Follow Up to Get To a YES Protocol

- Prospective patient calls
- Caller Books consultation
- Pre-Consult Call made 1 week before consult
- 3 Days before Consult - Email/Text Reminder
- 1 Day before Consult - Email/Text Reminder Consult Visit

Post Consult Follow-Up
Thank You Note mailed same day

Post Consult Follow-Up
Thank You Email same day

DAY 2	DAY 4	DAY 6	DAY 8
Follow-Up Call #1 – Urgency	Follow-Up Call #2 – Urgency	Follow-Up Call #3 – Last Chance (if offered 7 day discount)	Drop into general email list to
Follow-Up Email #1 – Urgency	Follow-Up Email #2 – Urgency	Follow-Up Email #3 – Last Chance	