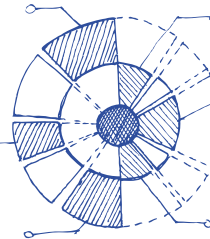


Doc. connects with the patient
and suggests next steps



1. Surgery (Hospital)
2. Primary/Urgent Care (Clinic)
3. Medication (Pharmacy)

Keys in a short note about the diagnosis,
prescription and required steps.



Updates Status "Hot / Cold Lead" visible
to CSR for further follow-ups.

Special CSR's follow-up with the Doc. and Patient and the
different units of ASP cares (be it clinics of Urgent Care
or the Lancaster Hospital or the different Pharmacy locations)
with an intention to hand hold the patient with utmost care and coordinate
every part of patient care to "Deliver an experience"



1. Handhold Guidance
2. Build a personal connect
3. Maximize Revenue

Even after the Deal is Won and the Goal completed a team of
ASP Managers spring in action to start building a one-to-one relation
with the patient. The Goal is to build a brand that is truly loved for its
extreme personal care.



1. Build a brand
2. Evolve a Culture of Love,
Integrity & Care