



# Increase Large Fee-Based Cases For Your Practice

**GET CONSISTENT, HIGHLY MOTIVATED  
AND PREQUALIFIED PROSPECTIVE PATIENTS.**



LeadingResponse

# SUCCESS

**100K**

Prequalified  
Prospects

**19M**

Consumers  
to Date

**1M**

Seminar  
Events

**100K**

Highly Motivated  
Prospects Reached  
Monthly



LeadingResponse

Your practice has come a long way, but there's room to expand.

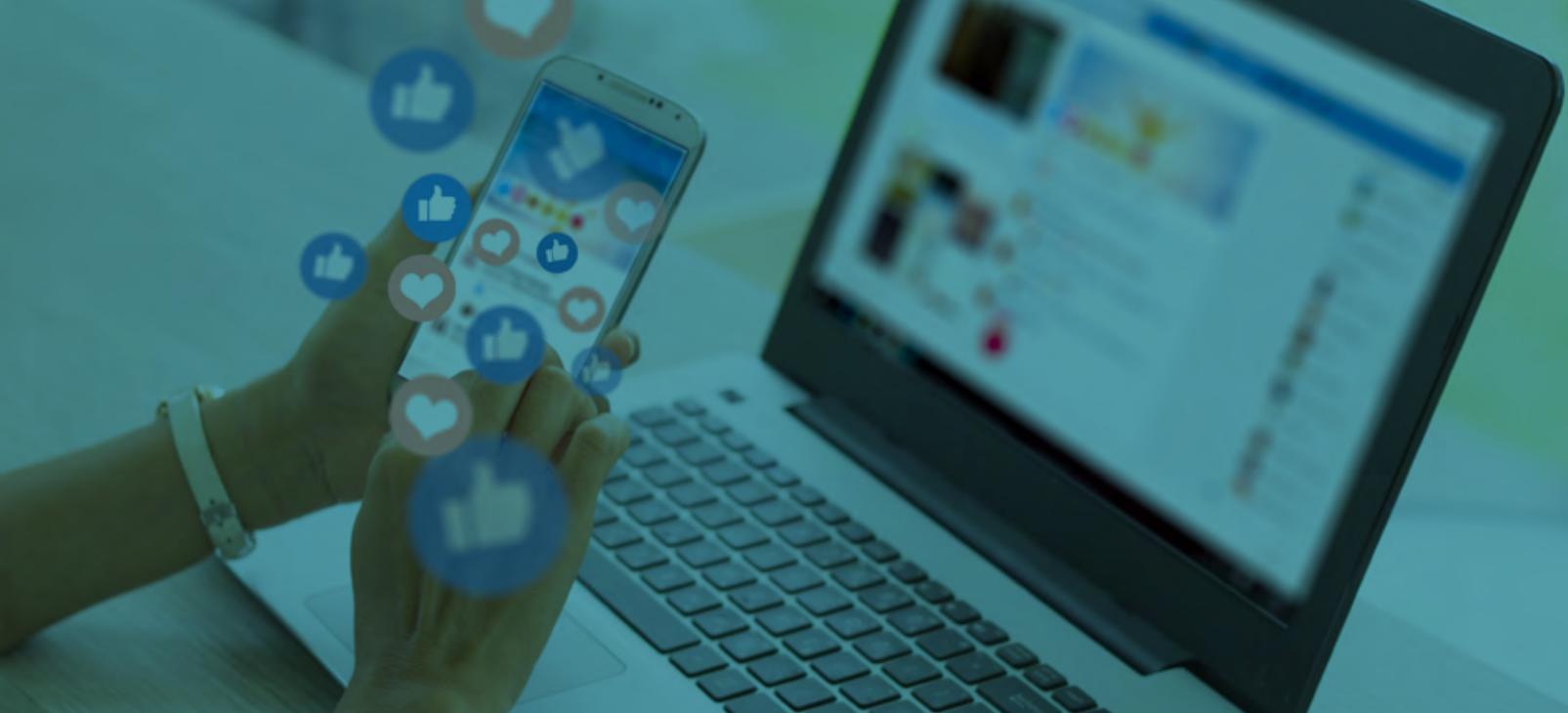
**Dynamic marketing solutions can put you in front of highly qualified, motivated prospective patients.**

LeadingResponse specializes in digital and traditional marketing services for practitioners. We have the industry knowledge, experience, and expertise to get the right prospects in front of you, at the right time.

