



Patient Stream

Prepared by: Sam Carlson

(BUDDY)

SMALL TALK!! Build Report

WHAT HAVE YOU BEEN UP TO TODAY?

How long have you had your practice?

What kind of services do you offer in your clinic?

How many new patients do you average per month?

Is that pretty consistent?

Ok, so it' been that way for a while. Does that mean you've been pretty content with that amount, or has something changed for you?

(If it hasn't been that long, adapt. The goal here is to bring the problem to the forefront so we establish the proper frame of the call)

What has you taking action on that now?

Ok, How many new patients would you like to be doing within the next 90 days?

Before today, what would you say has been your biggest challenge in getting there?

Have you worked with other lead generation companies?

What didn't you like about them?

(Make sure to spend a bit more time on later slide based on this response.)

(This is important)

TRANSITION*****

So I think what you're going to realize very quickly on this call is that we're much different than any other marketing companies.

We didn't start doing this, so a lot of the issues you've experienced... We've had time to fix those issues entirely.

Maybe you've heard about our Automated Facebook Ads, or heard about our results from other Docs...

But today I'm going to show you a program designed to help your practice get more new patients.

And based on this conversation, I'll show you how to get _____ patients, without wasting tons of money on another agency.

Sound good?

Before we get going...

I want to ask you a silly question:

Genie in a bottle Question.

If There Was A Way To...

Eliminate low quality leads...
Get booked appointments "hands off"...
And start getting results almost immediately...



Hypothetically speaking...

If there was a sure-fire way to...

Eliminate low quality leads...

Get pre-qualified, booked appointments without lifting a finger...

And you could start getting these results almost immediately...

On a scale from 1-10 how interested would that be to you?

(If 8 or above agree and move on...)

(If below:) What would you need for this to be a 10?



Here's the good news...

Today I'll not just make a bunch of promises, I'll provide proof as we go..

But before we get too far, I want to say a few quick things about how our program works.

Our Entire Program can be plugged into your practice within a day.

The results you will see are realistic because we've been testing, refining, and using these campaigns in many cases for over 8 years.

That's 8 years testing and refining our Ads to get qualified patients...

8 years refining what happens after a lead gets generated, or in other words installing a system that turns leads into patients...

And 8 years working with Docs just like you to help grow their practices with the new patients they need.

Following our system is not technical or difficult, anyone can do it.

But just like any system or tool, You will not get results if you don't use it.

With that said, when people follow our process...

Results follow.



DW Don Walsh
Local Legend
To: sam@mypatientstream.com

February 14, 2022 at 5:04 PM

Hi Sam,

I am a current client of Patient Stream and am pleased with how it's going so far.

We started running our ads in December after some technical issues on our end.

We are currently running ads for 2 niches - neuropathy and decompression.

Initially the leads included a lot of Medicaid recipients. We still went through the entire process and chalked it up to 'practice, practice, practice'. But that was 2021.

We started screening better and the lead quality we presented to improved. This led to January being a record month for NPI and also for collections. Yay.

As we are in the middle of February, we are a little ahead of this time in January for NPI and collections. As our close presentations improve I expect that those will continue to increase.

Which leads me to the reason for my email.

I just finished watching the replay of your local legend webinar. The whole concept makes sense to me.

Can you please send me your ebook, Local Legend?

I have a few questions regarding the program that I suspect will be answered in your ebook. Thank you.

Sincerely,

Don Walsh
--
New Smyrna Spine & Injury Center
259 N Causeway, New Smyrna Beach, FL 32169
(386) 423-2415

"We went through **process**, committed to **practice, practice, practice...**
This led to January being a **record month** for (NPI) and collections."

Results like these.

This is Dr. Walsh, a Patient Stream customer now for more than 2 years...

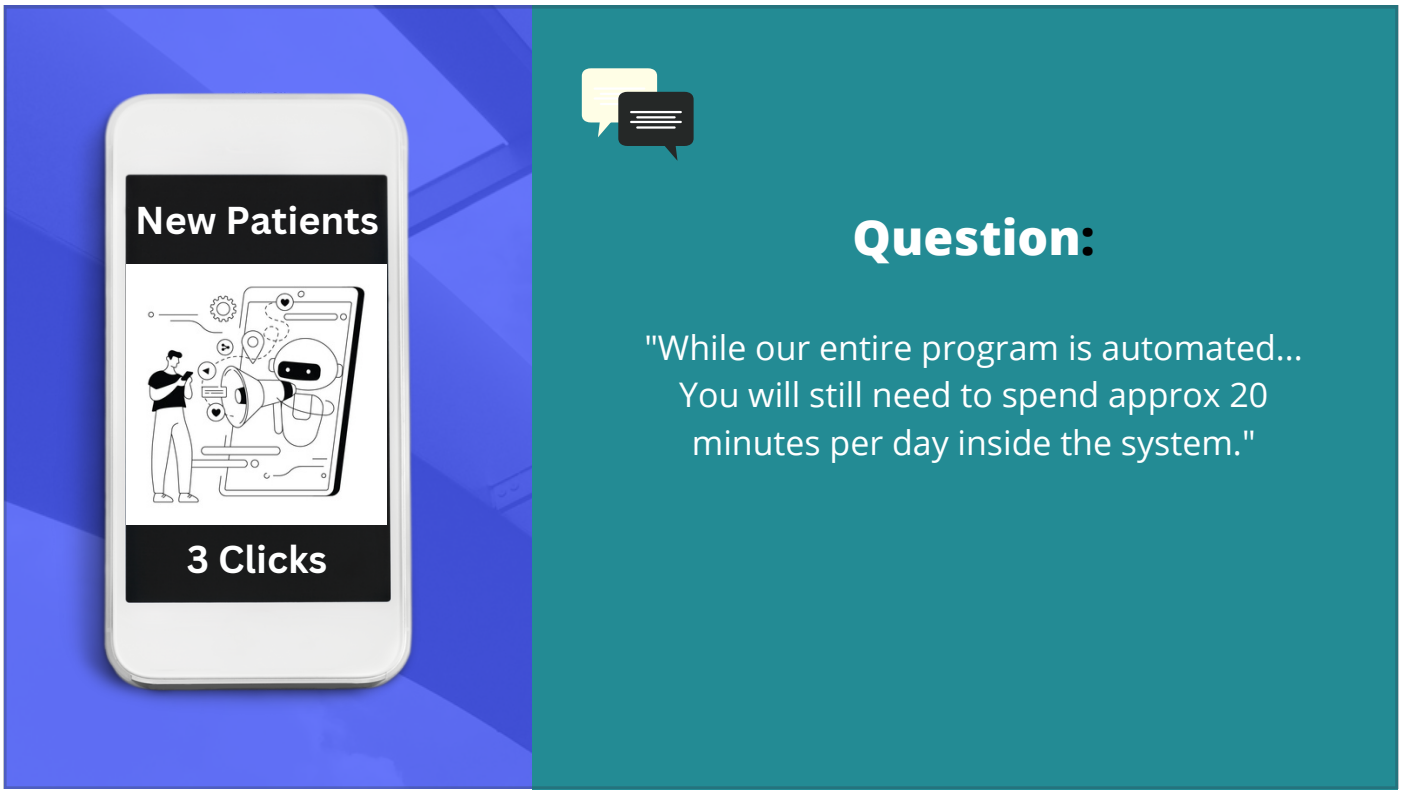
And yes that is blood running down his leg after a shark attacked him while surfing... crazy huh?

