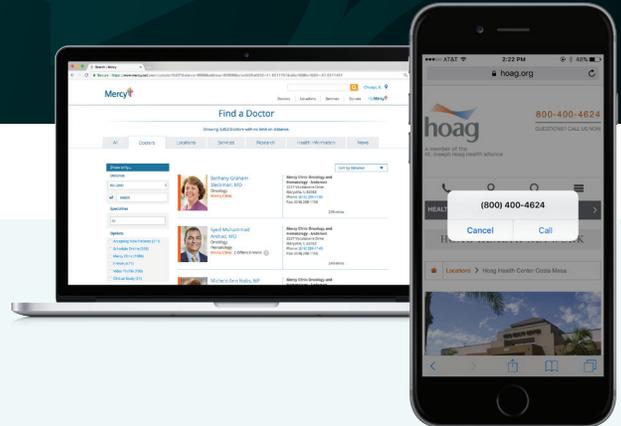


# A Proven Solution to Acquire More Patients and Drive Growth

Optimize marketing to drive more calls and patients with DialogTech



## Phone Calls Are Extremely Important to Health Care Providers

Over 56% of patients still book appointments over the phone. And appointment reminder calls remain a critical tool to reduce no-shows. If you want more patients calling, booking appointments, and keeping them, DialogTech can help. We provide a unique, proven solution that works for both inbound and outbound calls, helping you acquire and retain more patients.

## Generate More Callers and Patients from Your Marketing

Want more new patients calling? DialogTech is a powerful marketing analytics tool that shows you how your digital advertising, webpages, and offline marketing drive calls and patients. It works for calls from any marketing source to any hospital, location, doctor's office, or call center.

<p><b>Media Attribution</b></p> <p>Optimize marketing spend for the channels, campaigns, ads, emails, and search keywords driving not just calls, but patients.</p>	<p><b>Website Experience</b></p> <p>Capture each caller's complete interaction with your website, including the webpage they called from.</p>
<p><b>Conversation Insights</b></p> <p>Know if the call was answered, what type of call it was, how long it lasted, what was said, and the result.</p>	<p><b>Integrations</b></p> <p>Pass call data to your CRM and other marketing tools, including Google Analytics, AdWords, Facebook, DoubleClick, and more.</p>

## The Trusted Solution for HITECH- and HIPAA-Compliant Call Analytics

Leading hospitals and health systems rely on DialogTech for HIPAA-compliant marketing insights, including:



## Automate the Best Experience for Each Caller

Getting patients to call you is the first step. But you must also provide the right experience to convert callers to loyal patients. Every health care provider – from hospitals and clinics to private practices – can use DialogTech to automate the best experience for each caller.

### IVR Receptionist

Answer, assist, and qualify callers 24/7 with a professional IVR customized for any hospital or practice.

### Smart Call Routing

Route each caller optimally based on geographic location, time of day, ad or webpage they're calling from, and more.

### Custom Call Forwarding

Have calls ring multiple phones at once or in any order – if no one answers, send callers to a different location or voicemail.

## Analyze Calls to Any Hospital or Location for Marketing Insights

DialogTech enables marketers to analyze what happens on every call to every hospital, doctor's office, or call center. Was it answered? Did the receptionist say the right thing? Was the caller a potential patient? DialogTech shows you those insights and more – while ensuring patient information is carefully handled to comply with HIPAA requirements.

## Reduce No-Shows by Automating Appointment Reminder Calls

Use DialogTech's voice broadcasting technology to automate appointment reminders and confirmation calls. Personalize messages with the patient's name, appointment time, or other variables. For rescheduling, DialogTech can transfer the patient to any office manager or call center to assist. When calls go to voicemail, DialogTech detects it and can leave a special message.

