



79% of marketing leads never convert to new patients....WHY?



The average health provider only makes **1.3 contact attempts** with a new prospective patient.



Healthcare providers have a "**moment of truth**" with new patient leads who are actively in the activation/decision making mode. – Healthcare providers are **7x more likely to convert a patient prospect** when first response to a lead is an hour or less.



The average health provider takes **72 hours (or more)** to respond to a new patient inquiry....if they respond at all.



The average healthcare provider takes too long to respond. **Immediate response (5 min or less)** to a prospective patient increases likelihood to connect and qualify by **341%**.



The average healthcare provider does not follow up enough. To connect and qualify a prospective patient it requires at **least 6 contact attempts** and a total of **9-13 contact attempts** to actually convert.



Why Care Sherpa?

*How Care Sherpa improved marketing effectiveness, patient experience and revenue growth in a **post COVID** environment*

WHO: Cosmetic surgery provider located in one of the nation's top 50 largest cities.

WHEN: Care Sherpa services started mid May 2020.

WHAT: Post COVID elective procedure pipeline was showing a 70% decline in surgical volume, new lead volumes were showing over 30% decline, and revenue per procedure was down 66%.

HOW: In less than 60 days Care Sherpa completed the following: Patient Journey Map, Patient Pipeline & Marketing Assessment, Competitive Mystery Shop, Optimization: Scheduling, Marketing Spend, Reputation Management, Patient Flow, and Directory Listings.

NEXT: Historical Lead Reactivation, Revenue Actualization Strategy implementation, and Lead Nurturing.

BUSINESS IMPACT

3x the number of leads generated month over month

59% increase in average monthly leads pre-COVID vs. post

214% increase in Qualified leads confirmed and completed first encounter

Record setting June & July 2020 for surgical volumes

38.5% Increase in monthly surgical volume Year over Year

186% increase in surgeries completed Quarter over Quarter

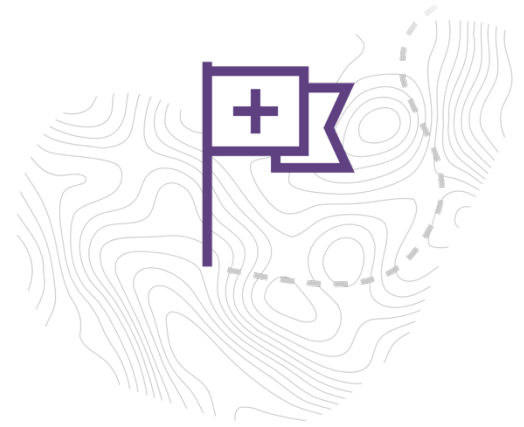
Reduced average days from consult to surgery by **23 days**

*Reflects surgeries as of July 31, 2020. Additional surgeries are pending, but not yet complete. Final impact will increase over time.





How can Care Sherpa impact patients and revenue growth?



Follow up with your prospective patients in their “moment of truth” with a live agent **in 20 min or less** using their preferred channel



Agents with a “Service Heart” providing a **single point of contact** for patients to directly call, text, or email at any time for questions, concerns or support.



Track, score and qualify your prospective patient leads using our proprietary motivational, financial and clinical methodology. Understand what marketing channels are driving the highest quality leads.



Save time and money by only scheduling patients who are truly qualified for your services and are motivated to proceed, while nurturing those who are earlier in the decision making process.



Visibility and predictive tracking for the Patient Pipeline to understand the patient experience, patient status, and gaps that are causing revenue delays or lost opportunities.

