



The Future of Lead Generation—A Proven Strategy
for Medical & Dental Specialists

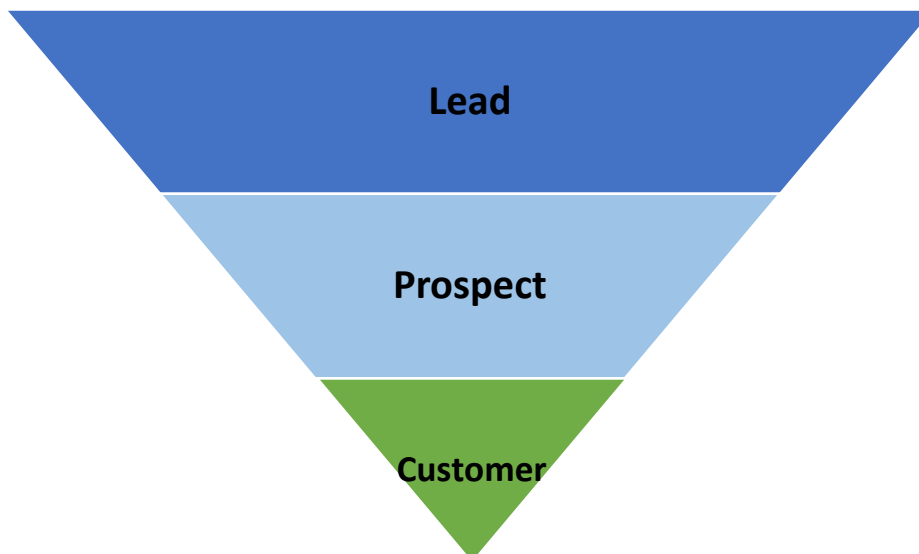
Did You Know?

Did you know that businesses are losing millions of dollars per year due to failed website conversions?

The statistics are even more bleak for specialty medical and dental practices who have a 90% chance of leaving money on the table due to underperforming websites that fail to convert leads into paying patients. While websites are pivotal tools for transforming internet traffic into foot traffic, many medical and dental practices are missing the mark. They do not utilize their websites in a manner that is conducive to the conversion process. Most practices use their websites for informational purposes only, simply describing their business and the products and services that are offered. Imagine this: What if your website had the ability to turn its traffic into paying customers? How much more would your profits increase?

Why Lead Conversion Is Important

If a potential customer is visiting your website, he or she has expressed interest in what you have to offer. **Your goal as a business owner is to capture, educate, engage and provide value** to these leads to the point that they become paying customers as demonstrated in the conversion funnel below:



The old way of utilizing websites no longer works. In this insightful resource, explore how to use a proven strategy to quickly and efficiently convert your leads and prospects into repeat patients.

Who We Are

At Patient Excel, we are obsessed with ensuring that your web traffic converts into foot traffic, providing you with a major competitive advantage. We have the team, the resources and the tools to make that happen for you. Our team has decades of experience in lead generation, business development and online marketing. Our C.E.O. and C.T.O. are established entrepreneurs with successful track records of building companies from idea to impact, generating millions in revenue for themselves and their clients.

Our Process

We provide patient acquisition technologies that are seamlessly integrated into your online presence in a way that adds value to your prospective patients, and your practice. We use a combination of tools which engage your visitors and deliver content that is relevant to each lead, while never losing sight of your practice as the primary solution for their needs. These technologies establish you as a trusted expert who cares about your prospective patient and pulls that undecided prospect across the finish line and into your office.

Our world class team of content creators and implementation specialists follow a very specific, step-by-step process that allows Patient Excel to work with your practice to capture the attention of your ideal patients. This process results in the creation of an ecosystem of engagement management tools integrated throughout your already existing website and social media presence.

This system is called Patient Excel's Excelsator System ®.

A Proven System

We are Lead Generation Experts serving Top Medical & Dental Specialists' practices. The Excelerator System ® is an extremely effective system which garners results—results that speak to your bottom line.

Our Results

The Excelerator System ® was created by our Founder & C.E.O., Paul-Anthony Surdi in 2014. As the owner of a number of brick and mortar businesses across the country, Paul-Anthony realized that even though his locations were physical, his prospective clients made their decisions online before ever stepping foot into any of these physical locations. In other words, his websites were influencing and determining his clients' purchasing decisions.

Paul-Anthony had a lofty goal of doubling the size of his brick and mortar businesses within 12 months and he knew he needed to ramp up his online conversion rates to achieve this goal. As a result, he created the Excelerator System ®. ***The following data depicts his results.***