Now is the time to grow your practice for tomorrow. Pre-qualified consumers. Appointments scheduled directly to your calendar. We manage the consumer conversation and confirm their needs. All you need to do is partner with LeadingResponse – we do the rest.

What kind of practices can benefit from our services? The options are endless. Our expert team has attracted large fee for service cases for dental implants, sleep apnea, orthodontic, cosmetic, stem cell, pain management, regenerative, ED, weight loss, vein treatment, plastic surgery and more.

**LET US HELP POSITION YOU FOR LONG-TERM SUCCESS.**



# WE ENGAGE

Wherever they are, we find them. As a Facebook Premier Partner and a Google Premier Partner, we are uniquely situated to reach more prospects looking for your services. From digital ads, to direct mailings, to webinars – our multi-channel solutions put us where your future patients are.

Why choose just one? Our patient acquisition solutions are designed to work in tandem with one another, allowing you to capitalize on your marketing to experience consistent ROI and maximize your caseload – regardless of time, place, or market.

**Our marketing consultants are veterans in the elective medical space. We're here to provide coaching, guidance, and feedback that can guarantee your success.**



## WE DIVERSIFY

We find prospects wherever they are. Our team initiates contact with the consumer using every major online and traditional marketing channel. And it's all about you. Branded sites, unique content, and campaigns are designed to put you in front of the right audience, at the right time - every time.

Meet more prospects, in more ways. Schedule one-on-one appointments, get calls delivered to your phone, meet them in webinars and seminars. The opportunities are endless. Our marketing experts do whatever it takes to get successful closure for you. And our results speak for themselves.

**Competition is fierce and running a successful practice is difficult. Our marketing solutions can put you in front of more prospective patients, and increase your fee-based caseload.**

# WE PREQUALIFY

Save time and money. Our team confirms patient needs before connecting them with you. You know their financial status, ailments, interest level and timeline for treatment before you make your first call. We merge technology and traditional advertising to streamline the patient acquisition process. RSVPs, customized event pages, flexible pricing, and event formats are success driven.

**We are the premier provider of new elective medical practice lead generation solutions, with more than 25 years of experience. Our solutions are proven for practices just like yours.**

# WE TARGET

Attract the prospective patients you're searching for. We target and engage with motivated prospects matching your specific criteria. Put our digital marketing to use for your practice to find the best leads to grow your business.

Get only the best prospective patients. We capture contact information through customized landing pages, branded content and our multi-channel targeting. We also verify eligibility for you. Our screening process ensures the most volume for your investment – without sacrificing on quality.

**Catch the attention of new movers. Get ahead of the competition by targeting new residents online and by mail weeks BEFORE traditional new movers mailing lists become available.**



# WE CONNECT

Reach people where they are. We combine digital and traditional marketing techniques to reach your targeted audience every time. Hyper-targeting and re-targeting can put the right consumers in front of you, time and time again.

Track your business growth conveniently. Our proprietary client portal gives you a wide range of real-time data on how your patient acquisition solutions are engaging with your audience. Check how many views your email attracted, the number of registrations to your webinar, and the number of attendees to your event – and adjust accordingly.

**Marketing solutions have changed. Our team can put you in front of prospects, in the right way, at the right time.**

# WE HAVE SOLUTIONS.

Now is the time to grow your business for tomorrow. Whatever your needs – our team has over 25 years of experience connecting the right consumer with the right practice, and we can do the same for you. Learn more about our marketing solutions and experience exponential growth.

LeadingResponse is the premier provider of new elective medical lead generation solutions. We consistently generate high-quality leads in a wide range of verticals and unique needs, including dental implants, sleep apnea, orthodontics, cosmetic medicine, stem cell, pain management, regenerative medical, ED, weight loss, vein treatment, plastic surgery, and more.

