

PLACE YOUR PROVIDERS 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 Strategic Outreach Solution simplifies the process. 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. So your physician liaisons can achieve their goals without spending hours learning a new program.

MDreferralPRO's Strategic Outreach Solution 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?

REFERRAL VOLUME YTD

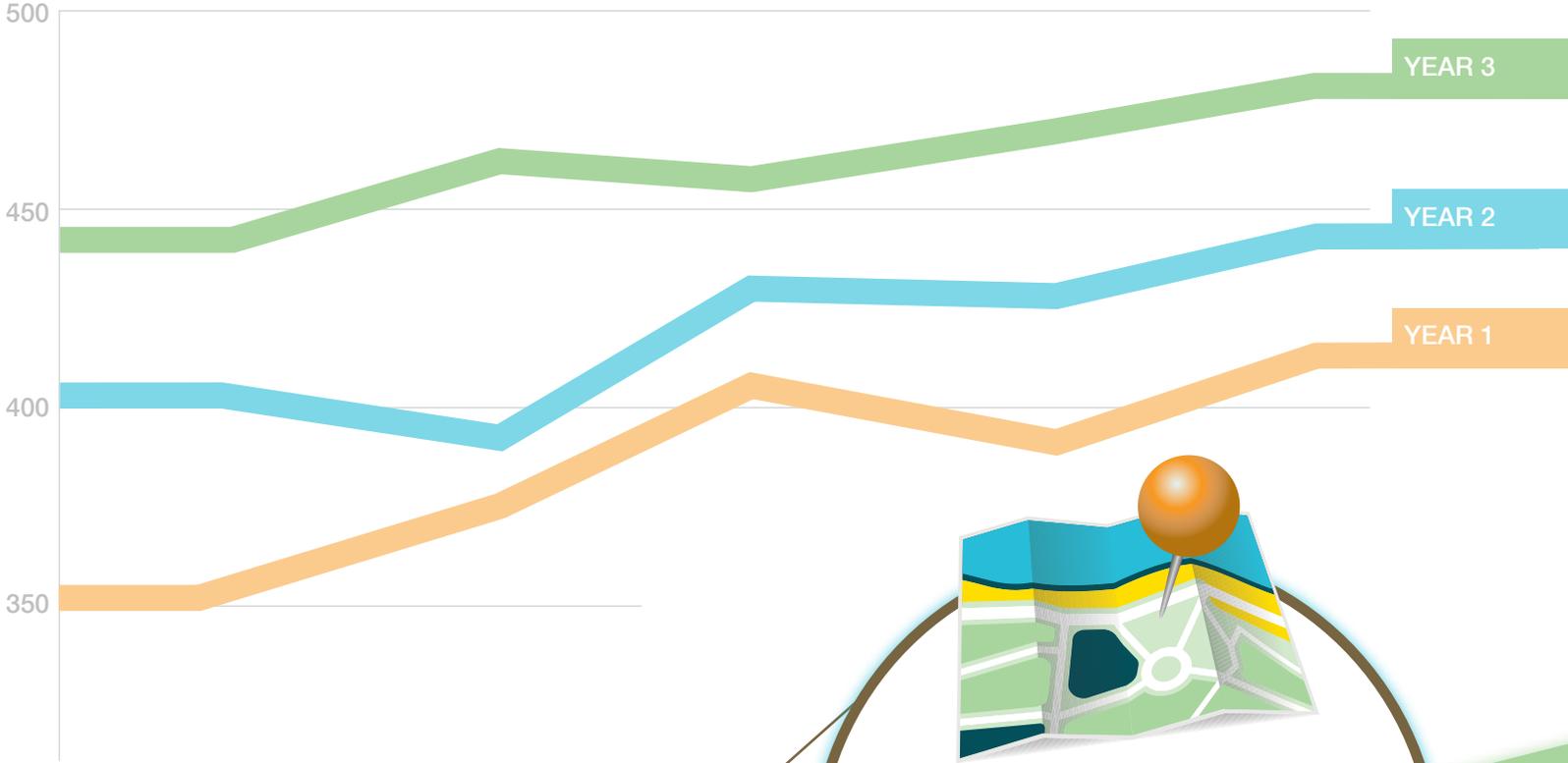
AUG.

SEPT.

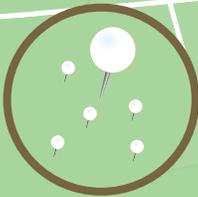
OCT.

NOV.

DEC.



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.





PRIORITIZED CALL LISTS

MDreferralPRO uses proprietary algorithms to analyze your previous referral data. It then mines the 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.



REFERRAL TREND MONITORING

The login dashboard includes charts and graphs that allow you to monitor a provider's referral patterns. This information will then help guide marketing decisions for your specialists. 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. MDreferralPRO's predictive analytics will then generate a new priority list of providers to call upon based on your notes.



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.



BUSINESS INTELLIGENCE

Proprietary formulas provide outreach teams with the strategy necessary to be successful. MDreferralPRO takes the "guess-work" out of which providers to call upon.



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 251.625.8554.
Or e-mail info@advisorsmd.com for a demonstration.

www.mdreferralpro.com