

## New “High Dollar” Patients for Your Practice

**YOUR CHALLENGE:** New patients that produce significantly more revenue than they cost to acquire

**YOUR SOLUTION:** The SleepDentist.com Online Patient Generation System

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### BENEFITS OF THE SYSTEM

**Increased Online Advertising Presence with No Labor:** We pay to develop a new website that is dedicated to your practice. We also pay to advertise that website online, and we make sure people can find your practice when they perform relevant, online searches. Finally, we make those new patients call your office directly. You don’t have to learn how to advertise online . . . We do all the heavy lifting!

**Grow Your Business with No Effort:** When you partner with us, we actively pursue new customers in your area using geo-targeted search engine marketing and search engine optimization techniques. When a customer in your area searches for your services on Google, Yahoo!, Bing, or other search engines, we make sure they find you! **And we pay for all associated advertising costs. You pay nothing up front!!**

**Verifiable Results:** We track all your referrals so that you can always see how well we are performing. Our system allows you to listen to recorded phone calls and download spreadsheets of patient lead information so that you can calculate your return on investment after cross-referencing your patient revenues against our fees.

**You Save Time and Money:** When you partner with us, patients contact your office directly. All your staff does is respond to phone calls and emails, answering patient questions and scheduling new appointments.



<b>Lead Tracking</b>	At all times, you will be able to access your patient referral information through our easy-to-use, Control Panel that tracks exactly how many leads you have received. We record all calls, and you can listen to those calls and read the emails that we have generated for your office. This allows you to check the performance of our system, as well as the efficiency of your office staff in handling those patient calls and emails.
<b>Term/Contract</b>	Because we strongly believe in pay-for-performance systems, there is no minimum contract. If you are not satisfied, you can cancel our service at any time.
<b>Monthly Fees</b>	We don’t charge monthly fees – nor do we charge any setup fees. We do provide free hosting, call routing, call recording, email lead forwarding, web design, technical support, and automatic invoicing and payment processing.
<b>Support</b>	We are committed to helping you get the most patient calls and emails possible. Our knowledgeable, friendly support staff is always happy to answer your questions.

**NEW PATIENT LEADS:** We connect you directly, in real time, with online customers who are searching for the types of services you provide. We partner with only one dentist per specialty per geographic region. This ensures that your referrals will not be shared with any other dentists in your area. When a patient finds our ads, then reads exclusively about your practice on the website we customize for you, they will contact your office directly. When you partner with us, your phone will ring with patients who have been pre-qualified for your exact services.

**EXCLUSIVE WEBSITE PLACEMENT:** You get exclusive use of a co-branded, customized, Google-friendly website that provides your practice with additional online visibility. We work with your staff to upload practice-specific information, photos, and your special offers (if any) through a point-and-click website creator that is available via your Control Panel.

**PAY-FOR-PERFORMANCE MARKETING:** At SleepDentist.com **WE PAY TO BRING YOU NEW PATIENT REFERRALS!** We only charge you for the leads that we have actually delivered. Why pay for other forms of advertising that may or may not actually be producing new calls or emails of inquiry? With our system, you only pay us when a patient actually contacts your office.



### FREE CONSULTATION

Whether you are new to online marketing or are looking to improve your existing online presence, we offer a complimentary online marketing consultation. We are happy to discuss your current efforts, learn more about your vision, and suggest ways for you to cost-effectively expand your online presence. So give us a call today, we'd love to sit down and learn more about your practice, as well as answer all of your questions. Please feel free to contact our Sales Director for your free consultation and to reserve your spot in our new patient referral network.

Bob Amend | Sales Director  
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