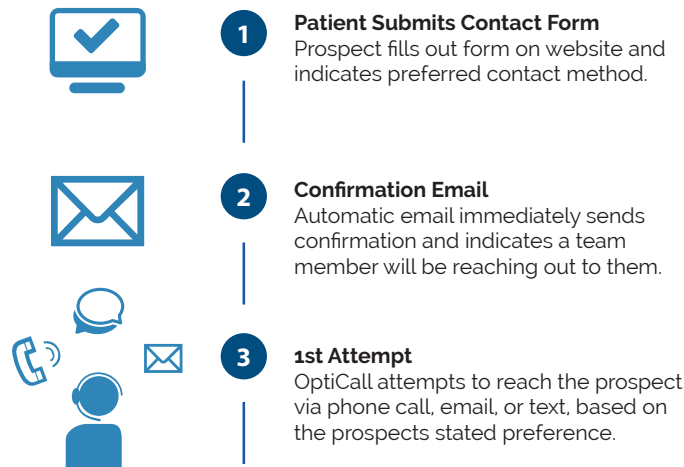


Capture™

Web Lead Response Management



We've now extended our patient experience services to include Capture – a personalized outreach program that systematically follows-up with prospective patients who submit a request for information or request to book an appointment online. Our team fields every web response and follows-up based on the prospect's preferred method of contact – either email or phone call. This not only ensures seamless and personalized communication from your practice, it allows your staff to focus on providing the best patient experience in the office. Here's how it works:



Appointment Booked
 Appointment is scheduled in practice management system.



Not Ready to Book
 Prospect decides not to book at this time, is still researching, or states they will call back at a later date.



Unable to be Reached
 Prospect is contacted but does not respond to the first attempt.



Appointment Confirmation
 Email is sent to prospect confirming appointment details.



Follow-Up Email
 Includes practice overview and contact information.



Personalized Follow-Up Email: Contact Attempted
 An personalized email will be sent immediately to notify prospect of our attempt to reach them.



14 Days: Drip Email #1
 First drip email sent, which addresses the fears the patient may have about the procedure.



3 Days: 2nd Contact Attempted
 Prospect is contacted via their preferred communication method.



30 Days: Drip Email #2
 Second drip email sent, which addresses the issue of cost.



Auto-Generated Follow-Up Email: 2nd Contact Attempted
 An auto-generated email will be sent immediately to notify prospect of our attempt to reach them.



Notify practice of non-response for additional follow-up.

**FOR MORE INFORMATION, CALL (877) 238-0555
 OR VISIT WWW.OPTICALL.COM/SERVICES/CAPTURE**