Anyway, he sent our team this email to tell us about his experience using our program.

Without reading the entire email, I'll skip to the punchline:

"We went through process, committed to practice, practice, practice...
This led to January being a record month for new patient income and collections."

Results like these are not uncommon, but happen when people follow the process.



Before we get into how the program works, I just want to make sure we're on the same page.

"While our entire program is plug-n-play... You will still need to spend approx 20 minutes per day inside the system to get the results you want."

That's what Dr. Walsh is talking about.

Are you, or your employees able to set aside time during the day to use the system?

Perfect!

Problems with Leads

LEAD QUALITY

"These leads stink"
"Can't Afford Care"

SPEED TO LEAD

"5 minutes or bust"
"My Team is busy"

SHOW RATE

"No One Shows!"
"This doesn't Work."

So whenever we speak to Docs who've had a bad experience with lead gen, it's usually for these same exact reasons right here.

Poor lead quality... the docs (or their staff usually) tired of chasing disinterested people. Tired of getting told "I didn't opt-in for that", or overall are just not a fit for your practice.

Then there's that thing that Agencies say... "You gotta get to your leads within 5 mins or less, or this won't work, AND that's your fault! They seem to gloss over the fact that in order to do that, you basically need someone staring at the phone the whole time... completely dedicated to lead management. Again, not realistic.

And finally, the last nail in the coffin is when leads book an appointment and don't show up.

So, not only do you waste a time slot where you could have scheduled someone else, but it is demoralizing!

...So we knew that for our program to work...

We would have to have Ads that qualified prospects first.

We could not rely on staff availability and outreach effort required to follow up with leads quickly...

And we knew that our program would have to do more than just "get leads".

Now, these are some big promises, BUT I'm about to show you how in the last 8 years we've learned how to fix each of these problems.

The big question here is...

If you had new patients to see every day, how much would your practice grow. (rhetorical)



Hi Sam, Patient Stream has been great for my practice. I had tried other ad companies, always didn't get enough leads, or had lots of no shows, or bad quality leads. Plus they were all very expensive, and not a good ROI. With Patient Stream that's fixed all those problems. I've been getting consistent leads, they show up, and many are starting care. It's working great, and at an affordable price. I also like that I can change the ads whenever I like

Nice buddy, I'm super pumped to see you doing so well.

Read 2:28 PM

"Always got too few leads, tons of no shows, or just bad quality, not to mention how expensive Agencies are...
With Patient Stream, ***all those problems are fixed.***

Who knows, maybe your practice will be like Dr. Shrier's.

He sent our owner a text after being with our program for a few months and this is what he had to say.

"With other Ad companies, I always didn't get enough leads, or had a ton of no-shows, or bad quality leads, not to mention how expensive Agencies are.

With Patient Stream, all those problems are fixed.

(Pause)

Alright, let's show you how we solve these problems.



Problem #1: Fixing Lead Quality.

If all our marketing did was start conversations with people struggling from _(condition they want)_...

I'm sure you'd be psyched, right?

Why doesn't it then?

(Read Slide)

"Most New Patient Marketing Fails Because the Focus is either on the Clinic, or a Broad Audience We Focus on Condition Specific Ads, & Qualified Offers"

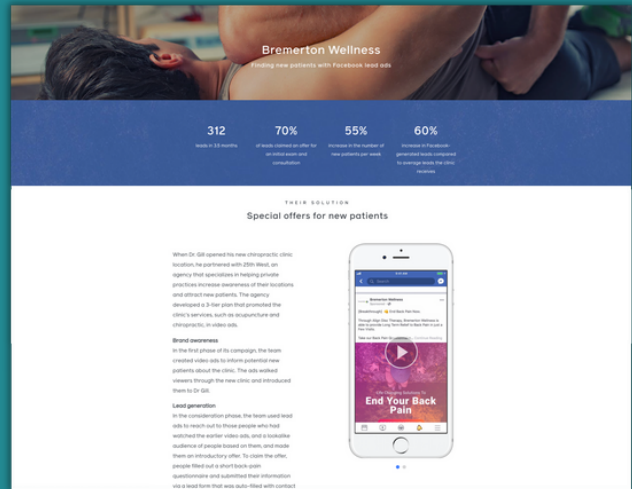
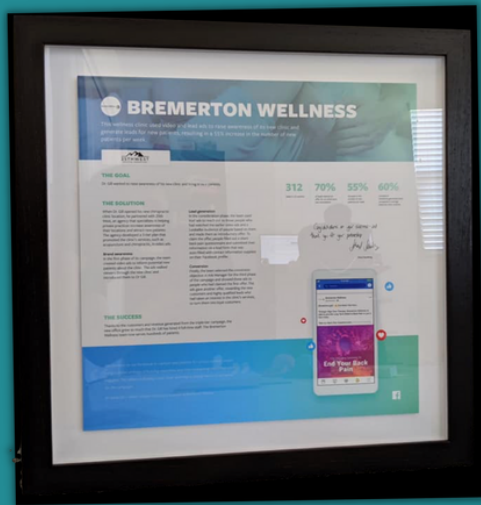
The first step to fixing the quality of a lead, is to fix the way we qualify WHO can even BECOME a lead.

