



# The Patient Tracker Report

**Helping You Put Together  
All of the Pieces**



*July 28, 2008*

**Part of the Soft Insite Report Series**

**Table of Contents**

Executive Summary.....3

Recommendations to Increase the Closing Ratio for HTI’s Existing Leads Base .....4

Recommendations to Increase the Number of Leads for Sales.....5

Recommendations for Increasing the Amount of the Average Purchase .....7

Recommendations to Decrease Attrition and Increase Retention .....8

Conclusion.....8



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## **Executive Summary**

HTI has two solid software suites that are ready to be brought to market and sold. After extensive research assessing the competition, you've created a pricing model that is competitive within the current medical markets and should be attractive to the decision makers who will ultimately decide to purchase.

After surveying many potential users, features have been added to the software based on their feedback such as the Patient Portal, BOLD integration, and the Patient Education Center.

The next step to successfully sell the suites is to devote a sales force to the selling process. Below are four major areas are outlined that will be helpful for the successful sale of both suites:

- Recommendations to Increase the Closing Ratio for HTI's Existing Leads Base
- Recommendations to Increase the Number of Leads for Sales
- Recommendations for Increasing the Amount of the Average Purchase
- Recommendations to Decrease Attrition and Increase Retention



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## **Recommendations to Increase the Closing Ratio**

If HTI changes two things about the way you approach software sales, it will greatly reduce the sales cycle. The first point of focus is ease of purchase, the second is presenting it to the right people.

### **1. Add an Online Store to the Patient Tracker Website**

a. This will allow users to buy the software online (the contract can be a Eula [End User License Agreement] that users can check during purchase). It enhances ease of purchase and removes the contract signing process which can lead to a long sales cycle.

### **2. Attend Conferences on both ends of the Spectrum**

a. ASMBS attracts those people who are the users. Setting up booths at ASMBS sponsored events for administrators would enable HTI to get the word out to the decision makers responsible for purchase.

b. Your software is a product that can penetrate the international market. Presenting it at the international conference in Buenos Aires in September would create a larger sales base.

### **3. Market to a Qualified List**

We recommend actively contacting ASMBS attendee list to keep the product in the forefront of the users mind. An organized sales campaign can consist of:

- a. Email Campaign
- b. Sales Calls
- c. Brochure Mailing Campaign



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## **Recommendations to Increase the Number of Leads**

It's important to utilize everything available to your company to get the word out about the Patient Tracker (both Bariatric and Chem Dep). Below there are seven points, or categories, for HTI to pursue to increase leads.

### **1. Use the Patient Tracker Website as its own Marketing Vehicle**

- a. Add a newsletter that users can sign up for that announces new add-on as they are built and allow the user to buy those add-ons online. We recommend the email vendor Constant Contact to create a newsletter group and a newsletter template. They are an excellent company and will ensure reliable email delivery.
- b. Create an auction and sell 1 to 10 yearly subscriptions a lower rate. Announce the auction in the newsletter, through press releases and on the site itself

### **2. Add Value to the Website and Purchase of the Patient Tracker**

- a. Bundle the software with useful Hardware such as the Electronic Signature Pad below. The second most common question posed in user surveys, after medical billing, is whether or not The Patient Tracker will have electronic signature capability. The hardware below can easily be installed with an applet and works on PDFs, and Microsoft Word and Excel. This will add another ease of workflow component for both users and their patients.



- b. Create a Referral program to allow users a discount if they refer someone else and they sign up (it could be a free month, 1/2 off Digital signature pad, etc...)
- c. Add a bookstore the website on useful topics users would want to read about



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### **3. Start Affiliate Programs**

There are companies who have already created the engine needed to help you find website owners who will market the Patient Tracker website for a percentage of sales. You can decide to pay for leads and/or conversions and what percentage you would like to pay.

### **4. Press Releases**

Write press releases about your product and launch them through online PR agencies and they will place them on all of their PR websites. This will result in hundreds of links to the Patient Tracker website.

### **5. Increase Customer Service**

There are a number of things you can do in this category to decrease the gap between a potential customer and a sale:

- a. Add a Toll Free Number to the site and have your customer service center to support sales and technical questions regarding The Patient Tracker.
- b. Add Chat capability to be proactive when a user comes to The Patient Tracker website

### **6. Find and Pursue Distribution Channels**

Adding Smart Forme to the recommended protein source on the "Learning Center" tab of the Patient Portal is one company out of many who would be willing to carry brochures and help with the referral process. We recommend pursuing similar types of distribution channels as well.

### **7. Consider Software Distributors**

Software distributors are different than Software Sales Reps companies in that they actually sell your software on their websites.



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## **Recommendations to Increase the Amount of the Average Purchase**

Some of the recommendations below have been touched on in previous parts of this proposal but they are listed together here for convenience.

### **1. Offer Larger Units of Purchase in the Online Store:**

- a. \$99/month
- b. \$500 for 6 months
- c. \$1000 for a year purchase

### **2. Offer Ad-ons for purchase in the Online Store**

- a. 100/month for the Lead Tracker
- b. \$125/month for the Patient Portal
- c. One time fee of \$50.00 for the Online Financial Aide Application

### **3. Bundle Complimentary Packages together**

- a. The Patient Tracker and the Electronic Signature Pad (\$250) for \$300 – and \$99/month after that.
- b. The Patient Tracker and After Care packages for \$500.00 – and \$99/month after that.

### **4. Point of Purchase Promotions**

- a. Offer a free Electronic Signature pad with annual purchase of The Patient Tracker



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### **Recommendations to Decrease Attrition and Increase Retention**

Once you've sold The Patient Tracker, you will need to ensure that people stay with it in the competitive Bariatric and Chem Dep markets.

1. Allow customers to give feedback with a form on the website asking them what they want.
2. Give extraordinary service in the form of:
  - a. Technical Support
  - b. Training
  - c. Communication

### **Conclusion**

After completing the Needs Assessment for The Patient Tracker website, we feel your software sales can be greatly increased by following the points outlined in this report.

Soft Insite can assist in a number of venues for the sale of your software by:

- a. Creating an Integrated Online store on your website for you
- b. The staffing of trade shows and other events
- c. Helping in marketing campaigns through email marketing or sales calls
- d. Writing and distributing press releases throughout the internet
- e. Helping to set up an affiliate marketing program for you so other online companies will be motivated to market your product
- f. Staffing customer support needs such as email support, online chat, phone support