That is when we decided to launch **OpportunityTrack**. The results were outstanding!

Using OpportunityTrack, we were able to provide actionable feedback to the front desk, and we showed them how they were missing 60+ calls per month!!! In just two months of using the service, they more than **TRIPLED** the number of new patients coming from their online channels, equaling an incremental \$13,400 in monthly production! The only change that we made in their marketing strategy was integrating call tracking!

	Average Monthly New Patients Pre-Call Tracking	New Patients Post-Call Tracking Month1	New Patients Post-Call Tracking Month2
Monthly New Patients	19	41	64
Percentage Increase New Patients vs. Pre Call Tracking Numbers		112%	231%
Increased Monthly Production* Post-Call Tracking		\$6,500	\$13,400
Increased Annual Production* Post-Call Tracking (Forecasted)		\$78,000	\$160,800

* Average Production/New Patient First Visit = \$300.