Or in other words, it's not about including all the patients you can help...

No, it's about EXCLUDING everyone except a person with a very specific condition.

Here what I mean.

Solving For Lead Quality



As you know we've been at this a while.

These images are from a 2018 case study that the business department of Facebook published of our Agency.

In fact, our Agency in this space to have results validated and published by Facebook.

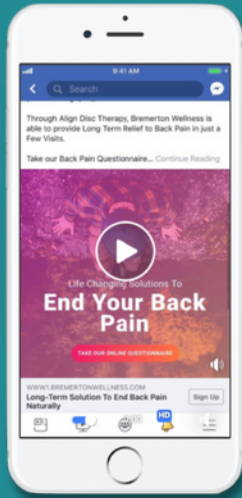
We didn't pay for this...

In fact, Facebook reached out to us to ask if they could publish our results.

And when they published this case study they gave us every interesting data along with it.

And it's that data which gave us the blueprint to solving for lead quality forever.

Solving For Lead Quality



offers wellness treatments such as spinal decompression, general chiropractic, and acupuncture.

First, as you can see on the right... This is a screenshot of all the different ads we were running.

...We ran ads for spinal decompression...

...General chiropractic...

...And general acupuncture as well.

And then on the left...

You can see the one ad they showed on the case study.

Well, they used this demonstrated this Ad because it produced over 80% of the revenue from all the campaigns listed.

Why do you think this one Ad made 80% of the practices revenue?

(Let them answer)

It's because our lower performing ads spoke generally about chiropractic and acupuncture services.

They listed out all of the conditions that can be addressed with those services.

But the top performer... The spinal decompression offer spoke only to sciatica pain, and about how decompressing the spine can end back pain.

(Pause)

One condition, one solution, and one offer.

When you follow this process... everyone who comes into the funnel is by default qualified.

Why?

Because we've EXCLUDED everyone else!

So how do we fix lead quality?

By focusing on what makes a lead good in the first place.

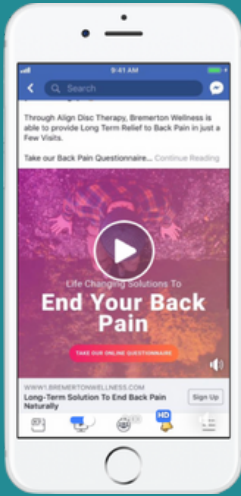
That the leads have the exact condition we are talking about.

Does that make sense?

Here's what happens when you do that right...

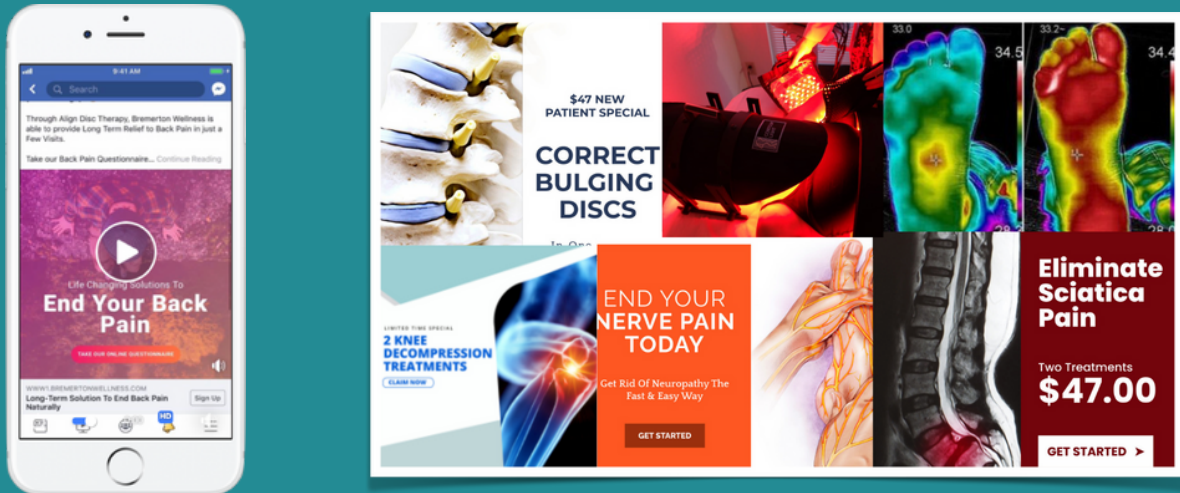
Dr. Suhill Samji

The Value of Qualified Leads...



Play audio.

Entire Library of Proven Ads



So after our case study we went back to all of our ads and redesigned them to follow a condition specific model approach.

We refined our Ad process by doing this over and over until we got to where we are at today...

A library of over 150 Ads proven to get qualified leads for a variety of conditions.

Anywhere from:

Spinal Decompression Patients...

Non-Surgical Knee Patients...

Neuropathy patients...

Weight loss, cosmetic, acupuncture, plantar fasciitis, chiropractic and a whole bunch more.

And the reason we are talking today is because we have ads for the cases you practice wants.

Do you see how we solve lead quality by focusing on qualified prospects?



Ok...

Speed to lead.

(Read Slide)

Solving Response Time With New "Conversational Ai" That Learns Each Condition We Promote and How To Respond with Nuance.

Before we get into this section I want to draw attention to something first.

This is not a Booking Bot. Or in other words text messages that happen because of AUTOMATION.

This is artificial intelligence that is trained to communicate with the leads like you would.

It's learned our marketing campaigns, and in many cases when prospects are talking with it...

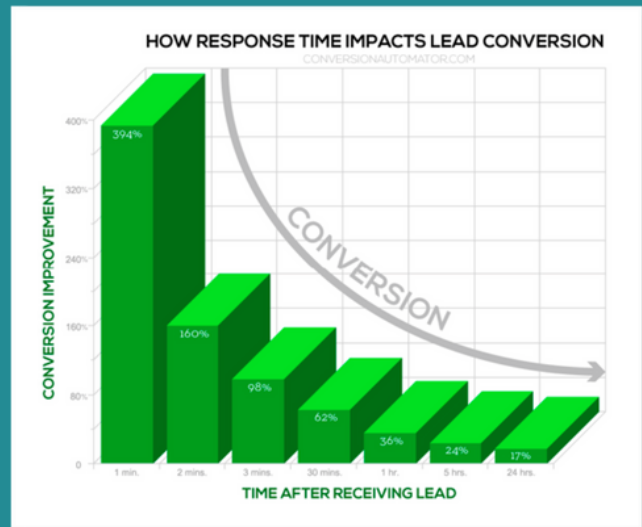
They think they are talking to a person.

