

INFLUX™

Marketing Dashboard

Influx Marketing Dashboard B2C marketing automation system is an on-demand software solution for medical practices. Using workflow automation, email marketing, lead nurturing, closed loop reporting and video seminar and engagement strategies, Influx MD helps your in-house sales team coordinate their intake processes and streamline workflows for converting leads into patients. The outcome is an alignment of effort across your organization that increases conversions rates and optimizes your marketing return on investment.

Coupled with conversion rate optimization strategies, Influx MD quickly identifies process issues and facilitates improvements to break through sales plateaus and increase program profitability.

Influx MD is available in several pricing options to meet specific business needs.



<p><u>Solo</u></p> <p>\$99 /month*</p> <p>(with annual billing)</p>	<p><u>Group</u></p> <p>\$199 /month*</p> <p>(with annual billing)</p>	<p><u>Hospital</u></p> <p>\$299 /month*</p> <p>(with annual billing)</p>
<p>1 Agent user</p> <p>1 Assistant user</p> <p>1,000 active contacts</p> <p>5,000 emails / month</p> <p>All features</p> <p>*\$115 with monthly billing</p>	<p>3 Agent users</p> <p>3 Assistant users</p> <p>5,000 active contacts</p> <p>25,000 emails / month</p> <p>All features</p> <p>*\$230 with monthly billing</p>	<p>5 Agent users</p> <p>5 Assistant users</p> <p>10,000 active contacts</p> <p>50,000 emails / month</p> <p>All features</p> <p>*\$345 with monthly billing</p>

Influx MD Features and Pricing Options

Feature	Solo	Group	Hospital
Monthly fee	\$115	\$230	\$345
Monthly fee with annual billing	\$99	\$199	\$299
Agent	1	3	5
Assistant	1	3	5
Contacts	1,000	5,000	10,000
Emails per month	5,000	25,000	50,000
Help desk support*	✓	✓	✓
Scheduled agent training**	✓	✓	✓
CRM and LEAD MANAGEMENT			
Interactive dashboard	✓	✓	✓
Contact management	✓	✓	✓
Custom views	✓	✓	✓
Web form integration	✓	✓	✓
Call integration ⁺	✓	✓	✓
Lead deduplication	✓	✓	✓
Anti-spam service integration	✓	✓	✓
Lead scoring	✓	✓	✓
Workflow engine	✓	✓	✓
Email send and receive	✓	✓	✓
Custom fields	✓	✓	✓
Complete history	✓	✓	✓
Automation engine	✓	✓	✓
Custom macros	✓	✓	✓
Event triggers	✓	✓	✓
System and benchmark reports	✓	✓	✓
Campaign tracking	✓	✓	✓
Internal messaging	✓	✓	✓

EMAIL MARKETING			
Transactional email	✓	✓	✓
Autoresponders	✓	✓	✓
Bulk mail	\$	✓	✓
Mail tracking (opens, click thru etc.)	\$	✓	✓
List segmenting	✓	✓	✓
Personalization	✓	✓	✓
Inbound spam filtering	✓	✓	✓
Outbound Preflight Analysis		✓	✓
Chained Emails (drip campaigns)	✓	✓	✓
Delivery and action reporting		✓	✓
IP reputation management		✓	✓
Isolated sending domains	✓	✓	✓
ONLINE EDUCATION			
Education portal (Clinic Link)	✓	✓	✓
Streaming video hosting	✓	✓	✓
Video management	✓	✓	✓
Video quizzes	✓	✓	✓
Quiz auto grading	✓	✓	✓
Text resources	✓	✓	✓
Workflow integration			
SECURE FORMS			
HIPAA compliance	✓	✓	✓
Custom fields	✓	✓	✓
Demographic & insurance fields	✓	✓	✓
Capture from website forms	✓	✓	✓
Event registration forms	✓	✓	✓
Quiz forms	✓	✓	✓
Surveys	✓	✓	✓

EVENT SCHEDULING			
Agent schedules	✓	✓	✓
Phone and meeting appointments	✓	✓	✓
Event scheduling	✓	✓	✓
Confirmation emails	✓	✓	✓
Reminder Emails	✓	✓	✓
Lead/patient self-scheduling	✓	✓	✓
Integrated with workflow	✓	✓	✓
Clinic Link™ lead portal			
Internal messaging	✓	✓	✓
Video education	✓	✓	✓
Learning evaluation quizzes	✓	✓	✓
Resources (text and video)	✓	✓	✓
Progress lists	✓	✓	✓
Profile information	✓	✓	✓
Lead schedule	✓	✓	✓
SECURITY			
User management	✓	✓	✓
Granular access	✓	✓	✓
HIPAA & HITECH audited servers	✓	✓	✓
BAA	✓	✓	✓
Encryption at rest	✓	✓	✓
Intrusion detection	✓	✓	✓
Vulnerability scans	✓	✓	✓
Encrypted offsite backup	✓	✓	✓
Log management	✓	✓	✓
SOC 1, SOC2 certified hosting	✓	✓	✓

OPTIONAL SERVICES	Solo	Group	Hospital
Expert onboarding ⁺⁺	\$450	\$750	\$950
Dedicated administrator	\$50/month	\$100/month	\$200/month
Dedicated administrator & coach	\$100/month	\$200/month	\$300/month
Custom agent training	\$100	\$100	\$100
LIBRARIES	Monthly		
Lifestyle tips (24 videos)	\$25		
Bariatric seminar (6 videos)	\$25		
Bariatric education (4 videos)	\$25		
PROGRAMS	Setup	Monthly	
Nurturing Program	\$150	\$50	
Custom Newsletter	\$150	\$50	

*Application support.

Problems with InfluxMD? We're here to help with an extensive resource center that includes video training and help pages.

**Scheduled agent training.

New to Influx or bringing on new team members. Join in on one of our weekly New Agent training sessions. Your 45 minute session will get you up and running on Influx as an agent user and give you plenty of time for questions

‡Call Integration.

Influx can communicate with call tracking applications that provide a documented API. Examples of call tracking applications that Influx seamlessly integrates with are **Call Rail** and **Call Track Metrics**.

‡‡Expert Onboarding

If you are looking for expert assistance to get started then an onboarding package may be what you need. Each package includes workflow creation, triggers and automations along with 90 days telephone support to get you through early stages.

Dedicated support

Feel like you need the additional backup of a dedicated administrator or coach to help you make sure you are getting everything you can out of InfluxMD? Sign on for a dedicated support package for as long as you need and leave the heavy lifting to an expert.

Not seeing all the features you want in a particular plan? Call and speak with one of our knowledgeable agents to discuss your needs.



Call (904) 372 - 0007