

SMARTBASE ADVOCATE

Patient powered advocacy

Turn patients into trusted resources that drive prospective patient treatment

SmartBase Advocate guides prospective patients through the treatment evaluation process for a serious health condition. By enabling prospective patients to connect with someone who has undergone the treatment, providers can deliver a better understanding of procedures and relevant resource information in their field of practice.

The result of SmartBase Advocate is increased awareness of the treatment benefits, a stronger patient-provider relationship, and up to a 70% increase in gross revenue.



Why SmartBase Advocate?



Up to 40% Treatment Rate

Clients who use SmartBase Advocate see up to 40% of prospective patients go on to receive treatment



Understand the Patient Journey

Capture metrics to better understand prospective patients' product or service questions, decision making process, and outcomes.

Clients use this data to drive enhancements to existing marketing and product development programs.



Strong Patient-Provider Relationships

Establish a personal, long-term relationship with patients and Advocates who participate in the program. Turn today's prospective patients into tomorrow's Advocates.



Increase Gross Revenue

Coordinated marketing campaigns drive prospective patients to participate in the program. Even a small increase in participation, with a 40% conversion rate, will increase your revenue dramatically.

How SmartBase Advocate Works

Through research and analysis, SmartBase will help you **identify, recruit and educate satisfied patients** who have received treatment, creating your Advocate base.

Building and executing marketing campaigns will drive prospective patients to your program, increasing revenue.

SmartBase Advocate technology enables prospective patients to **schedule phone conversations with your Advocates**. During the call, Advocates share their personal experiences from diagnosis and treatment to everyday living.

SmartBase provides **reporting on your overall program** from leads and conversion to metrics that guide Advocate training opportunities.

Advocate Technology Highlights

Scheduling capabilities allow Advocates to select their desired availability

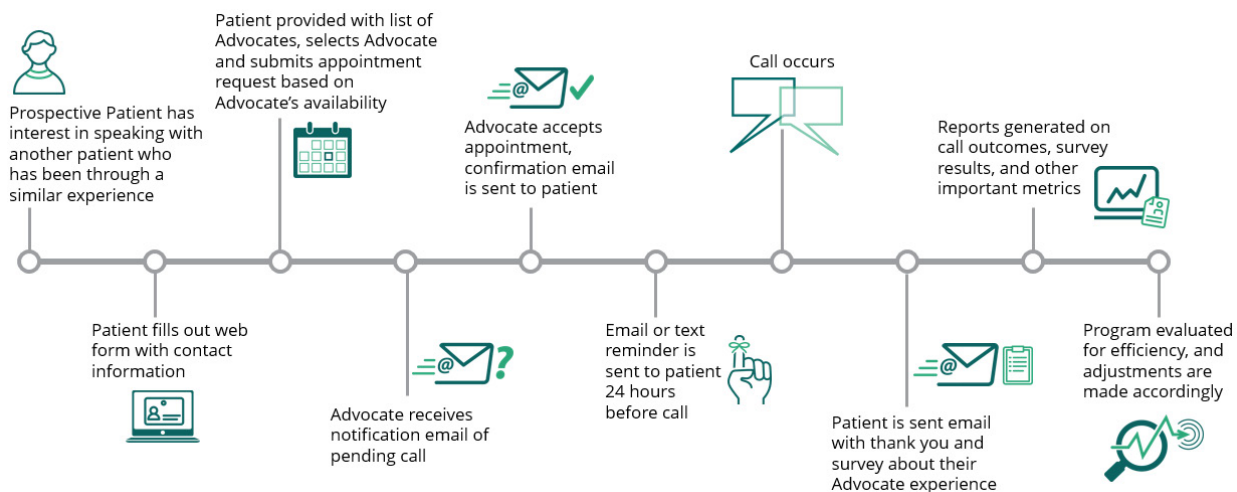
Proprietary logic matches Prospective Patients to Advocates

Reporting features allow for real-time system metrics

Mobile-friendly design and functionality

24-hour site availability and support

Advocate Process



Schedule a Demo

See how SmartBase Advocate could bring more value to your patients. Contact us for a demo today.

www.smartbasesolutions.com/smartbase-advocate-demo



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About SmartBase

For 11+ years, SmartBase has been managing data and delivering actionable insights to clients of all levels of data sophistication. As technology continues to evolve, so does SmartBase. Our SmartBase IQ Analytic Platform, Data Analytics, Communication Automation and Marketing Research services round out our full capability to streamline operations and improve management.

We make your data work for you.

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