We live in crazy times...

Fact: 1 min 394%

That means you could get 4x the results just by responding to leads within 1 min...

Based on MIT Research



We've all seen data like this, but here's the broad strokes...

If you can respond to a lead within 1 minute you will produce 4 times as many appointments without changing anything else in the process.

Just response time.

That study was published by MIT by the way.

But here's 2 inconvenient truths:

First: No one can realistically respond to leads within a minute consistently...

Second: You not only need fast response time, but your potential patients prefer to speak to a person...

They want a conversation.

We All Know We Should...



Faster



Better



Engaged

I'm not telling you anything you don't already know...

We all know we should be faster to respond to leads...

Better at multiple follow ups...

And a higher level of care with the leads we have...

BUT you're busy... And mentally speaking...

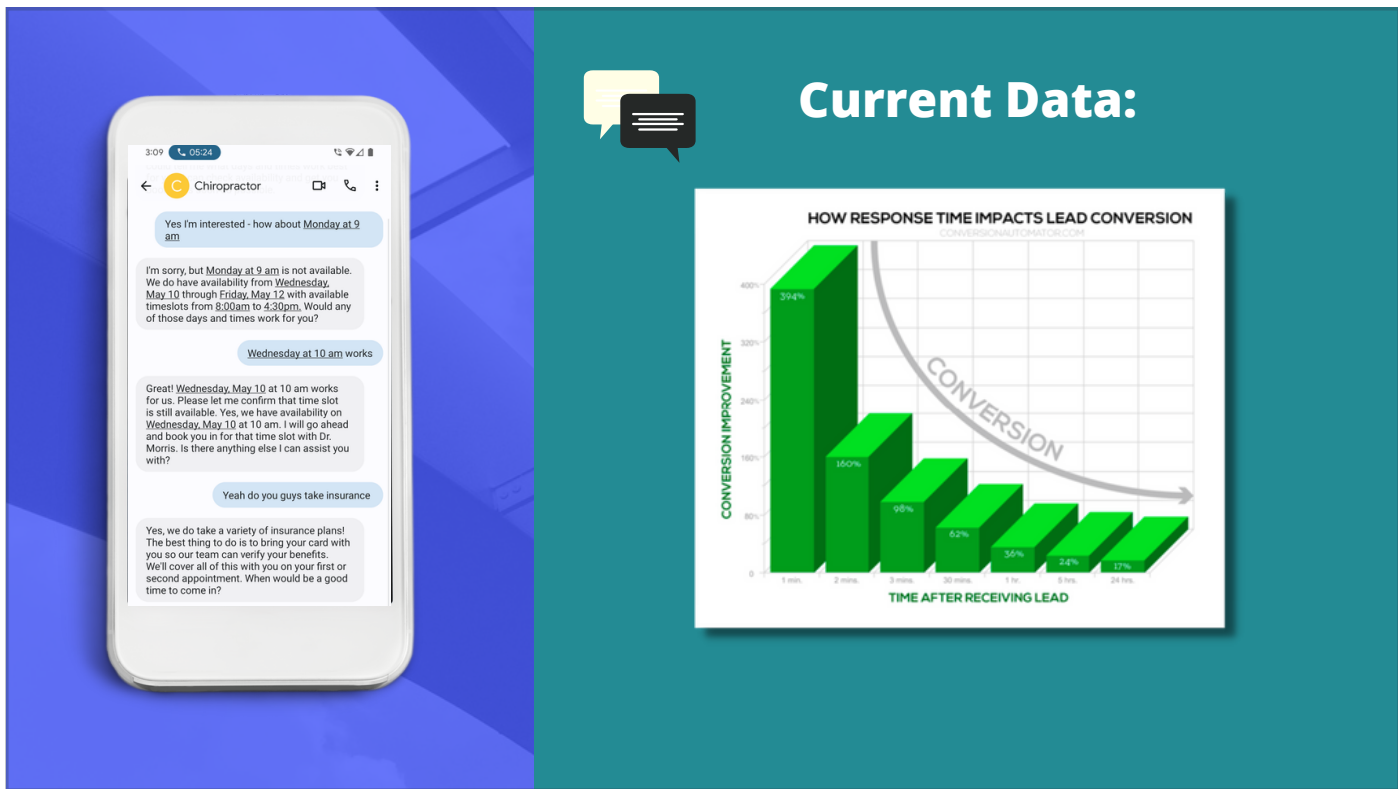
Adding on more is a lot easier said than done.

How do we solve this?

Enter Conversational Ai



Enter Conversational Ai...



With our conversational Ai.

You get booked appointments by doing nothing.

Here's what you need to know about our Ai.

It has learned how to respond to potential patients based on the marketing campaign they respond to.

It also handles nuanced questions like: "Do you guys take my insurance?"

The Ai know exactly how to respond and then steer towards a booked appointment.

