

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 using three methods: phone call, email, and text. Our team tailors the method of response when a prospect has a preferred method of contact, such as a preference for text vs phone call. This not only ensures seamless and personalized communication from your practice, but it also allows your staff to focus on providing the best patient experience in the office. Here's how it works:



1

Patient Submits Contact Form

Prospect fills out form on website and indicates preferred contact method.



2

Confirmation Email

Automatic email immediately sends confirmation and indicates a team member will be reaching out to them.



3

1st Attempt

OptiCall attempts to reach the prospect via phone call, email, and text.



Appointment Booked

Consultation is scheduled.



Still Researching

Prospect is not quite ready to book, 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. A second attempt will be made.



Appointment Confirmation

Email is sent to prospect confirming appointment details.



7 Days: Text Drip



14 Days: Text and Email Drip



30 Days: Final Drip Email



If Not Able to Be Reached by Phone, an Email and Text are Sent

An personalized email will be sent immediately to notify prospect of our attempt to reach them.



3 Days: 2nd Contact Attempted

Prospect is contacted by phone. If unable to be reached, text and email sent.



Drip Campaign Initiated

Prospect will receive text and email drip campaigns.

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