



YOU CAN NOW MAKE YOUR PRACTICE EVEN MORE SUCCESSFUL!

"For a flat fee of \$65 per month, I can invite all my patients to take the survey. Report For Doc not only allows me to assess my practice's performance but it also instantly shows patients that I care about their experience." – Dermatologist, Colorado

WHY ARE THE LEADING MEDICAL PRACTICES JOINING REPORT FOR DOC?

Comparison of practices that use Report For Doc vs. use paper or phone surveys vs. do not use patient surveys.

| REPORT FOR DOC | PAPER OR PHONE SURVEY | NO SURVEY |
|--|--|---|
| <p>EXCELLENCE IN PATIENT CARE: You clearly and instantly demonstrate to patients that you care about them. Patients appreciate being invited to share their opinions immediately after the visit, while the experience is fresh in their minds; e.g. there is no need to wait to receive a phone call or a paper survey in the mail. While satisfied patients are more likely to return and refer a doctor to others, unhappy patients can change providers, voice their frustrations to the public through various channels or, in extreme cases, even pursue legal action for perceived malpractice.</p> | <p>Commitment to excellence not instantly communicated</p> | <p>Commitment to excellence not shown</p> |
| <p>POWERFUL INFORMATION: You continuously (all the time) and consistently (in the same way) receive valuable information directly from your patients. When possible, we also compare your results with the aggregate results of other doctors in the same specialty and region. In the communications era, information is power - <i>you can only manage what you measure.</i></p> | <p>Results usually not reported continuously nor consistently; no competitive assessment</p> | <p>No information</p> |
| <p>CONFIDENTIAL & MEANINGFUL RESULTS: Over 75% of the US population has internet access and, in order to increase response rates, we offer patients a chance to win a sweepstakes. Survey reports are shared solely with you (or with the appropriate person) and often enhance decision making. Results are available online and are updated as soon as patients complete the survey, allowing you to take immediate action, if appropriate.</p> | <p>Not always confidential; limited response rates; long time to publish results</p> | <p>No results</p> |
| <p>YOU IN CONTROL: Only your patients can take the survey, so you proactively offer them a channel where they can anonymously voice their honest opinions to you, decreasing the likelihood that they post public reviews about you on random websites (where you often do not know you are being rated).</p> | <p>Some control limited by slow process</p> | <p>No control; no open communication</p> |
| <p>COST EFFECTIVE & ECO FRIENDLY: When sending paper surveys, you are paying for printing, mailing, pre-paid return postage and manual data entering. Assuming a cost of \$2 per paper survey, if you see 15 patients per day, the annual cost per doctor is \$7,200 (\$2 x 15 patients/day x 240 days). With Report For Doc, your cost for the same 15 patients per day is \$780/year (\$65 monthly subscription x 12 months). This is almost a 90% cost reduction - savings of \$6,420/year per doctor. You can invite every patient to take the survey; there is no extra cost. Additionally, the paper consumption is limited to printing the small invitation cards and we use only recycled paper.</p> | <p>Expensive and may be paper intensive (not eco-friendly)</p> | <p>Zero cost</p> |

OUR PROMISE: We strive to offer valuable and easy to use services. You can cancel your subscription online at anytime – no catches. Although we certainly hope you don't, we want you to know it is easy.