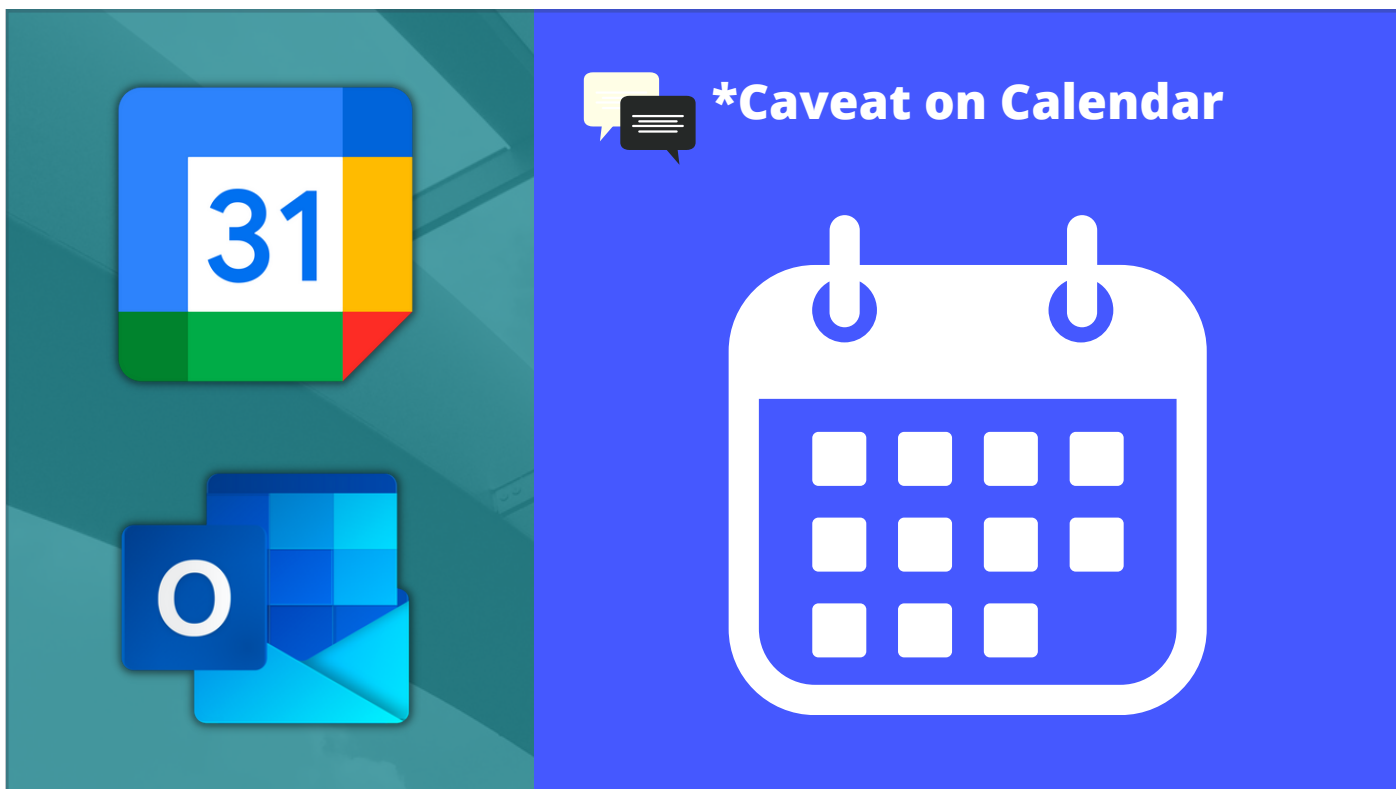
And by the way... it learns and improves over time.

(Pause)

Can you imagine what you could do with your marketing on autopilot?

Our current data has our bot booking at almost a 40% rate right now... pretty cool.

How cool would this be to have in your practice?



One important thing to note is how we book these appointments.

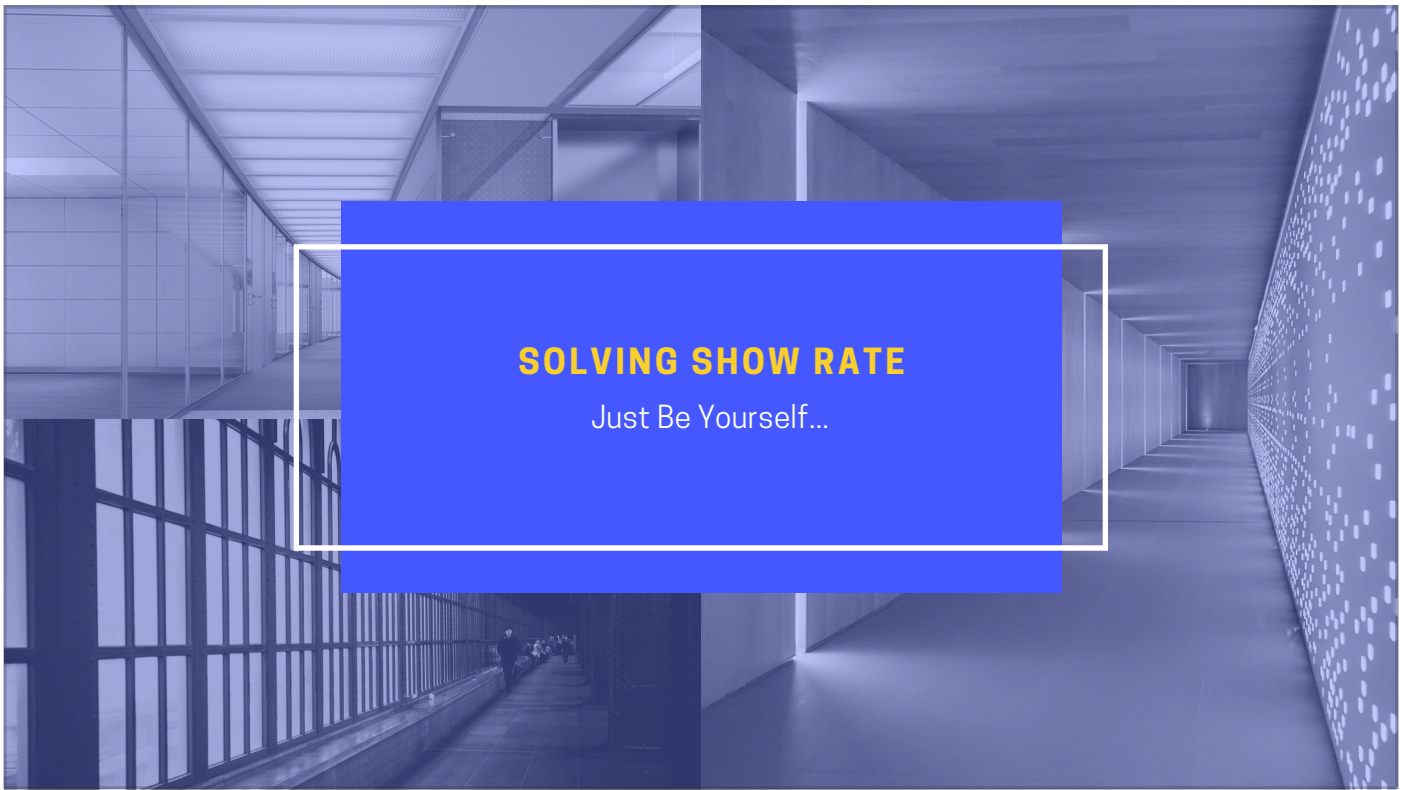
Because a lot of EMR's are closed to outside integration, we want to make sure our users know beforehand that we book exclusively onto Google Calendars or Outlook.