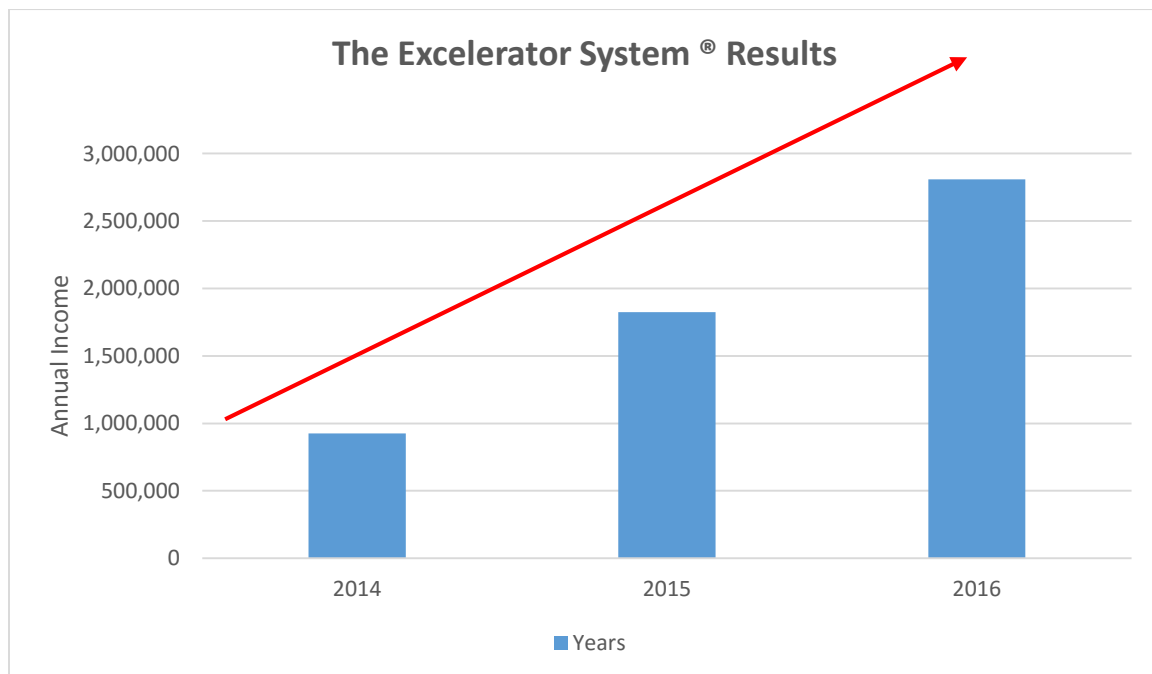
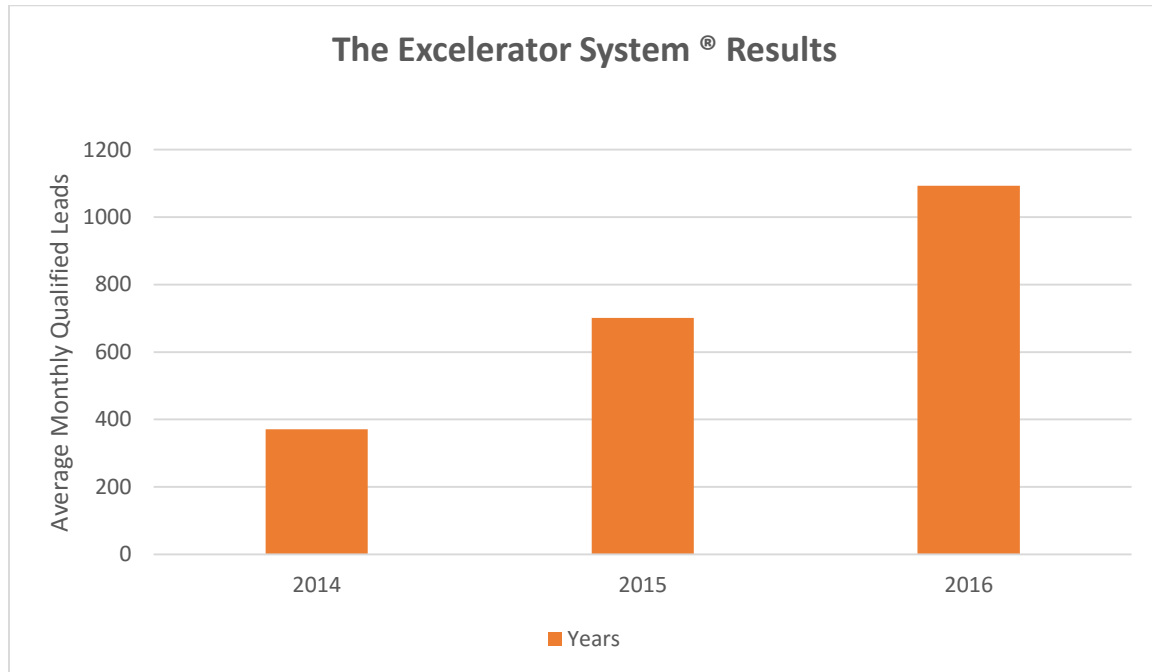
Before the Excelerator System ®

In 2014, Paul-Anthony was making \$924,836. His commitment was to break through the \$1 million barrier. Moreover, his goal was to not only exceed the \$1 million mark, but he was now determined to leave this milestone so far behind, that this lofty figure would quickly become a thing of the past. Paul-Anthony soon found himself spending months researching various methods, tools, techniques and technologies that could help him to achieve his goals.

What he soon found was that there was no one silver bullet, solution or tool that would get him the results he needed. As a result, he began combining the best methodologies, breakthroughs, innovative technologies and practices into a new system of lead conversion. He successfully created and implemented what is now known as the Excelerator System ®.

After the Excelerator System ®

Here are the results achieved by the new system from 2014 to 2016:



Summary of Data

Year	Average Monthly Qualified Leads	Annual Income
2014	371	\$924,836
2015	701	\$1,824,887
2016	1093	\$2,808,452

* 2016 data represents total projected annual income to-date.

How the Excelerator System ® Can Help Your Specialty Practice

As you can see, when your practice begins to maximize its ability to convert your already existing web traffic into highly qualified leads, the natural results will be increased revenue by way of an innovative process that works. You will be able to gain the attention of more qualified leads, convert them into customers and then serve more patients per year, more so than you did this same time last year.

For qualified practices who have a clean malpractice record and a desire to grow, Patient Excel can be the multiplier that leads your practice to new levels of success.

Empowering your practice with the tools it needs to convert qualified leads into prospects also ensures that prospective patients are educated and quickly nurtured by a team of dedicated professionals who are eager to address their questions and interests, ultimately improving these patients' quality of life. For the team at Patient Excel, that level of impact is our true reward.