**This could be the best year financially for your practice. Our marketing consultants are here to guide you through the process and help you choose the best solutions to help your practice experience dramatic growth.**

# WebinarConnect

REACH CONSUMERS ANYTIME, ANYWHERE. BOOK APPOINTMENTS 24/7.



## Choice.

People today want to choose how, where, and when to connect. At their desk. In person. At home. On the move. Reach them with WebinarConnect. We make it easy. Just pick a date and a time and we handle the rest. Customizable landing pages, branded content, and our multi-channel targeting puts the right prospects in front of you, at the right time, in the right place.



## Convenience.

Because WebinarConnect is web browser-based, there are no complications. No downloads. No tricky interfaces. Level of proficiency is a non-issue. And interaction is easy. Engage with consumer quizzes. Polls. Surveys. Incentives. Get to know your audience. Plus, WebinarConnect is supported on all web platforms.



## Consistent ROI.

The profits don't end when the webinar does. Recorded events are redistributed and used time and time again. Assist your audience. Grow your practice. Book appointments - long after the event has finished. Ongoing webinars appear live, allowing you to focus on your business while we focus on your growth..



## Real-Time Data.

Your ProspectConnect portal gives you a wide range of real-time data on how your webinar is engaging with your audience. Check how many views your email attracted, the number of registrations, and the number of attendees – and adjust accordingly. Now is the time to grow your practice for tomorrow. WebinarConnect is uniquely designed to quickly and easily maximize your appointments regardless of time, place, or market.

# Appointment Setting Program

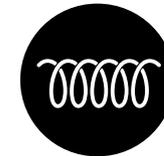
**WE DO BUSINESS WITH PEOPLE WE TRUST.  
MEET PROSPECTIVE CLIENTS FACE-TO-FACE.**



## **Advantage.**

Convince your audience. Win them over with your expertise and knowledge.

Build relationships. In-person meetings can solidify yourself as the right person for the job. Targeted ads with incentives put the right prospects on your calendar – seamlessly.



## **Flexibility.**

Provide options. Webinars and in-person meetings are both great options to offer. Allow people to make choices about their schedule, and choose the incentive that best fits their ideals.



## **Convenience.**

Pre-qualified consumers. Appointments scheduled directly to your calendar.

All you need to do is choose the appointment dates and times – we do the rest. Manage your appointment availability in real-time..

# Live Events and Workshops



### Proven.

Face-to-face interactions. Building relationships. In-person events have been a proven marketing success for decades. Get in front of the right audience, at the right time, with the right message.



### Support.

Create the right experience, every time. Never created a presentation before? We've got your back. Turnkey presentations on your topic of choice make it easy. Our team targets the ideal prospect and gets them in front of you.



### Experience.

Let our experience work for you. We connect 1.53 million consumers each year. We merge technology and direct mail to streamline the client acquisition process. RSVPs, customized event pages, flexible pricing, and event formats are success driven.



### Merge Solutions.

Why choose just one? Combine your in-person event with a webinar and experience consistent ROI. Book 1-on-1 appointments between events to capitalize on your speaking engagements. Track your business growth conveniently. Our marketing consultants are here to guide you through the process and help you choose the best solutions for your situation.

# Direct Mail

**PUT YOUR AD DIRECTLY INTO THEIR HANDS.  
CONNECT WITH CONSUMERS WHERE THEY ARE.**



## Advantage.

Digital marketing. Social networks. It's where your competition is. But don't be fooled – mail is not dead. Stand out by placing your ad in their hands. Reach consumers where they are, when they are ready. Make an impression.



## Experience.

25. That's how many years LeadingResponse has been promoting, designing for, and growing clients for our customers through direct mail. When experience matters, we've got your back.



## Merge Solutions.

Reach people where they are. Combine social ads, webinars, and direct mail to reach your targeted audience every time. Hyper-targeting can put the right consumers in front of you, time and time again.





# EXPAND YOUR REACH

Now is the time to grow your business for tomorrow.

Our solutions are uniquely designed to help you realize new levels of success.

Reach a broader audience with LeadingResponse at your side.

**Ready to get started?**

Visit us at [LeadingResponse.com/lp/elective-medical](https://LeadingResponse.com/lp/elective-medical)  
or call us at 866.616.3747 for more information.

# ACT



LeadingResponse