To some this is a sticking point, so we bring it up now to make sure it's not an issue into the future.

So, most our clients use these calendars to book the appointment first, and then after the qualifying call book inside their EMR.

Before we continue, are you comfortable with allowing us to book on these calendars?

(If yes, then continue, If no, then conclude the call as we require this to work within our system.)



Awesome!!! Let's talk about solving the show rate issue...

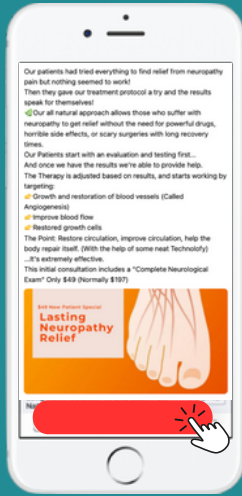
This is where you come in.

When you combine that power of our system with the skills you already have, you can grow your practice like crazy.

Now for show rate, I'm going to take a different route on this one. We're going to talk about a practice that used Patient Stream to double their new patients in during the height of the pandemic.

Arcadia Chiropractic

Doubled The Practice With This Campaign



This is Dr. Ray Pevey who doubled his practice, Arcadia Chiropractic in about 2 months.

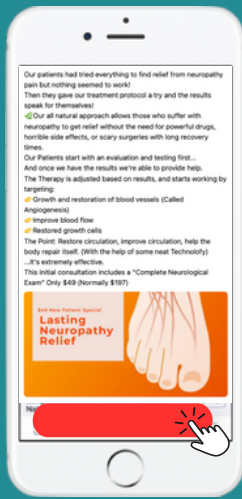
(Play video)

Pretty cool, huh.

Let's see how this play out for him.

Arcadia Chiropractic

The Whole Truth



→ First 6 weeks total flop

→ Installed prequalification call

→ Doubled his practice in 2.5 mo

The truth is Dr. Pevey's experience started out just like many Docs who fail with marketing.

His first 6 weeks he got a bunch of leads, but hardly anyone came in.

But because the stakes were so high he had to figure it out.

So, one day he overheard his front desk talking to a lead trying to book an appointment. He asked that the call be transferred to his office so he could talk with the patient.

Question: Let me ask you this Doc. What is different about the conversation when you talk to a patient compared to when your front desk talks to a patient?

(Help them see how they naturally qualify a person based on their condition and they don't focus on the appointment getting booked)

So when Dr. Pevey talked to the Patient, they the booked for the next day... Showed up for their appointment, and converted into a \$4,500 care plan.

All within 48hrs!

Dr. Pevey quickly adjusted and informed his staff that he would be adding in a pre-qualification call prior to booking.

And with that one little thing he was able to doubt his practice in the next two months.



When Docs implement a prequalification call after our Conversation Ai has booked the appointment...

We are seeing show rates double in many cases.

Just by adding in one call with the Doc or someone good with Patients prior to their scheduled appointment.

Question:

Would you be willing to get on a call with new patients before their appointment?

(The answer needs to be yes, or that someone skilled at their practice will do it.)

Awesome... Let's wrap this up.

Problems with Leads

LEAD QUALITY

"These leads stink"
"Can't Afford Care"

SPEED TO LEAD

"5 minutes or bust"
"My Team is busy"

SHOW RATE

"No One Shows!"
"This doesn't Work."

Quick Recap:

We talked about how we prove our marketing campaigns and focus on qualified prospects.

And how we've used our process to refine a library of proven ads for you to use.

We also talked about how we fix the "Speed to Lead" Issue with our Conversation Ai.

And we've talked about how to double your show rate with a prequalifying call after the appointment has been booked.

Does this all makes sense?

Awesome.

That still leaves once pretty big question...

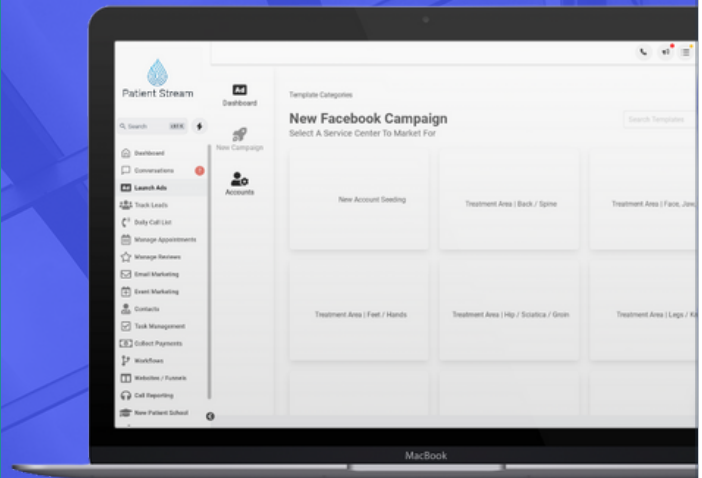
We know how to solve all these problems... And I'm guessing by now you also know we are not a marketing Agency.

So how does patient stream work?

Agency...



Software...



Unlike an Agency, Patient Stream is not a service. We don't have employees that build and launch marketing campaigns.

We are a software, and in a minute I'm going to show you why we beat an Agency at every aspect on new patient marketing.

Here's a few.

