ONE BROKEN COG

A multi location, multi specialty medical business was struggling to bring in new patients. Their approach was to raise their marketing budget to 700k per month, in hopes to increase lead flow and boost revenue.

Their perspective of the problem

- Educate their staff to be able to bring in more revenue
- Need a uniform approach and process in their closing for insurance and cash patients
- Lead costs were too high to justify

Problems found

- No communications between call center and clinics
- No communications between clinic locations
- No formal initial or ongoing training
- No follow-up with prospective patients
- No practice manager to oversee all locations
- No policy, procedures, shared systems and oversight for the call center
- Strong reluctance of call center agents to 'sell'
- No cohesive team culture
- Owners were unaware of the severity and complexity of the above issues

Results

22% Show Rate Increase

34% Conversion Increase

272k Revenue Increase

By focusing on process, systems, culture and training, the following results were achieved

60%

Increase in sales revenue month over month.

85%

Reduction in Turnover