



Capture vs Capture Lite

Feature	Capture	Capture Lite
Speed to Lead	Responds within 60 seconds via text. Responds within minutes with a live call.	Responds within 60 seconds via text. Responds within minutes with virtual patient coordinator.
Lead Nurturing	Conversational texting, calls, email drips.	Conversational texting & voicemail drops.
Human-Led, AI Supported	Yes – real people + AI automation.	AI-driven with automated messaging + human oversight.
24/7/365	Nights, weekends, holidays.	Nights, weekends, holidays.
Follow-up Strategy	Multiple calls, texts, and emails until booked.	Multiple texts & voicemail drops until call back or online booking.
Scheduling	Direct booking on your online scheduler.	Pushes link for online scheduler or to a live person at the practice.
Reporting	Full engagement & conversion metrics.	Full engagement & conversion metrics.
Customization	Fully customizable touchpoints.	Fully customizable touchpoints.
Pricing	Starting at \$750/month + one-time setup fee.	\$595/month + one-time setup fee.
Best For	Practices wanting complete lead management & scheduling handled.	Practices wanting rapid response & lead nurturing at a lower cost.

Capture Lite™ keeps leads moving toward your door. Fast, friendly, and always on, so you never lose the value of the marketing you've already paid for.