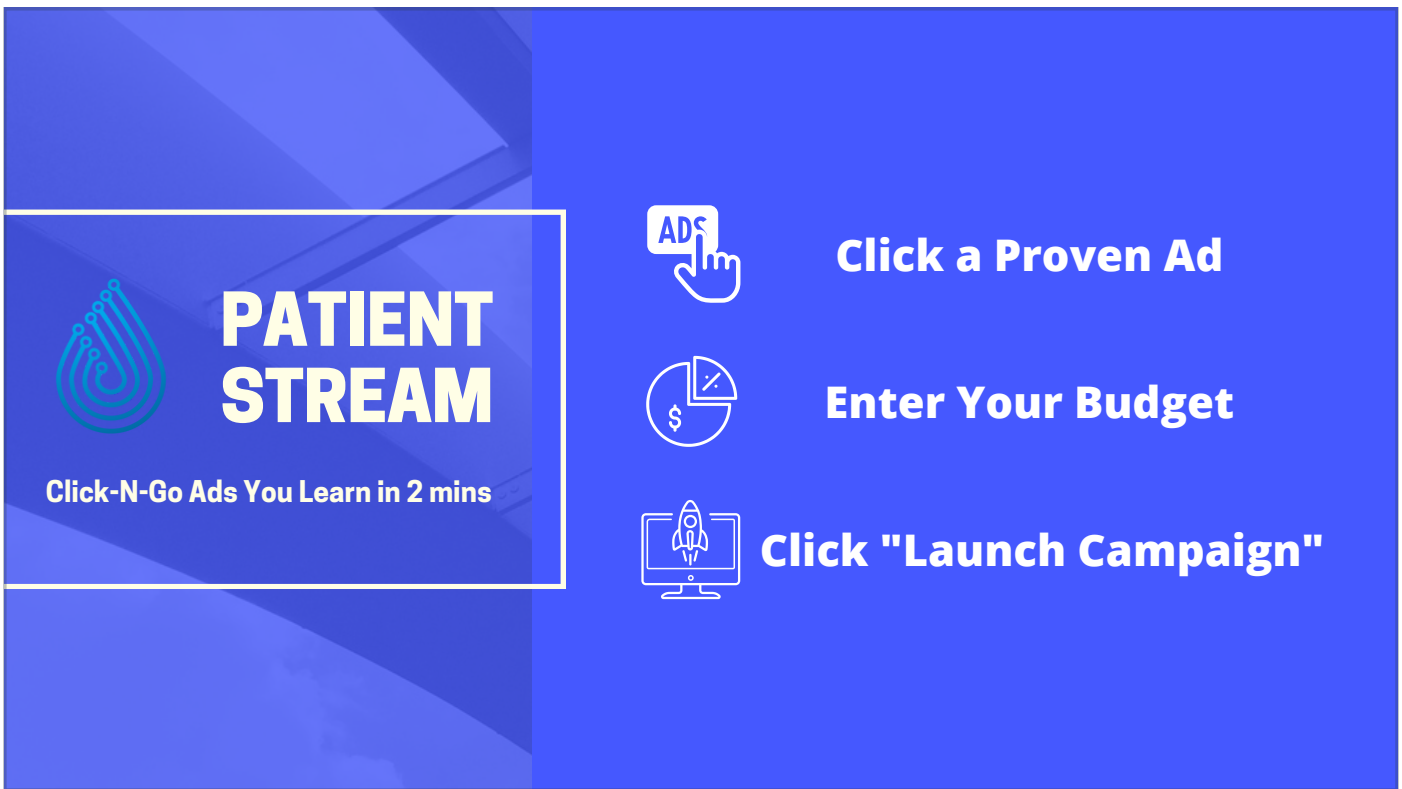
With Patient Stream you launch your ads just like you check out Netflix.

You control how much you spend... how many different campaigns you want to promote, and unlike a traditional Agency...

We don't charge you more when you want to run more.

(Pause)

And you will be able to do all of this without acquiring any new skills or learning how to become a marketer.



The image is a blue-themed graphic with a white border on the left side. Inside the border, on the left, is the Patient Stream logo (a stylized water drop) and the text "PATIENT STREAM" in large, bold, white letters. Below that, in smaller white text, it says "Click-N-Go Ads You Learn in 2 mins". To the right of the border, there are three white icons: a hand pointing to a speech bubble labeled "ADS", a pie chart with a dollar sign, and a rocket launching from a computer monitor. To the right of each icon is a white text instruction: "Click a Proven Ad", "Enter Your Budget", and "Click 'Launch Campaign'" respectively.

With Patient Stream...

You preview the ads in our Library...

Click the one you want...

Enter your daily budget...

And click "Launch Campaign"

Done.

Sounds pretty simple right?

Well let me show you just how simple it really is.

(Quick Demo)

Note's for demo:

The demo portion of the call is short (less than a min). The goal is to just synthesize what it will be like for them when they use Patient Stream)

NEW PATIENTS IN JUST

3



Do you see how easy that is?

And here's the good news... During your onboard call we will set this up for you...

We will also setup the conversational Booking Ai and turn it on for you.

All so you can turn the ads on, and just get ready to start seeing booked appointments show up on your calendar.

How Did We Do?

→ Eliminate low quality leads...

→ Get booked appointments "hands off"...

→ And start getting results almost immediately...



So let's do a quick check...

By focusing on our qualified lead formula and proving our ads for years, we can stop getting a bunch of terrible, low quality leads...

Our Conversational Ai can respond to leads fast, and around the clock... 24/7. And it can actually get us booked appointments and live transfers...

And when it comes to getting results...

If you get started today, we can get you completely setup and going with 48 hrs.

So, on a scale from 1-10 how interested are you in seeing how our program could work for you?

(If 8 or above agree and move on...)

(If below:) What would you need for this to be a 10?

(Transition to Guarantee)

(Get Permission to Sell)

“Has this been valuable so far?”

Great! Now, because our goal is to give you results and help you get more _____, we've created a special offer to help you get there. But I don't want to just jump straight into a pitch unless you're interested in that.

Would you be interested in the offer we've got for you today?"

Great! Before we talk about our guarantee, and how it works...

I need to stop for one minute.

Based on our conversation, what you've told me about your business and your goals...

I know what we can do for your practice... You are a perfect fit for our program.

The reason I paused before our guarantee is, because if I felt that you were not a fit... we would not proceed past this point.

This guarantee is for people we know we can help.

Sound good? All right, let's go.

"DECIDE INSIDE" GUARANTEE



This is our "Decide From The Inside" Guarantee.

The only way you can make a fully informed decision is on the inside of Patient Stream, not the outside.

You need to get inside and see how awesome it is for yourself.

So you get into Patient Stream... make sure everything I've shared today is true, and will help you get more patients for your practice.

