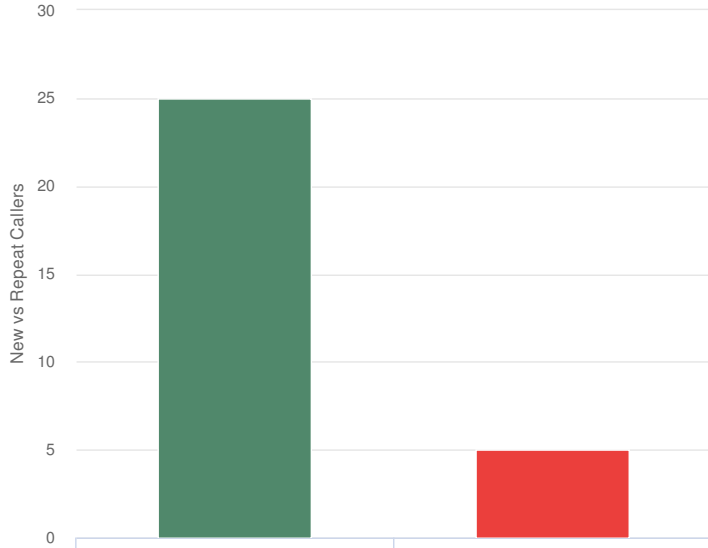




Call Insights

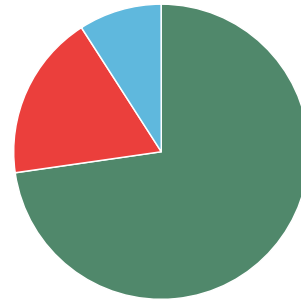
Demo

New vs Repeat Callers



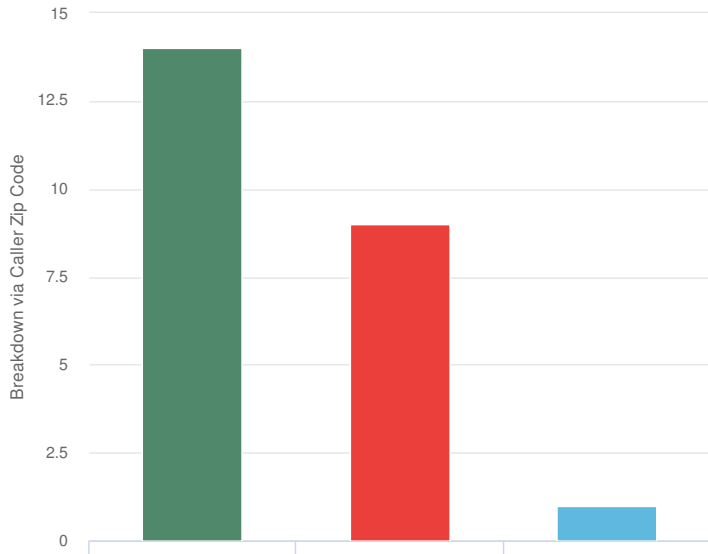
New vs. Repeat Callers		calls	callers	
■	New count	25	83%	
■	Repeat count	5	17%	

New vs Existing Patients



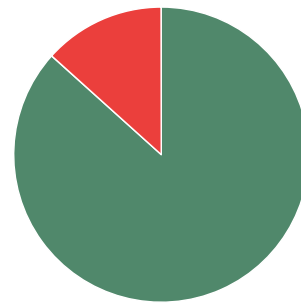
Total Callers		calls	callers	
■	new patient	8	8	73%
■	other	2	2	18%
■	existing patient	1	1	9%

Breakdown via Caller Zip Code



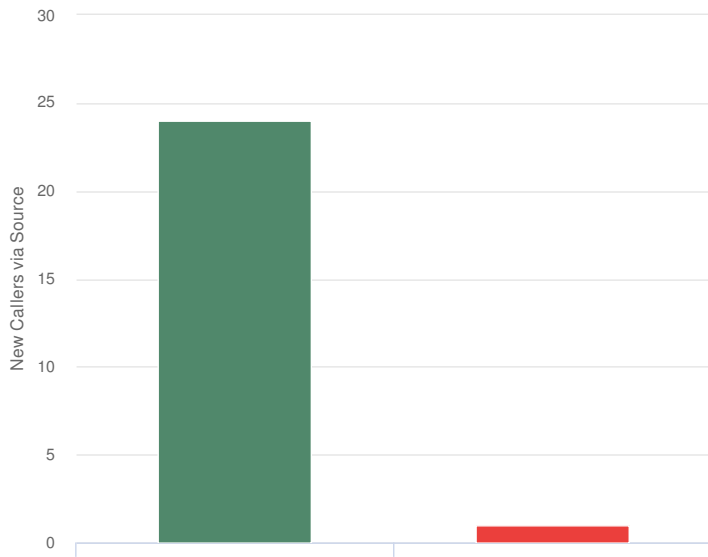
Total Callers		calls	callers	
■	93711	14	14	58%
■	90013	9	8	38%
■	92029	1	1	4%

Breakdown via Call Sources



Total Callers		calls	callers	
■	Website	26	24	87%
■	Google Adwords	4	1	13%

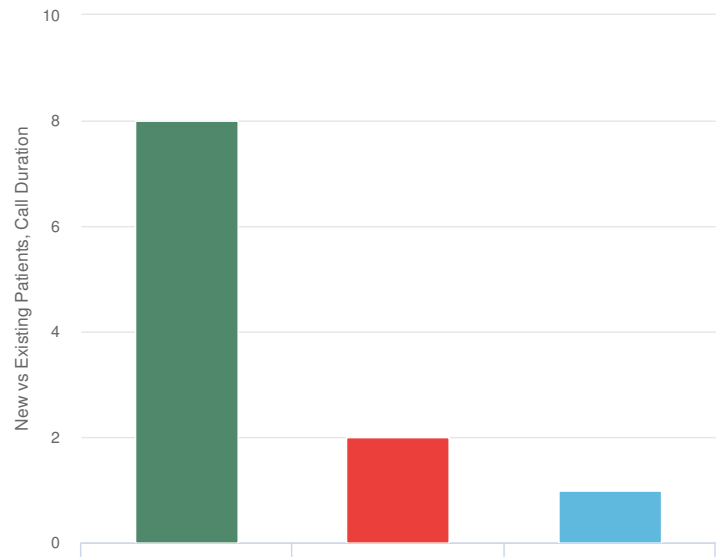
New Callers via Source



Total New Callers

	calls	
Website New count	24	96%
Google Adwords New count	1	4%

New vs Existing Patients, Call Duration



Total Callers

	calls	callers	
Website new patient	8	8	73%
Website other	2	2	18%
Website existing patient	1	1	9%