

# PLACE YOUR PRACTICE IN SIGHT and IN MIND.

Generate new physician referrals and boost existing ones with MDreferralPRO.

As a healthcare organization, you understand that physician referrals are the foundation for your success. Personal and direct contact with new prospects can generate millions of dollars in untapped revenue. But connecting with those new sources and maintaining your existing relationships can often be complicated.

MDreferralPRO's business development system simplifies the process. Features are fast and efficient. You save time by managing your physician relationships and increase revenue by generating new referral volume.

MDreferralPRO takes the whole business development cycle and offers features for each key step along the way. The program is designed to be uncomplicated. Your existing staff will achieve set goals without spending hours learning a new program.

## MDreferralPRO's intelligent business development system answers the questions:

- Where are the untapped referring sources?
- Which referral sources should be my top priority?
- Where do I concentrate my efforts to generate revenue?
- What is the return on my business development investment?
- Who has sent referrals? Has there been any increase or decrease from this referral source?

# PROGRAM FEATURES



## GEO-TARGETING

Highly detailed mapping tools allow you to geo-target the types of specialists and the precise area in which to focus your marketing efforts. The map automatically pegs providers by individual name, facility name, and specialty. If you find that your target area is too big, or too small, you may reset the map to include a revised geographic area and/or alternative specialties.



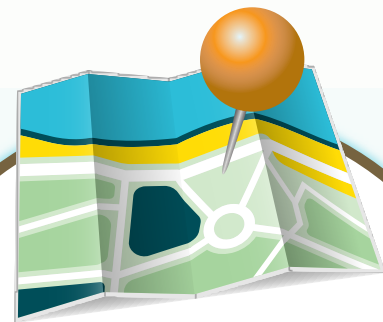
## NETWORK INTELLIGENCE

Updated contact information on facilities and physicians is accessible by all program users. These users include other administrators, physicians, physician liaisons, ancillary service providers, and device and pharmaceutical reps. Updates authenticate office hours, locations, contacts within facilities, relationships within organizations, and face-to-face accessibility of referral sources. This information assures an efficient use of your time.

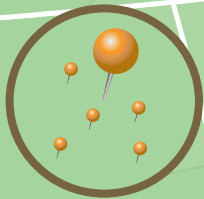


## PRIORITIZED CALL LISTS

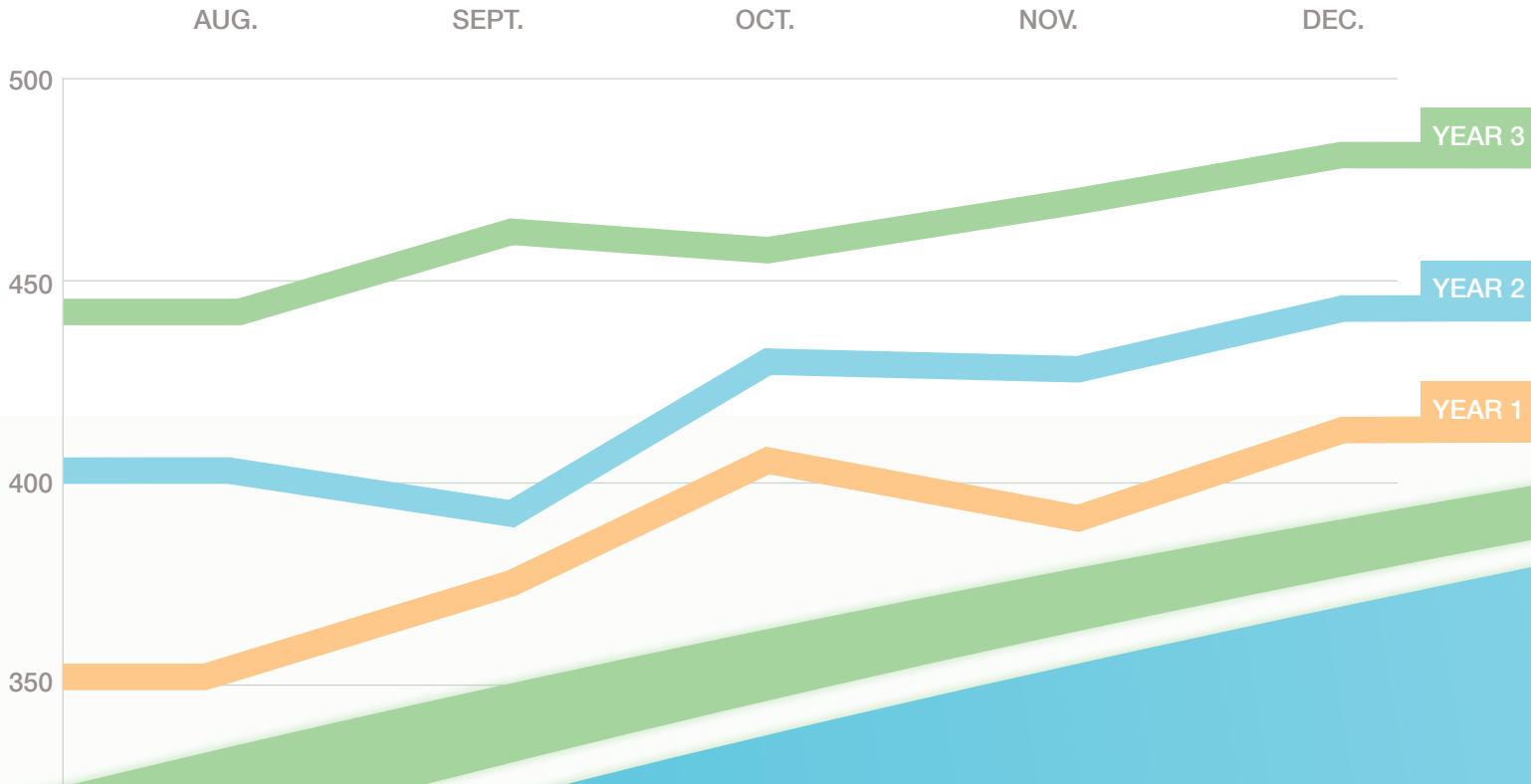
MDreferralPRO uses proprietary algorithms to analyze your past 3 years referral data. We then mine that data to extract information predicting future referral behavior. Not only does this analysis help you examine the patterns of your existing referral base, but more importantly, it generates a prioritized list of providers to call upon.



**MDreferralPRO identifies the organizations and individuals within a geographic area of your choosing. Filter your search to see how many, and what types of specialists, are practicing within your target market.**



# REFERRAL VOLUME YTD



## PREDICTIVE/TREND ANALYTICS

The login dashboard includes charts and graphs that show your top producers, market share and ROI at a moment's glance. These will then help guide decisions for your practice. Dashboards are customized for specific users such as administrators, liaisons, and physicians.



## CRM RESOURCES

Maintain notes on your contact with each referral prospect and share them with other users in your facility. Rate your physician meetings as positive, neutral or negative. Analytics will then provide you with calls-to-action for future visits.



## NOTIFICATIONS AND ALERTS

Real-time notifications provide calls-to-action related to positive or negative feedback from referral sources. They also alert you to changes in physician schedules, events and other important indicators.



## SECURE UNIVERSAL ACCESS

The web-based application is secure on devices with internet access. Proprietary information is of the utmost importance and is protected for specific users within the account.



Call our team today to learn more 251.929.7088.  
Or e-mail [info@advisorsmd.com](mailto:info@advisorsmd.com) for a demonstration.

[www.mdreferralpro.com](http://www.mdreferralpro.com)