Assuming it is, great!

If it's not for you, no hard feelings, and whether it's 29 min or 29 days from now...

if you ain't happy, I ain't happy. We'll return your money no problem.

By the way...

...We can only make such a guarantee because of how confident we are in our program, and know you're getting exactly what you need to grow your practice.

So yes... We guarantee Patient Stream.

(Pause)

Now based on what you've seen, there's two ways to go:

1) You can go back and think about it, or take what you've learned and try it yourself...

Or...

2) I can show you how our program would work for you.

Which one makes the most sense for you?

\$3000

3 MONTHS + SETUP | ONBOARD
(*\$697/MO AFTER*)

Practice Scale

Hands Off Setup & Onboard
Appointment Booking Ai
1-on-1 Onboard & Setup
9-5 Customer Support

Package Includes:

Full Access to Ads Library
Unlimited Campaigns
Unlimited Ai Appointment Booking
Unlimited Ai Dinner Workshops



**AVG 1.5 PV =
BREAK EVEN**

Awesome! So here's how our program works...

We have 3 different packages, all of which start with 3 months of marketing for one fee. The fee also covers the done-for-setup process... Your 1-on-1 onboarding... and setting up your booking Ai .

Everything you need to start running ads in less than 2 mins.

Make sense?

This is our first, the Practice Scale.

This is for people who want to be get several different types of patients...

For example they want to get Chiro, Decompression, Weight Loss etc... and they want to be able to change things up at will.

It gives you unlimited access to everything, and we even throw in our Proven Dinner Workshops for free. (normally we charge \$497 per event)

Ok, so you get:

...Full Access to our Ads Library

...Be able to run as many campaigns as you want.
...Have unlimited booked appointments with our Conversational Ai.
...And we bonus this package with our proven dinner workshops.

All of this for

Any questions on this one?

Ok, let me show you the grow package.

\$2497

3 MONTHS + SETUP | ONBOARD
(*\$497/MO AFTER*)

Practice Grow

Hands Off Setup & Onboard
Appointment Booking Ai
1-on-1 Onboard & Setup
9-5 Customer Support

Package Includes:

Core 4 Ads Library
2 Active Campaigns/Mo
Ai Appointment Booking - 75/Mo
1 Ai Dinner Workshop/Mo



**AVG 1.5 PV =
BREAK EVEN**

Ok, with the grow package, we're focusing on practices that are ready for growth but are looking to save a bit of money and are OK with some account limitations.

With this one you can have access to our CORE 4 Ads library which is...
Chiro, Decompression, Non-Surgical Knee & Weight Loss

It gives allows for 2 campaigns per month, or in other words you can promote two conditions at a time.

And while we still include Dinner Workshops, it limits you to one.

Make sense?

Any questions on this one?

Ok, let me show you our launch package.

\$1497

3 MONTHS + SETUP | ONBOARD
(\$497/MO AFTER)

Practice Launch

Hands Off Setup & Onboard
Appointment Booking Ai
1-on-1 Onboard & Setup
9-5 Customer Support

Package Includes:

Single Category Library
1 Active Campaigns/Mo
Ai Appointment Booking - 40/Mo



AVG 1.5 PV = BREAK EVEN

Our last package is called the Practice Launch package.

It's a fit for folks just getting started as well as those who really need to keep an eye on the budget.

With this one you can have access to a single campaign type, which is whatever condition you choose.

It gives allows for 1 campaigns per month, and limits the amount of booked appoints to 40/mo.

Still pretty good.

It does not include any dinner workshops, those you can pay for a-la-carte if you like. (\$497 per)

Any questions on this one?

Great.



LET'S GROW YOUR PRACTICE

\$3000

3 MONTHS + SETUP | ONBOARD
(\$697/MO AFTER)

Full Access to Ads Library
Unlimited Campaigns
Unlimited Ai Appointment Booking
Unlimited Ai Dinner Workshops

\$2497

3 MONTHS + SETUP | ONBOARD
(\$497/MO AFTER)

Core 4 Ads Library
4 Active Campaigns/Mo
Ai Appointment Booking - 150/Mo
1 Ai Dinner Workshop/Mo

\$1497

3 MONTHS + SETUP | ONBOARD
(\$497/MO AFTER)

Single Category Library
2 Active Campaigns/Mo
Ai Appointment Booking - 40/Mo

So here's all 3 packages for a quick review.

(Do a quick verbal run down)

Transition to close.

Based off these options, which solution fit your needs the best?

(Be quiet)

(If client is saying nothing, let them think. If they have questions... Answer the question and follow up with "Did that answer your question?"

After they either choose, or are done asking questions, proceed)

Ok (name), on a scale from 1-10 you were an (8,9,10). From my experience, and based on how well I know this works you are a perfect 10...

So here's what I'm going to do.

I have an offer that over delivers in terms of how much it costs, and what you get.

Would you like that offer?

~~\$3000~~

3 MONTHS + SETUP | ONBOARD
~~(\$697/MO AFTER)~~

Practice Scale

\$1497

3 MONTHS + SETUP | ONBOARD
(\$397/MO AFTER)

Package Includes:

- Unlimited Access to Ads Library
- Unlimited Campaigns
- Unlimited Ai Appointment Booking
- Unlimited Ai Dinner Workshops

GUARANTEED
★ 100% ★
★★★

**AVG 1 PV =
BREAK EVEN**

Awesome! Here it is.

Because the Scale package has everything your practice needs to explode...

And because you took the time to be on this demo with me right now...

I'm going to give you our Scale package, but do it for our Launch price.

So you're getting:

- ...Unlimited Access to our Ads Library
- ...Run as many campaigns as you want.
- ...Have unlimited booked appointments with our Ai.
- ...And unlimited dinner workshops.

But instead of paying \$3,000 to get it... you get everything for just \$1497.

(quick pause)

(send email with check out link:

<https://checkout.mypatientstream.com/>)

All right, go ahead and open your email so you can get the offer.

Do you have it?

Great. While you fill that out I will wait to make sure you don't have any issues setting up your onboard call.

BTW, when you do your onboard call... Everything you've seen here today will get setup for you, you just need to show up. Also, it's a good idea to have your team there as well.

(Close up call, wait for checkout confirmation, end call)