

# MD Lead Management Software For Physicians prospects™

## MD Prospects

### ***Monitor, Manage and Maximize Leads***

- Glacial Multimedia is proud to introduce **MDProspects**, a revolutionary way to manage your internet leads and maximize your patient conversion rates
- Never again will you have to worry about lost opportunities, or feel in the dark about your ROI on Internet marketing
- Track all email AND phone inquiries from BOTH organic and PPC campaigns, all in an easy to use web based interface
- Have the satisfaction of *knowing* what your advertising is producing. Unlike traditional media, online advertising with **MDProspects** is:
  - Monitor
  - Manage
  - Measurable from end-to-end.You know exactly how your investment is paying off
- Real feedback - recorded live - Whenever a prospect places a call from your website, we offer you the option of recording the entire conversation. This gives you the ability to assess:
  - Lead quality: Is this a lead or a revenue generating lead
  - Staff productivity and capability: How your staff is handling valuable leads
  - Phone capture rate: Whether a prospect hangs up before leaving a message – providing your team the chance to call back and not miss out on an opportunity

## Features and Benefits

### Over View

- Web based access from anywhere
- Secure encrypted connection and login
- No software to install or update
- Tracks & automates correspondence including emails and phone calls
- Provides effective control over sales follow up/activities

- Visualize how/when your leads are coming in and being processed by your team
- Manages your prospective patient information
- Tracks lead history & details about action/interaction efficiently
- Create customizable lead generation reports, identifying leads from specific landing pages, registration forms or appointment forms
- Automate your follow-up messages based on preferences of your site visitors
- Increase your Return on Investment (ROI)
- Up-to-the-minute reporting - Provides minute-by-minute reporting on your website leads and online advertising - so you know how well your website is generating calls - all via an easy-to-use interface that you can access 24 hours a day

## Dashboard

Use our comprehensive dashboard to visualize your lead flow

- Track new customers reached by your local online advertising campaign
  - Measure against other campaigns
- See your email and phone leads on an interactive Google map
  - Helping you plan for other marketing initiatives
- Easily access your conversion rates
  - Set new goals for practice growth based on those rates
- Filter data by date, form, and phone number
  - Analyze how your leads communicate with you
- Quick snapshot of last 10 email and phone inquiries
  - Analyze how your most recent prospects are handled
- Convenient exports of prospect data to CSV, HTML, Excel or email list formats

## Forms

Which online forms are most effective for you?

- Know exactly how many leads are being generated from “which pages and forms” on your website
- Geo targeted look-ups based on IP address
- View when the lead was *received*, the time it was *viewed*, and how quickly it was *responded* to for quality control purposes
- Reply to leads directly from within **MDProspects**
- Manage statuses of email leads for CRM purposes
- Manually enter prospects into the system in the case they don't come directly from the website forms

## Calls

Know exactly how many calls are being generated from which phone numbers on your website and landing pages

- Custom Toll Free numbers with call recording
- Click to Call technology
- Geo targeted look-ups based on phone numbers
- Add notes about each lead for future tracking purposes

## Consultations

Save time and money with automated Consultation Management

- Manage the available consultation times and days on your website
- Manage consultation requests
- **MDProspects** will automatically call and request confirmations for consultations requests received via the website.
- Automated phone confirmations
- Automated email reminders
- Automated phone reminders

## Auto Responders and Tasks

Take the guess work out of follow up

- Create custom auto-responders to go out to leads at pre-specified intervals based on their statuses
- Configure the system to send out periodic emails to leads who have contacted you but have not come in for a consultation
- Send out thank you messages to patients who had surgery
- Integrated virtual brochure (flip book) technology into auto responders (optional)
- Assign tasks to specific leads and optimize your follow up routine
- Set automated e-mail, SMS (text message) and phone reminders for each lead
- View upcoming leads in convenient calendar or list based formats

## Physician Referrals

Where else are you leads coming from?

- Track all of your physician referrals in one place, alongside all of your other prospects
- Automatically calculate which physicians are sending the most referrals
- Communicate with your referring physician base via automated email marketing tools

## Contact us

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