

# MDprospects™

## THE PATIENT JOURNEY

Lead enters MDprospects. This can be done a number of ways:



Live Chat



Web Form



Self Test



Referral Form



PPC



Once lead is in MDprospects, status automatically becomes:

Lead

Lead is categorized by procedure of interest. Then, follow-up process begins.



Lead is sent drip campaign emails specific to procedure.



Lead is called according to recommended timeline.



Lead is sent SMS texts according to recommended timeline.



Lead schedules appointment. Status becomes:

Consultation

(LASIK)



Evaluation

(Cataract)



Lead does not book treatment at appointment. Process becomes:

Did Not Book Treatment



Lead is sent drip campaign emails specific to procedure.



Lead is called according to recommended timeline.



Lead is sent SMS texts according to recommended timeline.

Lead schedules treatment. Status becomes:

Treatment

Treatment completed. Status becomes:

Post Treatment

Lead cancels or no shows appointment. Status becomes:

Canceled

No Show



Lead is sent drip campaign emails specific to procedure.



Lead is called according to recommended timeline.



Lead is sent SMS texts according to recommended timeline.

### POST TREATMENT



Patient is sent happy birthday greetings annually.



Patient is sent procedure anniversary emails annually.



Patient is sent reminders to write a positive review.